

April 2008 Limited Release
18L format with Crushed Grape Pack

Bierzo, Spain OLD VINES MENCIA

The Region

Bierzo (pronounce: Bee-ER-tho) is in northwest Spain near the border of Galicia and Castilla y Leon. It is a rugged area of steep hillsides with slate outcroppings. Weather is moderated by the nearby Atlantic Ocean so is cooler and wetter than most of Spain. There are about 9,000 acres of small vineyards still being worked today by about 4,200 growers. Most vines are over 30 years old with many being 80-100 years old.



The Grape

Mencia (pronounce: Men-THEE-ah). This red grape is the region's primary grape. Most believe that monks brought it to the area centuries ago from Central Europe.

Until about 10 years ago, the wines were made following hand-me-down tradition. They were very light and rustic with little appeal to consumers outside the area.

That changed when young, avant-garde winemakers, trained in modern techniques, discovered the area's old vineyards and realized their potential. Soon new-style Mencia was released. The resultant buzz started immediately, and Mencia became Spain's newest "Hot" wine.

Modern

Mencia is sometimes likened to Cabernet Franc or Rhone Syrah. Like us, more reviewers note the similarity to Burgundy's bright, cherry inflected Pinot Noirs. It is truly compelling and a great discovery!

Our Mencia

Our vines average 50 years. Many have reached 100 years. Their tiny yields mean very concentrated flavours. The wine ferments on virgin,

crushed, Mencia grapes from the ancient vineyards. Light toast Hungarian oak cubes, added post-fermentation, contribute light toast and vanilla notes while letting bright cherry, plum, and rose hip elements dominate. Slate-like character adds depth. Good acidity and tannins firm enough to give balance and a solid structure.

Ageing

Sneak a taste after at least 3 months; then try to hold the balance for a year or more.

Food Pairings

Serve at 18° with roasted, cured, or stewed meats, turkey, pastas, or mild cheeses. A delight on its own.



Each Of These Premium Kits Is Prepared To Our Highest Standards:

2009 Limited Release Collection

All three red wines are prepared in 18 Litre, more juice format

Only premium, varietal juices and concentrates are used.

The musts contain no added sugar, flavours, colourings or non-grape botanicals.

Crushed grape solids, made from over 12 pounds of virgin, varietal-specific grapes are included with each red for "fermented on the skins" quality.

Region specific grapes, from low yield vineyards, are featured in each wine.

All juices have been pressed with no filtration, centrifuging or forced clearing in order to retain maximum varietal character, body and flavour.

All kits include a set of 30 "moisten and apply" labels.



2009 Limited Release Order Form

ORDERING: Each Limited Release wine is restricted to supply of raw materials and quantities pre-ordered before production. Please place your order with the retailer at least 15 days before the month of release to ensure you receive the kits you wish to enjoy.

