

GARY FARRELL

VINEYARDS & WINERY

SEPTEMBER 2010

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Dear Friends,

This year marks our 29th harvest at Gary Farrell Winery, and once again we are reminded that we live and die by the whims of Mother Nature. As this is being written, we are anxiously awaiting the start of crush. For perhaps the first time in recent memory, we will be harvesting in September, rather than the more typical mid- to late August.

While many of you in other parts of the country have been sweltering in triple digit heat, we in wine country are wondering when summer will begin! Our daytime temperatures have been averaging close to 10 degrees below normal. The fog layer is lingering later than usual in the mornings, and returning promptly every evening. Coupled with very late spring rains, this is having a profound effect on the grapes.

Pinot Noir and Chardonnay grapes typically desire a long, slow ripening to develop the complexity and subtlety of flavors the Russian River Valley is known for. This year, they are getting that, and then some! The 2010 vintage has the potential to be a stellar one. The absence of deadly heat spikes keeps the sugar/acid balance that we rely on more stable. Lower sugars yield lower alcohol, more in keeping with our Burgundian style. The late spring rain, while causing some shatter in the vineyards, has resulted in a larger than normal crop. Our growers are working diligently on dropping fruit (lower yield equaling higher quality.) While it is still too early to make concrete predictions, we are truly excited about the potential of this vintage. Our winemaker, Susan Reed, and her capable staff will work their magic as always, but how nice it is when Mother Nature cooperates!

This September club release marks the debut of the 2008 vineyard-designated Pinot Noir's. Here in the tasting room, we have been doing a little sampling amongst ourselves, and we are really impressed. Whereas 2007 was touted as the “vintage of the decade,” perhaps that was a bit premature! The 2008 wines seem even more fruit -forward and open than common at this point, with the usual perfect balance. The Chardonnay and Pinot Noir from Starr Ridge Vineyard are most surprising. Typically, wine from this vineyard requires additional bottle aging, yet this year it is racing ahead of the pack! Ramal Vineyard Pinot Noir has that soft earthiness that reflects its Carneros origins, while Bien Nacido Pinot Noir from the Santa Maria Valley expresses California's central coast in a softer, more feminine way. Our Bradford Mountain Zinfandel offering is definitely living up to its superb reputation. Who would think that Zinfandel could be so refined? This is a wine that can hold its own with our Pinots for a delicious change of pace.

Finally, for those of you planning your wine country getaway this fall, mark your calendars for Saturday, October 16th, the Grand Crew Harvest Party. We welcome you and your guests to join us in celebrating another successful crush season. We will guarantee music, familiar faces, good company, and of course, the best wine and food-perhaps even a gem or two from the library! We look forward to seeing you here.

Best Always,

From Your Friends at Gary Farrell



UPCOMING EVENTS

Celebrate The 2010 Harvest At Gary Farrell

Help us celebrate the
29th harvest at Gary Farrell!
Join us for a beautiful fall evening of
delicious wine, tapas, and barrel samples.
Great opportunity to learn about our
renowned vineyard sources, and sample
new releases, wines from the library and
2009 vintage wines from the barrel.
RSVP now to guarantee your spot!

Saturday, October 16th

5:30pm to 8:30pm

\$60 per person (plus tax)

4 reservations per membership

This event will fill up quickly, as space is
limited, so please RSVP by Monday,
October 4th by calling 866-277-9463 or
email us your reply to:
crew@garyfarrellwines.com



2008 CHARDONNAY
Starr Ridge Vineyard

VINEYARDS

This 24 acre parcel is located in the hills directly across from the Russian River, and approximately seven miles south of the town of Healdsburg. In 1996, a portion of this vineyard was planted to Chardonnay. Dijon Clones 95 and 96 were selected for their favorable flavor profiles, small cluster and berry size, and moderate yields.

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 Starr Ridge Chardonnay has a lemon-green color with medium intensity and bright clarity in appearance. The developing nose shows notes of white peach, fresh nectarine and orange citrus peel. Additional layers showing bread dough, roasted nuts, butter and vanilla cream along with white flowers and a stony mineral character, add complexity. The palate mimics the nose and shows an additional note of lemon candy with medium acidity, body, flavor intensity and length. The creamy viscosity and refreshing acidity will pair well with lighter proteins (fish or chicken) and butter or cream sauces.

Technical Notes Winemaker: Susan Reed Appellation: Russian River Valley Varietal: 100% Chardonnay Harvested: August 30, 2008 Bottled: June 5, 2009 Alcohol: 14.1% Acidity: 3.34pH, 6.6 gm/L



2008 PINOT NOIR
Bien Nacido Vineyard

VINEYARDS

With a rich history, beginning in 1837 as a Spanish land grant, Bien Nacido Vineyards have now become one of the most prestigious and best known vineyards in the Santa Maria AVA - a region with a well-deserved reputation for producing world class Pinot Noir. Gary Farrell Winery has sourced fruit from this historic vineyard for more than twenty years. The Pinot Noir was handpicked primarily from the legendary Q block. We are honored to receive fruit from this block of the vineyard as only a few fortunate producers receive fruit from this source.

