

Dry Creek

VINEYARD

FAMILY WINEMAKING
SINCE 1972



www.drycreekvineyard.com



Wine Club Newsletter – Sept. 2013

GREETINGS!



Wine and sailing. Could two things pair any more exquisitely together? Ever since that day on San Francisco Bay when we decided to combine our passions and put a sailboat on our wine labels, our

winery and the sport of sailing have been forever linked.

In this newsletter, we give a detailed account of how we became known as the “wine for sailors.” Personally, I am especially proud of our involvement with the 34th America’s Cup. Having our wines poured exclusively in the Artemis Racing VIP Lounge gives me a true sense of pride – there’s just not a better place to sip Dry Creek Vineyard wines than overlooking the San Francisco Bay at the finish line to the America’s Cup!

Another highlight is our newly imagined Holiday Winemaker Dinner, which will take place in our cellar. Culinary maestro Josh Silvers, paired with the sultry sounds of Shea Breaux Wells, is sure to make for a memorable evening.

And finally, certainly not to be missed, is our special edition 2011 Sailors’ Cuvée. This incredible wine, crafted by our winemaker Tim Bell, is just spectacular. Tim did an excellent job culling down our vineyard lots from the Dry Creek Valley until he achieved a wine that is truly exemplary. Don’t miss out on this memorable bottling!

As always, I love to hear from you. Please feel free to write me at vsc@drycreekvineyard.com to share your feedback on our wine club or anything else Dry Creek Vineyard related.

My best,
KIM STARE WALLACE
President

THE WINE FOR SAILORS

“**W**hy are there sailboats on your wine labels?” It’s a reasonable question and one we hear quite frequently. After all, our winery is named Dry Creek Vineyard and the fact that sailboats represent the imagery of our brand has certainly raised an eyebrow or two over the years. Sailing on a Dry Creek? You bet! The importance of sailing and our nautical inspired labels has been one of the cornerstones of our family winery for more than 30 years. How we arrived to become known as the “Wine for Sailors” involves a few wonderful tales that authentically define our winery.

Sailing was already part of founder Dave Stare's DNA long before he started Dry Creek Vineyard in 1972. Having grown up in Massachusetts, Dave learned to sail at a young age. While sailboats did not make it on the labels of our first few vintages, sailing was never far from the heart of the winery. In the mid-1970s, Dave bought his first sailboat which he sailed on San Francisco Bay. As the winery grew, so did Dave's interest in supporting sailing and all things nautical. Eventually, a young, sandy-haired student showed up at Dave's door asking for some help. The request was simple. He wanted just a few bucks to help him get the fledging sailing program at Sonoma State University off the ground. As it turns out, that young man was none other than Peter Holmberg, who became a 2-time Olympian and America's Cup skipper. Dave went on to serve on the board of the Nautical Heritage Society and sponsor the Sea Cadet program for the Tall Ship Californian. In between running the winery and raising two daughters, Dave found time to take the family on weekend sailing outings.



Founder Dave Stare in 1972

Family sailing on San Francisco Bay in 2000



Artemis Racing in 2013



CONTINUES ON BACK PAGE

FEATURED EVENT

Saturday, October 12, 2013
1:00 p.m. – 3:00 p.m.

Harvest EXPERIENCE

Complimentary for club members and up to four guests.

Harvest is the perfect time of year to visit our winery. You're invited to join us for a wonderful afternoon of exclusive wines and harvest education in the middle of our most exciting season. This event is exclusive for wine club members and up to four guests.

Ever wonder how freshly fermenting wine grape juice tastes? Now is your chance to experience harvest first hand, learning about the winemaking process and hopefully seeing some grapes being crushed straight from the vineyard. Our winemaker, Tim Bell, will be on hand to help answer your questions.

This is a great hands-on learning experience! In addition, taste your new release wines and nibble on wonderful charcuterie, cheeses and garden treats.

RSVP is required and space is limited.

Please contact Salina Littleton at (707) 433-1000 ext. 123 or email vsc@drycreekvineyard.com.



Holiday CELEBRATION

Saturday, November 30, 2013 • 11:30 a.m. – 4:00 p.m.

Admission is complimentary.



We invite you to drop by for our annual open house-style Holiday Celebration! This wonderful Thanksgiving weekend tradition is the perfect way to spark your holiday spirit.

