

GARY FARRELL

VINEYARDS & WINERY

FEBRUARY 2011

Dear Friends,

“The
Rochioli Family
has some
of the most
revered Pinot
Noir fruit
in the entire
Russian River
Valley.”

The Winter chill has arrived here in wine country as we warm ourselves by the fireplace while watching the fog, sleet and rain come and go from our magnificent vista in our tasting room. Come join us! This time of year is the best time to drive out and visit the winery—no crowds, little traffic, and of course wonderful wines to sample.

The February Grand Crew shipment contains some exciting new releases—such as the Trenton Station Syrah. This Syrah hails from grapes harvested from Trenton Station Vineyard in Russian River Valley, where the cool climate creates the perfect environment for deep, dark Rhone varieties such as Syrah to flourish. Notes of intense blueberry, coffee, and a briary dark fruit core make this reminiscent of some of the great Northern Rhone wines of France. Patience will definitely reward you here—cellaring for a few years will help integrate the flavors and calm the tannins. Truly a wonderful addition to the shipment lineup—and we know you will be as excited and pleased to taste this as much as we were!

The much-anticipated Rochioli Vineyard Pinot Noir is also included in your shipment. The Rochioli Family has some of the most revered Pinot Noir fruit in the entire Russian River Valley, and the 2008 is no exception. Some of the grapes from the vineyard were planted back in 1968/1969, giving depth, concentration, and extraordinary ageability. One taste of this gem and you will see why the Rochioli Vineyard wines are some of the most sought-after in all of California. The ever-popular Hallberg Vineyard-Dijon Clones is here as well! Our winemaker selects just the Dijon clones (Clone 667, 777, and 115) off the Hallberg vineyard, getting the specific desired traits she’s looking for: smaller cluster and berry size, floral nuances, vibrant red fruit with an earthy back-bone. We are pleased to offer the Dijon clones from the Hallberg Vineyard once more.

The remaining selections in the February club shipment are the 2009 Chardonnay, Russian River Selection as well as the 2009 Chardonnay, Carneros Selection. The creation of “cuvées” is clearly among our most important and exciting tasks, resulting in the finest possible blends, while utilizing all of our best vineyard sources. While some others create their “blends” after-the-fact and after all the single vineyard wines have been made, we do the exact opposite. We create our blends first, ensuring that as much thought and careful practice goes into each and every one of our wines. The Russian River Selection Chardonnay is showing bright acidity with citrus tones taking center stage, with notes of Kaffir lime, orange blossom, and lemon meringue lingering on the palate. The Carneros Chardonnay is a richer, fleshier sibling to the Russian River Selection. Notes of honey, toasty oats and vanilla with a green apple backbone represent the core characteristics of Carneros fruit. These Chardonnays are sure to be a wonderful addition to your white wine collection!

As the harsh grip of winter releases its stronghold and the warm renewal of Spring approaches, we wish you the very best and look forward to seeing you, our Grand Crew club members. As always, our beautiful ridge-top view overlooking the Russian River Valley and a taste of Gary Farrell wine in your glass is all the reason you need to linger, relax, and enjoy your visit to the winery.

Cheers!

From Your Friends at Gary Farrell



UPCOMING EVENTS

Spring Release Party

Join us for a lovely spring day and enjoy a sampling of our newest releases and favorites from the library, paired with exceptional hors d'oeuvres.

Space is limited, please
RSVP by May 6th

Sunday May 15th, 2011

3pm to 6pm

\$25 plus tax per member
and their guests
(4 reservations per membership)

This event is limited to 80 guests,
so RSVP today by calling 866-277-9463
or email us your reply to:
crew@garyfarrellwines.com



NEW RELEASES

2009 CHARDONNAY Carneros Selection



VINEYARDS

The creation of "cuvées" is clearly among our most important and exciting tasks, resulting in the finest possible blends utilizing all our best sources. This vintage is sourced from some of our top Chardonnay vineyard properties.

WINEMAKING NOTES

2009 was a long vintage - Harvest kicked off about a week to ten days later than normal for us due in part to a cool wet spring. This inclement weather extended bloom time and caused smaller crop sizes in some areas. A nearly ideal growing season followed with below normal summer temperatures, limited frost damage, fewer hot days, and saving rains in early May producing excellent quality fruit with great flavors, color development and in many cases lower sugar content. Later in the growing season cool foggy mornings were followed by warm sunny afternoons, giving us absolutely ideal grape ripening conditions - a classic Russian River Valley weather pattern that allows grapes to develop full flavor maturity over an extended growing season while retaining their bright, natural acidity. Harvest was a mixture of both periods of heat followed by periods of rain to cool and slow things down. Chardonnay and Pinot have shown excessively small berries -resulting in wonderful, concentrated flavors. 2009 should be an excellent vintage!