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 Bien Nacido Pinot Noir shows medium plus intensity in appearance, with a water rim to a ruby core in color. The developing nose has medium plus intensity and shows bright, fresh red fruits like plum, red cherry, cranberry, and strawberry. Additional notes of earth, vanilla and warm spices like cinnamon, clove and nutmeg support the bright fruit. The palate confirms the nose with medium acidity and body and medium plus flavor intensity and length. Pair this elegant, well-structured and expressive beauty with roasted pork or seared duck dishes.

NEW RELEASES

Technical Notes Winemaker: Susan Reed Appellation: Santa Maria Valley Varietal: 100% Pinot Noir Harvested: September 19 & 25, 2008 Bottled: December 9, 2009 Alcohol: 14.1% Acidity: 3.49 pH, 6.70 gm/L



2008 PINOT NOIR
Ramal Vineyard

VINEYARDS

The Ramal Vineyard is located in Carneros on south-facing slopes overlooking the San Pablo Bay, a northern branch of San Francisco Bay. In addition to the sand and clay-based soils that predominate in Carneros, this vineyard features rocky sections of a type seldom seen in Carneros. This wine is made from hand-harvested Pinot Noir Dijon Clone selections culled from choice vineyard blocks of this venerable estate.

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 Ramal Vineyard Pinot Noir shows medium intensity in appearance with a dark core ruby color. The developing nose shows medium plus intensity with aromas of ripe black cherries, baked plums and a touch of strawberry jam. The fruit is complemented by warm spices like cinnamon, ginger and nutmeg and other nuances of smoke and chocolate. The palate confirms the nose and shows medium plus intensity and length along with medium acidity and body and supple, round tannins. Pair this hearty wine with lamb or sausages.

Technical Notes Winemaker: Susan Reed Appellation: Carneros Varietal: 100% Pinot Noir Harvested: September 5 to 13, 2008 Bottled: July 25, 2009 Alcohol: 14.2% Acidity: 3.54 pH/ 6.38 gm/L



2008 PINOT NOIR
Starr Ridge Vineyard

VINEYARDS

This 24 acre property has an easterly orientation and is located in the cool, breezy hills just to the east of the Russian River and southwest of the town of Windsor. After careful research, four clones of Pinot Noir were selected, Pommard clone 4, Dijon clone 114, Dijon clone 115 and Dijon clone 777. Due to the high density of planting at the vineyard, low vigor rootstocks that are compatible to the soil profile were selected.

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 Starr Ridge Pinot Noir has medium intensity in appearance, showing a

core ruby color. The developing nose has medium intensity and shows notes of cranberry, red cherry, fresh plum and candied red fruits, balanced by cinnamon, leather and earth. The palate confirms the nose with medium plus acidity, body and length and ripe, fine-grained tannins. This is a wine with great structure, possessing lively, refreshing acidity, juicy red fruit flavors and wonderful balance. Serve this gem with roast pork, duck, quail or squab!

Technical Notes Winemaker: Susan Reed Appellation: Russian River Valley Varietal: 100% Pinot Noir Harvested: August 25 & 27, 2008 Bottled: July 25, 2009 Alcohol: 14.1% Acidity: 3.52 pH/6.38 gm/L



2008 ZINFANDEL
Bradford Mountain

VINEYARDS

Bradford Mountain Vineyards, originally settled by an Italian family in the late 1800's, is owned by the Hambrecht family. This Dry Creek Valley property is located on the northwestern slope of Bradford Mountain at about 1000 feet elevation. The volcanic, red soils, Boomer loam and Stonyford loam, are reminiscent of Tuscany's terra rosa. Fifty-one acres are planted to Zinfandel; thirty of those acres were planted in 1974 where we source our fruit. Though there is some debate, the Zinfandel vines are thought to be from the "mother" blocks planted in 1900, the Hambrecht/Mead Atlas Peak clones.

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 Bradford Mountain Zinfandel shows deep intensity in appearance with a dark ruby core of color. The developing nose and palate possess medium plus intensity, showing blackberry, baked plum, black cherry and strawberry jam. Some spicy black pepper, chocolate and vanilla also play a supporting role. A soft, supple viscosity and a plethora of sweet, juicy fruits make this a difficult wine to say no to.

Technical Notes Winemaker: Susan Reed Appellation: Dry Creek Valley Varietal: 100% Pinot Noir Harvested: September 11 & 15, 2008 Bottled: July December 1, 2009 Alcohol: 14.1% Acidity: 3.48 pH 7.30 gm/L titratable acidity.



NOVEMBER 2010 CLUB SHIPMENT:

2008 CHARDONNAY, ROCHIOLI-ALLEN VINEYARDS

2008 PINOT NOIR, HALLBERG VINEYARD

2008 PINOT NOIR, STARR RIDGE DIJON CLONE

2008 SYRAH, RAMAL VINEYARD

2008 ZINFANDEL, BOSCHETTI VINEYARD

Subject to change

WINE ORDER FORM

Please mail or fax this form on or before October 15, 2010. Orders received after October 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 : _____

2008 Chardonnay, Starr Ridge Vineyard \$40.00 x _____ btl = \$ _____

2008 Pinot Noir, Bien Nacido Vineyard \$55.00 x _____ btl = \$ _____

2008 Pinot Noir, Ramal Vineyard \$50.00 x _____ btl = \$ _____

2008 Pinot Noir, Starr Ridge Vineyard \$50.00 x _____ btl = \$ _____

2008 Zinfandel, Bradford Mountain Vinyard \$45.00 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.