

ARISTA WINERY

dedicated to showcasing the finest expression of pinot noir from the russian river valley

SUMMER RELEASE 2012



Arista Winery Acquires Famed Martinelli Road Vineyard

This past April, we announced the exciting news of our acquisition of a truly historic Russian River Valley vineyard. When looking for an additional estate vineyard, it had to fit our expectations of being historic along with having the story, traits and characteristics that made it one of a kind. We found all of that and more in the Martinelli Road Vineyard.



The site has been continuously farmed since 1870. The 74 acre property lies within the Green Valley Sub Appellation of the Russian River Valley and includes 10 acres of Chardonnay planted in 1980, 3 acres of Pinot Noir planted in 1990, and the crown jewel: 5 acres of Zinfandel planted in 1880. The 1880 block of Zinfandel makes it one of the oldest vineyards in all of Sonoma County and California for that matter. Seeing these beautiful old gnarly vines and reflecting on the fact that they have produced a crop for over 130 years is amazing and humbling! The fact that we are able to immediately begin producing wine from vines with this amount of age is rare, and we are highly anticipating harvesting these new grapes in 2012. Ulises Valdez will continue to farm this new estate property along with our Westside Road Estate. We are very excited to begin producing these wines, and sharing more from this property with you in the very near future!

The McWilliams Family

DATES TO REMEMBER

May 7 th

Summer allocation is released

June 17th

Summer allocation closes

June 23rd

Summer pick-up event at the winery

All orders will receive an email confirmation with the best ship date depending on weather in your area and shipping method chosen before we process your order for shipping.

Go to page 5 for summer shipping options.

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We are pleased to announce the release of our Summer Allocation wines! This offering includes our 2010 El Diablo Vineyard Chardonnay, 2010 Mendocino Ridge/Anderson Valley Pinot Noir, 2010 Perli Vineyard Pinot Noir, 2010 Toboni Vineyard Pinot Noir and 2010 Smokey Ridge Vineyard Zinfandel.

Meet the New Wines

2010 El Diablo Vineyard Chardonnay

Arista is proud to release our first Chardonnay! With great anticipation, we purchased these grapes from our vineyard manager, Ulises Valdez, for the 2010 harvest. He planted this Chardonnay vineyard in 2008 on a ridge off of Eastside Road, which serves as the eastern edge of the Russian River Valley Appellation. The location of the site means that while each morning the vineyard is shrouded in fog, the marine layer burns off by early afternoon and the vines are able to soak in several hours of warm sunlight. Our block of Chardonnay is planted to Old Wente Selection, a well-known Chardonnay clone for producing balanced wines of fruit and floral characteristics. Though young now, the exceptional potential of this site is already very apparent with the release of this Chardonnay.

2010 Mendocino Ridge/Anderson Valley Pinot Noir

Last year we released our first Mendocino Ridge Pinot Noir from the 2009 vintage. This year we have an unexpected blessing from an otherwise challenging growing season in 2010, and we are excited to introduce our 2010 Mendocino Ridge / Anderson Valley blend.

Because yields were so low in Mendocino County we didn't have enough wine to make just an Anderson Valley Appellation wine or a Mendocino Ridge Appellation wine. Instead we chose to assemble a blend from the two most prominent Pinot Noir appellations in Mendocino. Taking the few remaining barrels from the Ferrington Vineyard (64% of the blend) in the Anderson Valley and the Perli Vineyard (36% of the blend) in the Mendocino Ridge we were able to produce a blend that captures the fruit and body of the Anderson Valley but clearly demonstrates the structure and tannin from the Mendocino Ridge. Enjoy!





2010 El Diablo Vineyard, Chardonnay

The El Diablo Vineyard Chardonnay opens with generous aromas of Asian pear, apple, lemon grass and a hint of roasted marshmallows to greet the nose. On the palate similar flavors of lemon, pear, apple, roasted nuts and cinnamon creates an expression of Chardonnay that has a balance of both the fruit and oak elements and nice rounded flavors. The balance continues with the fruit and natural acidity that makes this wine an ideal companion with food. Enjoy now through 2014.

Technical Data:

Varietal:

100% Chardonnay

Barrel Program:

30% new, 40% 2 year, 30% 3+ years

Harvest Date:

October 30th, 2010

Vineyard Source:

100% El Diablo Vineyard,
Russian River Valley

Cooperage:

Marcel Cadet, Remond

Released: Summer 2012

Cases Produced: 84



2010 Mendocino Ridge/Anderson Valley Pinot Noir

The Mendocino Ridge and Anderson Valley blend expresses the best of the two most prominent Pinot Noir appellations in Mendocino County. Bold and generous notes burst from the glass both on the nose and the palate. The bouquet has distinct baking spice aromas like cinnamon and nutmeg that join together seamlessly with cherry and raspberry. Rich flavors of blackberry and espresso beans are gracefully integrated with mild oak tannins creating a unique and enticing flavor profile. This is a versatile wine that is great for sipping by itself or enjoying with a meal. Enjoy between now and 2014.

