

GARY FARRELL

VINEYARDS & WINERY

SEPTEMBER 2009

“Sustainable growers make decisions based on not just their own farming operations but the entire watershed of which they are a part.”

Dear Friends,

We have a deep belief here at Gary Farrell in caring for the land and sustaining its health for future generations. Sustainable farming is based on grape growing practices that are sensitive to the environment, responsive to the needs and interests of employees and society at large and that are economically feasible to implement and maintain.

Gary Farrell does not own any of its own vineyards – we purchase all of our fruit from carefully selected vineyards. Most of our growers follow sustainable practices. These practices include: nesting boxes for raptors, enhancing biodiversity; planting cover crops to create microclimates to cultivate predatory insects; using sheep to graze the vineyard during vine dormancy, thus recycling the grass and influencing the soil ecology by depositing organic matter (manure); sealing vineyard roads for dust abatement; composting pomace and stems and returning the compost to the soil as a natural weed control, reducing the need for chemical herbicide.

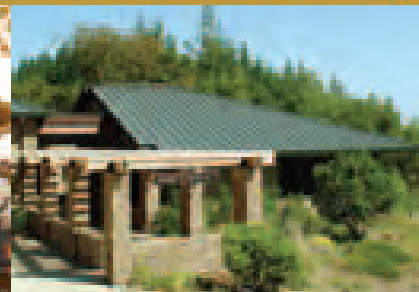
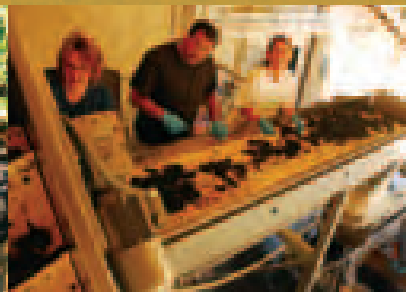
Sustainable growers make decisions based on not just their own farming operations but the entire watershed of which they are a part. As consumers, we need to be good stewards of the land by understanding the importance of healthy and balanced ecosystems. Being aware of how the grape traveled from the vineyard to the glass can heighten our understanding of the health of not only a particular vineyard but how the health of that vineyard affects all the land and water around it.

We are proud to present the September Grand Crew releases to you. These four wines, all from the highly regarded 2007 vintage, showcase the finest varietals produced at Gary Farrell – from fruit produced on the finest vineyards in the Russian River Valley. The 2007 Chardonnay, Starr Ridge Vineyard shows lemon-green color with medium intensity and bright clarity. Developing aromas and flavors of lemon curd, white peach, and nectarine share the stage with cotton candy, vanilla and butterscotch from the toasty oak. Roasted almonds, hay and a stony quality add depth. The 2007 Chardonnay, Rochioli Vineyard introduces aromas and flavors of lemon meringue, pie crust, lime and orange peel. Notes of pineapple, vanilla, roasted hazelnuts and a blossom floral character add depth. This is a supple, well-defined, and elegant expression of Chardonnay. The 2007 Pinot Noir, Starr Ridge Vineyard shows a rich, ruby color and medium intensity and a developing nose shows notes of Santa Rosa plum, red cherry, cranberry, pipe tobacco leather. The palate confirms the nose with medium acidity and fine-grained tannin. The 2007 Pinot Noir, Hallberg Vineyard shows a dark ruby color with medium intensity in appearance. The developing nose has notes of raspberry, cherry, plum and pomegranate. Earthy notes of roasted beets, black tea, cinnamon and clove add layers of complexity. The palate matches the nose with medium acidity and body and ripe, fine-grained tannin.

The thoughtful stewardship and careful farming practices that have produced the remarkable wines in the September Grand Crew shipment are all part of our philosophy at Gary Farrell – care of the land results in the health and vitality of our industry and the enjoyment we are able to pass on to you, our loyal friends.

Cheers!

From Your Friends at Gary Farrell



UPCOMING EVENTS

HARVEST CELEBRATION DINNER

SATURDAY, OCTOBER 17

6PM RECEPTION
7PM DINNER

IN CELEBRATION OF THE
2009 HARVEST PLEASE JOIN US FOR
AN EVENING OF DELICIOUS FOOD AND
EXTRAORDINARY WINE.