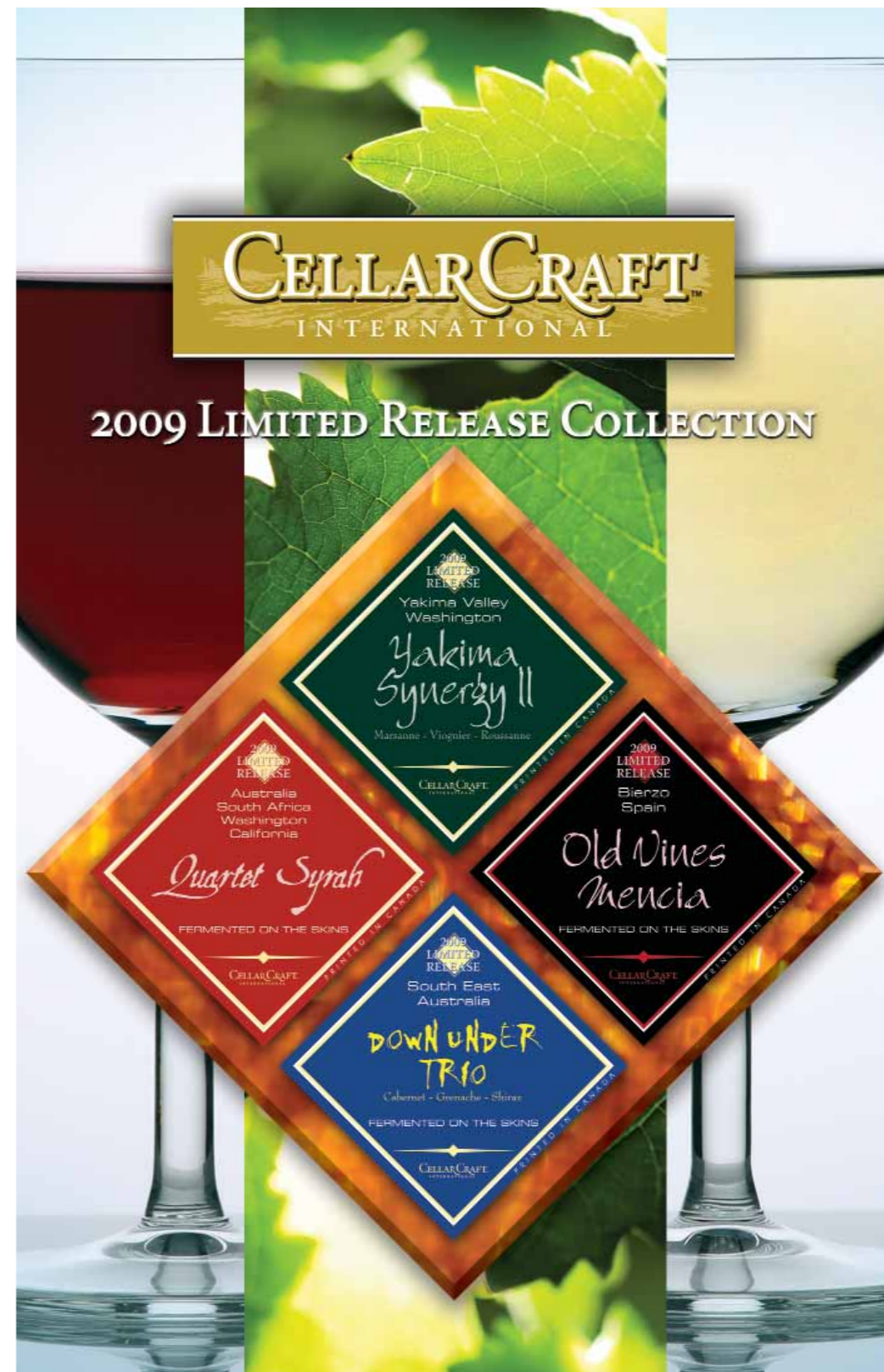
Month Released	Description	Resource No.	Quantity Desired
January	Downunder Trio	140913	
February	Quartet Syrah	140914	
March	Yakima Synergy	140915	
April	Old Vines Mencia	140916	

Customer Name _____

Customer Signature _____

Phone _____

eMail _____



January 2008 Limited Release
18L format with Crushed Grape Pack

South East Australia DOWNUNDER TRIO CABERNET SAUVIGNON / GRENACHE / SHIRAZ

The Australians have been groundbreakers at discovering new wine blends that break from tradition but that do reflect the reality that New World wineries have access to varieties that were not available to their Old World counterparts.

One of the more successful blend combinations in Australia has been the marrying of Cabernet, Grenache, and Shiraz into an outstanding wine. In a broad generalization we could suggest that this is comparable to Europe's tradition of blending Cabernet, Merlot, and Cab Franc, but with Australia's more pronounced fruit aromas and flavours.

We like the combination and are pleased to be able to offer it in our Limited Release program this year.