Our tasting room and cellar are adorned for the season along with creative gift giving ideas, wine and food pairings and a special VIP lounge for wine club members.

Bring your friends and family and enjoy the warmth of our fireplace and gracious wine country hospitality.

We hope to see you!



Holiday Winemaker Dinner IN OUR CELLAR

Saturday, December 7, 2013 | 6:00 p.m.

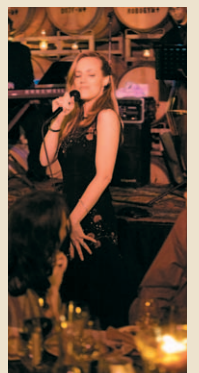
\$150 per person (inclusive)

Dry Creek Vineyard, Healdsburg, CA

This year, we're pulling out all the stops to make our annual Holiday Winemaker Dinner truly over the top. For starters, we have decided to host this tremendous evening in the comfort of our beautiful reserve cellar. Many club members have commented that they love having dinner at the winery – we hear you!

Secondly, we are thrilled to announce that Chef Josh Slivers, a pillar of the Sonoma County restaurant community, will be dazzling us with his inspired wine country creations. Lastly, back by popular demand is local jazz artist, Shea Breaux Wells, who performed for us several years ago at our Valentine Winemaker Dinner and wowed the audience with her sultry sounds.

Seating is extremely limited for this event. Buy tickets online at www.drycreekvineyard.com/tickets. Or call Salina Littleton at (707) 433-1000 ext. 123 for reservations.



INTRODUCING DARREN ABEL – CHIEF CONCIERGE AND WINE EDUCATOR

One of the ways we are working to ensure that our customer experience is world-class is by offering service that goes above and beyond. To help us support that mission, we are excited to announce the addition of Darren Abel to our Hospitality and Tasting Room team. Darren joins us having held key positions at prestigious hotels and restaurants around the Bay Area and wine country. With Darren's expertise, our goal is to provide unmatched service for our guests. So what does that mean for you? If you have questions about where to eat, sleep or visit, Darren is here to help you. Is this your first time visiting wine country? Give Darren a call or shoot him an email and he can walk you through how to maximize your visit and use your valuable time wisely. Do you have a private group and want to schedule something special for your family and friends? Darren is your man, offering seated tastings in our cellar, private tours and specialized attention.

To reach Darren, please email or call him at DarrenA@drycreekvineyard.com or 707-433-1000 ext. 103.



2013 CALENDAR



SEPTEMBER 7, 2013

~~America's Cup Sailing Adventure~~ **SOLD OUT!**

SEPTEMBER 14, 2013

~~America's Cup Sailing Adventure~~ **SOLD OUT!**

OCTOBER 12, 2013

Harvest Experience / New Release Reception

NOVEMBER 30, 2013

Holiday Celebration / New Release Reception

DECEMBER 7, 2013

Holiday Winemaker's Dinner in our cellar

OUR LATEST ACCOLADES ...



2012 FUMÉ BLANC - SONOMA COUNTY

2012 SAUVIGNON BLANC - DRY CREEK VALLEY

2012 DRY CHENIN BLANC - CLARKSBURG

GOOD VALUE BLANCS

Wine Spectator

2012
DRY CHENIN BLANC
CLARKSBURG

"A perennial value,
Dry Creek's Chenin
Blanc offers layers of
citrus-melon flavor."

FOOD & WINE
MAGAZINE



2009
THE MARINER
DRY CREEK VALLEY

92 POINTS

WINE ENTHUSIAST
MAGAZINE



Order two or more cases and receive **30% SAVINGS**. Please note: discounts can be applied to "mixed cases".

Call Salina Littleton at 800-864-9463 ext. 123 or order from our online store.

Discount will be applied when you check out.

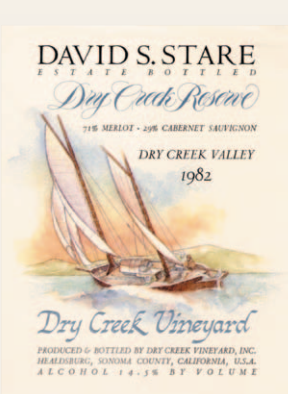
30% SAVINGS!