TASTING NOTES

The 2009 Carneros Selection Chardonnay shows a lemon-gold color with medium intensity and bright clarity in appearance. The developing nose is of medium plus intensity showing ripe honeydew melon, mango, papaya and honeysuckle. Additional notes of French vanilla, honey and popcorn support the sweet fruit. The palate shows medium acidity with medium plus flavor intensity, body and length. Drink this rich, creamy wine with cedar-planked salmon.

Technical Notes Winemaker: Susan Reed Appellation: Carneros (Sonoma), Varietal: 100% Chardonnay Harvested: Sept. 9 - Oct. 1, 2009 Bottled: June 9, 2010, Alcohol: 14.3% Acidity: 3.44 pH, .64 gm/100ml

2009 CHARDONNAY Russian River Selection



VINEYARDS

The creation of "cuvées" is clearly among our most important and exciting tasks, resulting in the finest possible blends utilizing all our best sources. This vintage is sourced from some of our top Chardonnay vineyard properties.

WINEMAKING NOTES

2009 was a long vintage - Harvest kicked off about a week to ten days later than normal for us due in part to a cool wet spring. This inclement weather extended bloom time and caused smaller crop sizes in some areas. A nearly ideal growing season followed with below normal summer temperatures, limited frost damage, fewer hot days, and saving rains in early May producing excellent quality fruit with great flavors, color development and in many cases lower sugar content. Later in the growing season cool foggy mornings were followed by warm sunny afternoons, giving us absolutely ideal grape ripening conditions - a classic Russian River Valley weather pattern that allows grapes to develop full flavor maturity over an extended growing season while retaining their bright, natural acidity. Harvest was a mixture of both periods of heat followed by periods of rain to cool and slow things down. Chardonnay and Pinot have shown excessively small berries -resulting in wonderful, concentrated flavors. 2009 should be an excellent vintage!

TASTING NOTES

This 2009 Russian River Selection Chardonnay shows a lemon-gold color with medium intensity and bright clarity in appearance. The developing nose has medium intensity showing ripe green apple, pear, candied lemon and lime, roasted grains and delicate notes of vanilla and butterscotch. The palate is dry with medium plus acidity, body, flavor intensity and length. The wine's lively acidity and supple viscosity will lend itself to many seafood and poultry dishes, as well as aged Gouda cheeses.

Technical Notes Winemaker: Susan Reed Appellation: Russian River Valley Varietal: 100% Chardonnay Harvested: Sept. 5th - 29th, 2009 Bottled: June 2-3, 2010 Alcohol: 14.2% Acidity: 3.32 pH, .66 gm/100ml

2008 PINOT NOIR Hallberg Vineyard, Dijon Clones



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 Cutrer. The vineyard is meticulously farmed by Kirk Lokka, also a veteran of Sonoma Cutrer, and the commitment to quality of the current owners coupled with the site's exceptional soils give this property boundless potential.

WINEMAKING NOTES

The 2008 growing season was a roller coaster year. It began with dry warm weather that started vines growing early. Then there were freezing temperatures during the spring (down to 23 degrees F. in some areas of Sonoma County) causing some damage due to frost, followed by excessive heat and high wind during bloom. Thereafter we had slightly above average temperatures, followed by slightly below average temperatures all summer long. From a winemaking perspective, the dry growing season produced the benefit of inducing "moderate stress" on the vines, which limited growth of the canopy and focused the vines' energy on the grapes. The smaller berries with the slightly lighter crop combined to produce beautiful concentrated fruit flavors.

TASTING NOTES

The 2008 Hallberg Dijon Clones Pinot Noir shows a dark ruby color with medium plus intensity in appearance. The developing nose shows medium intensity with aromas of dried cranberry, sweet red cherry, rhubarb, dried herbs and exotic spices. The palate shows medium acidity, tannin, body and flavor intensity with additional earthy notes of beets, dried mushrooms and tea. The soft, juicy fruits, zesty acidity and supple, fine-grained tannin scream for roast pork, fowl or poultry.

Technical Notes Winemaker: Susan Reed Appellation: Russian River Valley Varietal: 100% Pinot Noir Harvested: September 6, 2008 Bottled: December 9, 2009 Alcohol: 14.6% Acidity: 3.56 pH, .67 gm/100ml

2008 PINOT NOIR Rochioli Vineyard



VINEYARDS

The Rochioli Vineyard consists of approximately 128 planted acres, of which half is various clones of Pinot Noir. The fruit for this bottling came from various blocks that were planted in 1974, 1995 and 2000. Some of this fruit came from cuttings taken from the original "mother" block that was planted in 1969. Though growers did not have access to the many fine clones available today, Joe Rochioli was far ahead of his years by selecting Pommard Clone for his initial plantings.

WINEMAKING NOTES

The 2008 growing season was a roller coaster year. It began with dry warm weather that started vines growing early. Then there were freezing temperatures during the spring (down to 23 degrees F. in some areas of Sonoma County) causing some damage due to frost, followed by excessive heat and high wind during bloom. Thereafter we had slightly above average temperatures, followed by slightly below average temperatures all summer long. From a winemaking perspective, the dry growing season produced the benefit of inducing "moderate stress" on the vines, which limited growth of the canopy and focused the vines' energy on the grapes. The smaller berries with the slightly lighter crop combined to produce beautiful concentrated fruit flavors.