WE WILL BE ENJOYING THE FOLLOWING WINES
WITH A SPECIALLY PREPARED DINNER:

2007 CHARDONNAY, ROCHIOLI VINEYARD

2007 PINOT NOIR, STARR RIDGE VINEYARD

2004 PINOT NOIR,

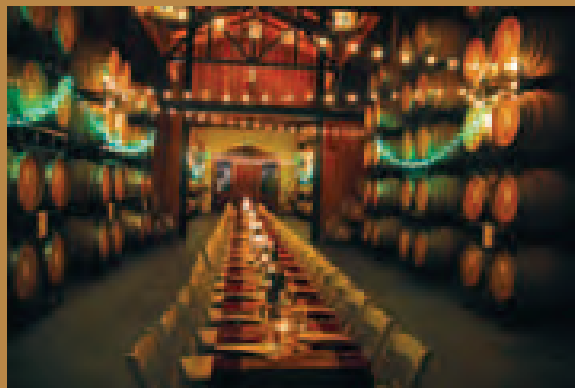
STARR RIDGE VINEYARD - DIJON CLONE

2007 ZINFANDEL, BRADFORD MOUNTAIN

\$85 PER PERSON
(PLUS TAX)

THIS EVENT WILL FILL UP QUICKLY,
PLEASE RSVP BY MONDAY, OCTOBER 5TH
BY CALLING 866-277-9463
OR EMAIL US YOUR REPLY TO:

CREW@GARYEARRELLWINES.COM



NEW RELEASES



2007 CHARDONNAY
Starr Ridge Vineyard, Russian River Valley

VINEYARDS

The 24 acre Starr Ridge Vineyard site has an easternly orientation and is located in the cool, breezy hills just east of the Russian River and southwest of the town of Windsor. Close vine spacing was incorporated to promote competition for water and nutrients, thus further reducing vigor and keeping crop levels low. The result is intensely flavored Chardonnay with an ideal balance of sugar and acidity.

WINEMAKING NOTES

This past year has been another example of our region's remarkable consistency. The short rainy season with less than usual amounts of rain, coupled with the warm spring temperatures led to an early bud break. Subtle spring heat spikes and wind conditions contributed to a relatively light crop which in turn resulted in smaller berries showing very intense flavor and great color. Once bud break occurred, our weather steadied, making for near perfect ripening conditions which lasted all the way through harvest. It

certainly appears that the 2007 vintage from the Russian River Valley will turn out to be one of significant depth and concentration.

TASTING NOTES

The 2007 Starr Ridge Chardonnay shows lemon-green color with medium intensity and bright clarity. Developing aromas and flavors of lemon curd, white peach, and nectarine share the stage with cotton candy, vanilla and butterscotch from the toasty oak. Roasted almonds, hay and a stony quality add depth. Try this wine with the rich flavors of pan seared diver scallops or roast chicken with lemon and thyme.

Technical Notes *Appellation:* Russian River Valley *Varietal:* 100% Chardonnay *Harvested:* Aug. 24 & 29, 2007 *Bottled:* June 7, 2008 *Alcohol:* 14.2% *Acidity:* 3.37 pH, 6.50 g/L T.A.



2007 CHARDONNAY
Rochioli Vineyard, Russian River Valley

VINEYARDS

The grapes for this outstanding Chardonnay come from the renowned 130-acre Rochioli Vineyard in the heart of the Russian River Valley, which was planted by Joe Rochioli, Sr. and is today farmed by his son, Joe, Jr. In the early 1990's a block adjacent to the Russian River was planted with clone 5.

WINEMAKING NOTES

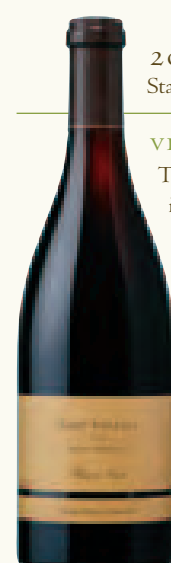
2007 was another example of our region's remarkable consistency. The short rainy season with less than usual amounts of rain, coupled with the warm spring temperatures led to an early bud break. Subtle spring heat spikes and wind conditions contributed to a relatively light crop which in turn resulted in smaller berries showing very intense flavor and great color. Once bud break occurred, our weather steadied, making for near perfect ripening conditions which lasted all the way through harvest. It certainly

appears that the 2007 vintage from the Russian River Valley will turn out to be one of significant depth and concentration.

TASTING NOTES

The 2007 Rochioli Chardonnay shows lemon-green color with medium intensity and bright clarity. Developing aromas and flavors of lemon meringue, pie crust, lime and orange peel are accented by flint and a chalk dust-like minerality. Notes of pineapple, vanilla, roasted hazelnuts and a blossom floral character add depth. Supple, well-defined, refreshing, elegant and expressive. Be patient and let this gem sit in the cellar for a few years and you will be greatly rewarded. Try this complex Chardonnay with roasted chicken and new potatoes.

Technical Notes *Appellation:* Russian River Valley *Varietal:* 100% Chardonnay *Harvested:* Sept. 8, 2007 *Bottled:* June 7, 2008 *Alcohol:* 14.2% *Acidity:* 3.37 pH, 5.90 g/L T.A.