Cabernet, with its vivacity and pronounced currant fruit, has the dominant role in this release. Grenache has a supporting role adding brightness and softer tannins. Shiraz is introduced for a note of its spice.



The blend is not new, but Cellar Craft's difference for the wine hobbyist is fermentation on virgin, area- and varietal-specific crushed grapes plus 2-stage oakaging.

Ageing

Like most Australian wines, this will show well when young but can be expected to develop for at least a year.

Food Pairing

The fruit-forward style makes the wine a great social choice as well as being a versatile choice for meals around the barbie.

February 2008 Limited Release
18L format with Crushed Grape Pack

Australia, South Africa, Washington, California QUARTET SYRAH (SHIRAZ)

Syrah, originally associated with the great wines of Southern France, has been planted far beyond its original home in the Rhone Valley. Today, it is huge in Australia, where it is known as Shiraz, thriving in California, Washington, and South Africa, and gaining respect in many other areas around the wine world.

Each new region can produce good to excellent examples of Syrah but each, because of unique climatic, weather, and soil factors, as well as vineyard practices, develops distinctive traits that make them unique to the source region.

WE BELIEVE THAT THIS LIMITED RELEASE OFFERING IS A WORLD FIRST.

Never before have juices, concentrates, and crushed grapes from the vineyards of 4 of the leading new Syrah-producing areas been combined into one wine. Here we use roughly equal proportions of juices from Australia, South Africa, and Yakima, plus an equal measure of California concentrate. The crushed grape pack is made from equal portions from Australia, Washington, and California.

The combined must in the kit allows each of the stocks from Australia, South Africa, Washington, and California to co-ferment, thereby releasing traits of each region's

signature style but also synergistically creating a wine that suggests its own exclusive profile. A wine discovery that cannot be experienced anywhere else!

If you have enjoyed Syrah (or Shiraz) from one or more regions, we think that you must experience this world first. A similar sensory experience and wine discovery may never again be available in your lifetime.

A must try to add to your discovery of Syrah!

Ageing

Try to age a minimum of 1 year. You will be rewarded if you cellar for 2-4 years.

Food pairing

Pairs well with full-flavoured dishes featuring lamb, game, beef, duck, goose, sausages, or root vegetables. Terrific with hard cheeses.



March 2008 Limited Release
16L format

Yakima, Washington YAKIMA SYNERGY II MARSANNE / VIOGNIER / ROUSSANNE

This release pays tribute to traditional blend components used for white wines of Southern France.

It also is tribute to the success that the Yakima Valley is having with these whites which had long been associated primarily with the Rhone Valley.

In the Rhone, Marsanne and Roussanne the mainstay white wine grapes in Hermitage and Crozes Hermitage appellations. Viognier is the only grape allowed in white wines in the Condrieu Appellation. White wines from these appellations sell at \$50.00 and up!

Marsanne and Roussanne are still in short supply in Washington, but this year we have secured enough of both to offer you a limited supply for a sneak preview of these Rhone mainstays as grown in Washington.

Marsanne has interesting body that almost suggests waxiness. Green apple, melon, and nutty notes highlight the sensory impression. A background of mineral adds depth. The aromatics are intriguingly different.

Viognier is all about fruit and spice. Aromatics of peach, apricot, melon, mango, and violets elevate the wine's nose. Fruit and spice flavours lift the palate.

Roussanne adds acid balance, introduces more nuttiness, rose, and honeysuckle notes.

The mix of the 3 varietals is approximately 70% Marsanne, 20% Viognier, and 10% Roussanne.

The wine finishes dry but has a round, full mouth-feel. You might consider this as an alternative to unoaked Chardonnay.

Ageing

Shows well after a couple of months but does age better than most whites and can be cellared

for up to 2 years.

Food Pairing

Enjoyable on its own but pairs well with appetizers, seafood, roast chicken, and lightly seasoned Asian dishes.