TASTING NOTES

The 2008 Rochioli Vineyard Pinot Noir shows a medium intensity in appearance with a ruby color. The developing nose shows medium intensity with aromas of dried cranberry, black cherry, kirsch and sour plum. Additional notes of black licorice, warm spices and leather add layers of depth. Confirming the nose, the palate also shows ripe pomegranate with medium flavor intensity, body, acidity and length. Pair this well-integrated, soft and juicy gem with roast pork and root vegetables.

Technical Notes Winemaker: Susan Reed Appellation: Russian River Valley Varietal: 100% Pinot Noir, Harvested: August 30 to September 5, 2008 Bottled: December 9, 2009 Alcohol: 14.2% Acidity: 3.56 pH, .67 gm/100ml

2008 SYRAH

Trenton Station Vineyard, Russian River Valley



VINEYARDS

The Trenton Station Vineyard consist of approximately 46 acres, of which 14.83 is planted to Syrah. Located just off old Trenton Road in the heart of the Russian River Appellation, the Vineyard is painstakingly managed by Sonoma County pioneers Rich & Saralee Kunde. Planted in 1999, the Vineyard consists of Goldridge fine sandy loam, with a 15-30% slope. We source our Syrah (primarily low-yielding Clone 174) from a hilltop ridge in the Vineyard nicknamed "Richard's Crown," which allows the grapes maximum sun exposure and optimal growing conditions.

WINEMAKING NOTES

The 2008 growing season was a roller coaster year. It began with dry warm weather that started vines growing early. Then there were freezing temperatures during the spring (down to 23 degrees F. in some areas of Sonoma County) causing some damage due to frost, followed by excessive heat and high wind during bloom. Thereafter we had slightly above average temperatures, followed by slightly below average temperatures all summer long. From a winemaking perspective, the dry growing season produced the benefit of inducing "moderate stress" on the vines, which limited growth of the canopy and focused the vines' energy on the grapes. The smaller berries with the slightly lighter crop combined to produce beautiful concentrated fruit flavors.

TASTING NOTES

2008 Trenton Station Vineyard Syrah shows deep intensity in appearance with a dark ruby rim to a purple core in color. The developing nose is of medium plus intensity, showing blueberry, dark plum, blackberry and savory, gamey notes with a touch of pepper. The youthful palate shows medium plus acidity, intensity and body with a slight tannic grip, begging for careful aging and hearty foods.

Technical Notes Winemaker: Susan Reed Appellation: Russian River Valley, Varietal: 100% Syrah, Harvested: October 9, 2008 Bottled: December 9, 2009 Alcohol: 14.1% Acidity: 3.58pH, .73 gm/100ml



MAY 2011 GRAND CREW SHIPMENT:

- 2010 SAUVIGNON BLANC, REDWOOD RANCH
- 2009 CHARDONNAY, WESTSIDE ROAD
- 2007 PINOT NOIR, RUSSIAN RIVER SELECTION
- 2009 PINOT NOIR, RUSSIAN RIVER SELECTION
- 2009 PINOT NOIR, CARNEROS SELECTION

Subject to change

WINE ORDER FORM

Please mail or fax this form on or before March 15, 2011. Orders received after March 15 may be subject to wine and discount limitations. Mail form to: 10701 Westside Road, Healdsburg, CA 95448; telephone (866) 277-9463, or fax (800) 425-8238. Orders may also be placed from our web site, www.garyfarrellwines.com. Please note, all wine deliveries require an ADULT signature. Additionally, your daytime phone number is important for shipping considerations.

SHIPPING ADDRESS (Use business if possible): Business Residence Will Call Other

Name: _____

Business: _____

Street: _____ City: _____ State: _____ Zip: _____

Daytime Telephone (required) : _____

BILLING ADDRESS: Same as Shipping

Name: _____

Business: _____

Street: _____ City: _____ State: _____ Zip: _____

Daytime Telephone : _____

2009 Chardonnay, Carneros Selection \$32.00 x _____ btl = \$ _____

2009 Chardonnay, Russian River Selection \$32.00 x _____ btl = \$ _____

2008 Pinot Noir, Hallberg Dijon Clones \$60.00 x _____ btl = \$ _____

2008 Pinot Noir, Rochioli Vineyard \$65.00 x _____ btl = \$ _____

2008 Syrah, Trenton Station Vineyard, Russian River Valley \$40.00 x _____ btl = \$ _____

SUBTOTAL = \$ _____

PAYMENT INFORMATION: Visa MC AMEX Check
(Please make check payable to: Gary Farrell Wines)

15% Discount = \$ _____

Credit Card #: _____

9.00% Sales Tax (California) = \$ _____

Exp. Date: _____

Applicable Tax (All other states) = \$ _____

Shipping Fee = \$ _____

Signature: _____

TOTAL = \$ _____

I certify that I am 21 years of age or older.