2007 PINOT NOIR
Starr Ridge Vineyard, Russian River Valley

VINEYARDS

The 24 acre Starr Ridge Vineyard has an easternly orientation and is located in the cool, breezy hills just east of the Russian River and southwest of the town of Windsor. After careful research, four clones of Pinot Noir were selected for planting: Pommard clone 4, Dijon clone II4, Dijon clone II5 and Dijon clone 777. The vines were planted to a high density on low vigor rootstock ideally suited to the site's soil type.

WINEMAKING NOTES

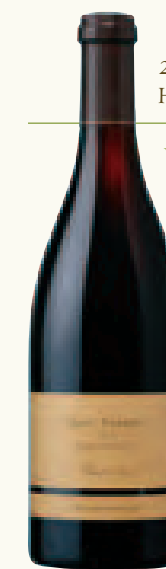
2007 was another example of our region's remarkable consistency. The short rainy season with less than usual amounts of rain, coupled with the warm spring temperatures led to an early bud break. Subtle spring heat spikes and wind conditions contributed to a relatively light crop which in turn resulted in smaller berries showing very intense flavor and great color. Once bud break occurred, our weather steadied, making for near perfect ripening

conditions which lasted all the way through harvest. It certainly appears that the 2007 vintage from the Russian River Valley will turn out to be one of significant depth and concentration. The selected clones grown in different microclimates and soils at Starr Ridge Vineyard were handpicked at approximately 24.5 degrees brix during the cool night. The fruit was then hand sorted, de-stemmed and moved to fermenters uncrushed for a 5-day cold soak. Then the grapes were inoculated with Assmanshausen yeast for primary fermentation with regular punch-downs, then went through malolactic fermentation and matured in a combination of new (46%) and 1 year old (54%) French oak barrels for 12 months before bottling.

TASTING NOTES

The 2007 Starr Ridge Pinot Noir shows medium plus intensity in appearance, showing a dark ruby color. The developing nose has medium plus intensity and shows notes of Santa Rosa plum, red cherry, cranberry, pipe tobacco, leather, cinnamon, clove and nutmeg. The palate confirms the nose with medium acidity and body and ripe, fine-grained tannin. This wine pairs beautifully with braised lamb shank and polenta.

Technical Notes *Appellation:* Russian River Valley *Varietal:* 100% Pinot Noir *Harvested:* August 20 & 21, 2007 *Bottled:* July 24, 2008 *Alcohol:* 14.2% *Acidity:* 3.50 pH, 6.30 g/L T.A.



2007 PINOT NOIR
Hallberg Vineyard, Russian River Valley

VINEYARDS

The 100-acre Hallberg Vineyard is named for previous owners Don and Marcia Hallberg and today owned by a small group of investors headed by Brice Jones, formerly of Sonoma Cutter. The vineyard is meticulously farmed by Kirk Lokka, also a veteran of Sonoma Cutter, and the commitment to quality of the current owners coupled with the site's exceptional soils give this property boundless potential.

WINEMAKING NOTES

The short rainy 2007 season had less than usual amounts of rain and, coupled with the warm spring temperatures, led to an early bud break. Subtle spring heat spikes and wind conditions contributed to a relatively light crop which in turn resulted in smaller berries showing very intense flavor and great color. Once bud break occurred,

our weather steadied, making for near perfect ripening conditions which lasted all the way through harvest. It certainly appears that the 2007 vintage from the Russian River Valley will turn out to be one of significant depth and concentration. The selected clones grown in different microclimates and soils at Hallberg Vineyard were hand picked at approximately 24.5 degrees brix during the cool night. The fruit was then hand sorted, de-stemmed and moved to fermenters uncrushed for a 5-day cold soak. Then the grapes were inoculated with Assmanshausen yeast for primary fermentation with regular punch-downs. The wine underwent malolactic fermentation and matured in a combination of new (46%) and 1 year old (54%) French oak barrels for 12 months before bottling.

TASTING NOTES

The 2007 Hallberg Pinot Noir shows a deep, dark ruby color with medium plus intensity in appearance. The developing nose has medium plus intensity and shows notes of juicy red fruits like raspberry, cherry, plum and pomegranate. Earthy notes of roasted beets and black tea, along with cinnamon and clove from the French oak, add layers of complexity. The palate confirms the nose with medium acidity and body and ripe, fine-grained tannin. The Hallberg Pinot Noir pairs beautifully with grilled dry rub rib eye steak.

Technical Notes *Appellation:* Russian River Valley *Varietal:* 100% Pinot Noir *Harvested:* August 20 & 21, 2007 *Bottled:* July 24, 2008 *Alcohol:* 14.2% *Acidity:* 3.50 pH, 6.30 g/L T.A.

Next Shipment: November 2009

2007 Chardonnay, Rochioli/Allen Vineyards

2007 Pinot Noir, Rochioli Vineyard

2007 Pinot Noir, Starr Ridge Vineyard - Dijon Clones

2007 Pinot Noir, Ramal Vineyard

Subject to change