Technical Data:

Varietal:

100% Pinot Noir

Barrel Program:

21% new, 36% 1 year, 43% 2-3 year

Harvest Dates:

9/29/10 - 10/30/2010

Vineyard Source:

64% Perli Vineyard, Mendocino Ridge
36% Ferrington Vineyard, Anderson Valley

Cooperage:

Francois Frere, Artizana, Mercury,
Saury, Billon

Released: Summer 2012

Cases Produced: 345



2010 Perli Vineyard, Pinot Noir

The Perli Vineyard Pinot Noir nose is subtle at first, but as the wine opens, aromas of sandalwood, dried cherry and blood orange reveal themselves. Soft tannins layered with generous flavors of plum and cherry cola are woven into just enough French oak to delicately enhance the pleasant, persistent finish. Historically, this high elevation vineyard produces a tight, compact wine that needs additional time in the cellar to full reach its potential – but it's always been worth the wait! We recommend aging this wine for 5 to 8 years.

Technical Data:

Varietal:

100% Pinot Noir

Barrel Program:

40% new, 20% 1 year, 40% 2-3 year

Harvest Dates:

9/29/10 - 9/30/2010

Vineyard Source:

100% Perli Vineyard,
Mendocino Ridge, Mendocino County

Cooperage:

Mercury, Remond, Artizana, Billon

Released: Summer 2012

Cases Produced: 240



2010 Toboni Vineyard, Pinot Noir

The Toboni Vineyard Pinot Noir has developed hallmark aromatics which showcase distinct layers of fruit and earth. Dried cherry leads to appealing earth notes like wild mushroom, sage and bay leaf. A creamy mid-palate bursts with distinct flavors of Bing cherry and ripe plum and a hint of vanilla or anise. This wine is a distinguished and elegant Pinot Noir that shines with food. We recommend aging this wine for 6 – 8 years.

Technical Data:

Varietal:

100% Pinot Noir

Vineyard Source:

100% Toboni Vineyard,
Russian River Valley

Barrel Program:

41% new, 33% 1 year, 26% 2-3 year

Cooperage:

Francois Frere, Remond, Mercury

Harvest Date:

September 15th, 2010

Released: Spring 2012

Cases Produced: 250



2010 Smokey Ridge Vineyard, Zinfandel

What's not to love about the nose of a Dry Creek Valley Zinfandel? The aromas of blackberry and blueberry pie immediately leap from the glass. The perfume on the nose gives way to dusty, sweet oak notes in the background. Focused blackberry and brown spice flavors are tightly structured by mild tannins and hints of cocoa on the palate. A medley of blackberry, raspberry and cassis enhanced by the softer mocha notes creates a very enjoyable wine. Enjoy through 2014.

Technical Data:

Varietal:

95% Zinfandel, 5% Petite Sirah

Vineyard Source:

100% Smokey Ridge Vineyard,
Dry Creek Valley

Barrel Program:

30% new, 17% 1 year, 53% 2-3 year

Cooperage:

Bel Air, Radoux, Saury

Harvest Dates:

October 8th, 2010

Released: Summer 2012

Cases Produced: 422

Shipping Arista Wines

Pinot Noir grapes are delicate in nature while growing on the vine to processing them in the winery and finally while still in bottle and that is why we take extra precaution in shipping our wines to you. Our goal is to only ship ground when weather is at a maximum of 75 degrees. We carefully consider your weather because ground shipping means the wine is on a non-temperature controlled truck for 5-6 business days for members who live east of the Rockies. For areas where it takes 6 days, the wine is stored in a non-temperature controlled warehouse over the weekend before delivery to you.

Here are some options to remember when placing your Summer Allocation orders when weather in your area is warmer than 75 degrees.

1. We highly recommend that you select the “Fed Ex Cold Chain” shipping method when you place your order as this service keeps your wine at a stable 55 degrees while in route to you. Detailed information on the [Fed Ex Cold Chain can be found on our website](#).
2. We also encourage you to visit the [UPS website](#) or [FedEx website](#) (depending on which shipping method you select) and find the nearest “UPS Customer Center” or “FedEx Staffed” location near you. You can submit your order to ship directly to a shipper’s warehouse so your wine is not on a non-temperature controlled truck all day when your wine is in route to you. Remember that if you choose not to do this option, your wine can be sitting on the truck from 7 AM to 7 PM! Often the warehouse is conveniently located and their will call hours are open late so you can stop by after work.
3. Ship to a business address! Please be aware that business addresses are typically delivered before noon and home addresses are delivered after noon. This is yet another reason why shipping to a business address is preferable. As most of you probably know, an adult signature is required to receive wine deliveries, so in order to prevent multiple attempts to catch you when you are home, a business address can ensure that your wine is delivered on the first attempt.