THE WINE FOR SAILORS

Years later, after daughter Kim and son-in-law Don joined the family business, the family's interest in sailing began to take shape on the labels. One of the legendary stories involves the family doing what they loved to do – sail on San Francisco Bay. It was a dead wind day, meaning there was quite a bit of bobbing around and not a lot of actual sailing—perfect for drinking wine! Anchored off of Angel Island, a brainstorming session started to gain momentum. How could the existing boring wine labels, affectionately known as the “Fort Apache” look, be tweaked to add more personality to the wines? As the story goes, a few bottles of Fumé Blanc later, someone (no one will take credit) got the wild idea – “Hey, we love sailing, we love wine – why not put a sailboat on our wine labels?” It was an “ah ha” moment if there's ever been one. After heading back to Sonoma County, Kim began to comb through old sailing books, looking for a classic sloop, ketch or yawl that might work as imagery. She found local artist Michael Surles, commissioned an original piece of art, and with the 1982 David S. Stare Reserve Merlot/Cabernet blend, sailboats and Dry Creek Vineyard were finally linked together.

Today, our list of partnerships, involvement and accolades in the sailing world is quite long. From the creation of a series of

America's Cup Reserve wines for the Auckland races in 2000, to our sponsorship of Brad Van Liew's “Around Alone” 37,000 mile solo circumnavigation race, to our more than decade long sponsorship of US SAILING, our wines are certainly a part of the maritime community.



1982 Reserve Label

With sailing such a central part of our history, the news of the 34th America's Cup races coming to San Francisco Bay excited all of us. In preparation, we've proudly partnered with the Challenger of Record-Artemis Racing as an official supplier. CEO Paul Cayard is a Bay Area sailing legend and former America's Cup skipper and Olympic champion, so it only makes sense to provide the team with yummy Dry Creek Vineyard wines. In addition, we've rolled out a national marketing campaign with our new “Wine for Sailors” logo to help draw attention to our long love and support of the sport of sailing.

So, why do we have sailboats on our labels? The answer is simple really. Our love for wine and our passion for sailing are combined in a way that represents our family and our heritage. And, in the end, winemaking and sailing actually have a lot in common. Both are fun, adventuresome and romantic... plus they require plenty of help from Mother Nature!

◆ WINE LIST ◆

SIGNATURE WINES	Retail Bottle	CLUB MEMBER PRICING	
		20% Savings Bottle	25% Savings Case
2012 Dry Chenin Blanc - <i>Clarksburg</i>	\$12.00	\$9.60	\$108.00
2012 Fumé Blanc - <i>Sonoma County</i>	\$14.00	\$11.20	\$126.00
2012 Sauvignon Blanc - <i>Dry Creek Valley</i>	\$16.00	\$12.80	\$144.00
2010 Foggy Oaks Chardonnay - <i>Russian River Valley</i>	\$20.00	\$16.00	\$180.00
2011 Heritage Vines Zinfandel - <i>Sonoma County</i>	\$19.00	\$15.20	\$171.00
2011 Merlot - <i>Dry Creek Valley</i>	\$23.00	\$18.40	\$207.00
2010 Cabernet Sauvignon - <i>Dry Creek Valley</i>	\$25.00	\$20.00	\$225.00
2010 Old Vine Zinfandel - <i>Dry Creek Valley</i>	\$30.00	\$24.00	\$270.00
2009 Meritage - <i>Sonoma County</i>	\$30.00	\$24.00	\$270.00
2010 The Mariner - <i>Dry Creek Valley</i>	\$45.00	\$36.00	\$405.00
LIMITED RELEASE WINES			
2012 Petite Zin Rosé - <i>Dry Creek Valley</i>	\$18.00	\$14.40	\$162.00
2011 DCV3 Sauvignon Blanc - <i>Dry Creek Valley</i>	\$25.00	\$20.00	\$225.00
2010 DCV10 Pinot Noir - <i>Russian River Valley</i>	\$34.00	\$27.20	\$306.00
2010 Estate Zinfandel - <i>Spencer's Hill Vineyard - Dry Creek Valley</i>	\$38.00	\$30.40	\$342.00
2010 Beeson Ranch Zinfandel - <i>Dry Creek Valley</i>	\$38.00	\$30.40	\$342.00
2010 Somers Ranch Zinfandel - <i>Dry Creek Valley</i>	\$38.00	\$30.40	\$342.00
DESSERT WINES – 375 ML			
2007 Soleil - <i>Dry Creek Valley</i>	\$35.00	\$28.00	\$315.00

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Processed Chlorine Free