Please feel free to email our A-List Concierge, Kim Lapedes, at kim@aristawinery.com if you have any questions on shipping this summer. She can look up the nearest warehouse and add the address to your online profile for easy access when placing your future orders.

UPCOMING EVENTS

Remember to check out our website for the latest information on all 2012 events for A-list members [here](#).

May 26, 2012 – Arista Winery

4TH ANNUAL PINOT & PAELLA

Join us for our 4th Annual Pinot and Paella event from 12:00 pm to 3:00 pm at Arista Winery in Healdsburg. Nationally recognized paella master, Chef Gerard Nebesky, will be pairing his famous paellas with our brand new wine releases. Kick off your Memorial Day Weekend with this great event; this year also be entertained with flamenco music and a flamenco dance performance. Don't miss out on this annual afternoon of great wine, food and music! [Buy your tickets online now!](#) Limited availability!

June 23, 2012 – Arista Winery

A-LIST MEMBER SUMMER ALLOCATION PICK UP EVENT

This complimentary event will feature wines from our Summer Allocation, food, music, growers and the McWilliams family. Exclusive to A-List members only. The event runs from 11:00 am to 3:00 pm at our Pavilion event area and does required advanced reservation to A-list Concierge, Kim Lapidés. Please RSVP by choosing “Summer Pick Up RSVP” in the “Shipping Information” box of your Summer Allocation order process and Kim will confirm your attendance to the event.

September 8, 2012 - Arista Winery

A-LIST MEMBER HARVEST WINEMAKER DINNER

Save the date for our annual Harvest Winemaker Dinner to celebrate the 2012 grape and garden harvest. This is an intimate event featuring a five course dinner and hosted by the McWilliams family and Winemaker Leslie Sisneros. Menu, price and time will be announced this summer by email invitation.

ADDITIONAL INFORMATION

HELPFUL TIPS ABOUT ORDERING, SHIPPING, AND WINE PICK-UPS

ORDERING

The best way to place your order is to go to our website www.aristawinery.com.

From there go to our [Allocation Page](#) and log-in to view your allocation and place your order. Please contact us by phone or [email](#) if you have any questions about logging in. Orders may also be placed by phone during normal business hours at (707) 473-0606. Orders are filled on a first come, first serve basis.

We will always try to fulfill your full allocation, but cannot guarantee it. In the event that the response to a mailing exceeds our projections, we may not be able to fulfill your full request. In this case, we will note what your order was, and not hold that against your future allocations. Again, this is why an immediate response is recommended.

Please don't forget to fill out the number of additional bottles you would like to request in the "Request amount above your allocation" box. We can't guarantee that we will always be able to fulfill the request, but it doesn't hurt to ask. Also, we will factor in your request for more bottles in your subsequent allocations. A new feature on our updated website is the ability to purchase wine shop items with your allocation order. Use the "Keep Shopping" button to add wine shop wines to your allocation order.

Orders submitted without payment will not be processed. We are unable to "hold" your allocation until we receive your payment.

SHIPPING

Please provide a valid e-mail address, as we will notify you in advance of shipping. Wines will ship as orders are received if weather conditions in your area permit. If you want to request a specific time or date for shipping, please use the "Order Notes" box (step 3). All orders will receive an email confirmation from A-List Concierge, Kim Lapides, so you can plan to receive your wine on the date she specifies. We will look at weather conditions before shipping and notify you of changes to your ship date as needed. We always make sure wines are shipped at the beginning of the week in an attempt to avoid wines being held at a shipping center over the weekend. Someone over 21 years of age is required to sign for the wine shipment during regular business hours.

WINE PICK-UP

All pick up orders will be available for pick up 7 days after receiving your order. Please choose your pick up option carefully.

- If want to RSVP for the June 23rd Summer Pick Up Event, choose the "Summer Pick Up RSVP" option in the "Shipping Options" box.
- If you want to pick up on another day between May 14th and June 22nd , please choose the "Non Event Pickup" option in the "Shipping Options" box.

STORING YOUR WINES

Always seek to store your wines in a temperature controlled wine cooling system. We recommend storing the wines at approximately 55° with a humidity level of approximately 60%.

If you don't have a wine storage system, try to store your wines in a cool, dark place like a closet. The most important thing is to find a stable temperature environment. Spikes in temperature will do more damage to your wines than storing them at a constant temperature level.

When possible, always try to store your wine lying on its side. This will allow the corks to stay damp and decrease the odds of your corks drying out, which can affect the way the wines develop in the bottle.



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