

N O T E S

An Exclusive Newsletter to Flora Springs Wine Club Members



"Night time harvesting at Flora Springs" by Lindsay Garvey

*February 6
Trilogy Carnival
at The Estate*

*February 14
Valentine's
Day Event
at The Room*

*April 24
Big Red Event
Preferred Palates
Pick Up Party
at The Estate*

Time to Stop and Smell the Grapes

GREETINGS FLORA SPRINGS WINERY CLUB MEMBERS.

First off I would like to say how much your support and patronage has meant to us this past year and with this newsletter going out for the holiday season I would like to wish all of your families, from my family, happy holidays!

When I look back at 2009, I am going to think what a productive year it was for the third generation at Flora Springs Winery. We completed our new, "adventures in tasting" - The Room on Highway 29. And although the initial construction caused some non-believers to question the direction of the future, the family stayed the course. I can't tell you how happy it makes me that some of the local writers who made a few wise cracks at the beginning of the construction have now warmed up to it and are ironically penning stories proclaiming its success and forward "wine marketing" thinking.

Fall, 2009 will also be exciting for Flora Springs Winery in the form of the new wine label. Although, many of you have had a sneak peek at what's in-store, the general market has not yet seen our new concept. Incredibly, my cousin Sean and I began the redesign project nearly two years ago and it has been a thrill to see it finally come into fruition. We are grateful to all of you who have sent

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"Flora Springs Harvest 6:00 am" by Lindsay Garvey



2006 Holiday Cabernet

RETAIL PRICE: \$52.00 / BOTTLE

Like mistletoe, Grandma's Persimmon Pudding, and Uncle Don's eggnog, the tradition of our holiday cabernet continues! Every year around the holidays we get phone calls and e-mails from worried club members wondering if the Holiday Cab will be in their stockings this year. Don't you worry, we love it as much as you do!

The 2006 blend combines the deep black fruit of Oakville with the complexity and nuance of the vineyards on the Flora Springs Estate in Rutherford and St. Helena. The personality of each vineyard, coupled with our rigorous barrel-aging program, has produced an exceptional Cabernet for you to open over a holiday feast or cellar and enjoy on your own, without the in-laws!

ESTATE-GROWN VARIETAL: 100% CABERNET SAUVIGNON

ENJOYABILITY: DRINK NOW THROUGH 2020 FOR OPTIMUM ENJOYMENT.

CLUB SHIPMENT PRICE: \$46.80 / BOTTLE

CLUB REORDER PRICE: \$41.60 / BOTTLE



2007 Napa Valley Merlot

RETAIL PRICE: \$24 / BOTTLE

We have found there is no single spell to making great Merlot, however the combination of vineyard site, meticulous farming methods, and specialized clone and rootstock selection allows us to craft a Merlot of great complexity and depth. Flora Springs uses Merlot from the Flora Springs Estate in Rutherford and St. Helena, Crossroads Ranch in Oakville, and Cypress Ranch in Pope Valley to make this Napa Valley bottling. Although we do feel our Merlot vineyards have a bit of magic in them, the real trick is how quickly our Napa Valley Merlot disappears!

ESTATE-GROWN VARIETAL: 100% MERLOT

ENJOYABILITY: DRINK NOW THROUGH 2014 FOR OPTIMUM ENJOYMENT.

CLUB SHIPMENT PRICE: \$21.60 / BOTTLE

CLUB REORDER PRICE: \$19.20 / BOTTLE



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2006 St. Helena Rennie Reserve Cabernet Sauvignon

RETAIL PRICE: \$100 / BOTTLE

The boundary between the St. Helena and Rutherford appellations runs through the middle of the Flora Springs Winery estate - along the creek on the valley floor and up through the hillside of the renown Rutherford Bench at the base of the Mayacamas. This gives the winery the opportunity to produce two appellation-specific wines from the same estate. This St. Helena Rennie Reserve Cabernet – named for the founders of our historic winery site in 1885 – is made from Block C on the valley floor, at the southern-most edge of the St. Helena appellation.

Historically the fruit hand picked from Block C has been used as an integral component of Trilogy, however in 1997, the Komes and Garvey families selected this lot to serve as our 20th Anniversary wine. Unanimously celebrated, the Wine Spectator placed it on the cover of their 1997 Cabernet Issue, representing one of the great vintages in Napa Valley history. Five years later this same vineyard produced our 25th Anniversary wine, which was again lauded by the wine pundits. Rather than wait every five years to revel in the magnificence of this vineyard site, we have decided to enjoy it each and every vintage!

ESTATE-GROWN VARIETAL:

100% CABERNET SAUVIGNON

ENJOYABILITY: DRINK NOW OR CELLAR. PULL THE CORK BETWEEN 2013 AND 2021 FOR OPTIMUM ENJOYMENT.

CLUB SHIPMENT PRICE: \$90.00 / BOTTLE

CLUB REORDER PRICE: \$80.00 / BOTTLE



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► *continued from cover*

e-mails and left messages voicing your excitement over the new look of Flora Springs. Confidentially, we got so caught up in the label design we forgot to design graphics for the cases. Well, that should be a good project for 2010!

As I write this piece, the first grapes of the 2009 harvest are arriving at the steps of the Flora Springs Winery. Winemaker, Paul Steinauer, and assistant winemaker, Enrico Bertoz, are looking to build upon their tremendous success in 2008. The family, along side Paul and Enrico, has spent a lot of time laying down our future winemaking direction and continuing our long legacy of crafting artisan wine. I can't tell you how excited we are with our winemaking team. We have revived that same energy and passion that our parents brought to the valley back in 1978!

The Flora Springs family is looking forward to seeing you at one of our many winery events scheduled for 2010. We wish you and yours a wonderful holiday season!

Nat Komes
Third Generation



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We are on **Facebook**, **Twitter** and **Yelp**! And you can catch **Flora Fever** at florasprings.com/blog.



Current Releases

100% Estate-Grown

Retail Price/
Club Reorder Price

Reserve Cabernet Sauvignon

2006 Rutherford Hillside Reserve*	^{sold out} \$100.00/\$80.00
2006 St. Helena Rennie Reserve*	\$100.00/\$80.00
2005 Rutherford Hillside Reserve	\$100.00/\$80.00
2005 St. Helena Rennie Reserve	\$100.00/\$80.00

Single-Vineyard Cabernet Sauvignon

2006 Holy Smoke Vineyard*	\$85.00/\$68.00
2005 Holy Smoke Vineyard	\$85.00/\$68.00
2006 Out of Sight Vineyard*	\$85.00/\$68.00
2005 Out of Sight Vineyard	\$85.00/\$68.00
2006 Wild Boar Vineyard*	\$85.00/\$68.00
2005 Wild Boar Vineyard	\$85.00/\$68.00

Red Wines

2006 Trilogy	\$65.00/\$52.00
2006 Holiday Cabernet*	\$52.00/\$41.60
2006 Club Selection Cabernet*	\$40.00/\$32.00
2006 Napa Valley Cabernet	\$36.00/\$28.80
2007 Napa Valley Merlot	\$24.00/\$19.20
2007 Sangiovese	\$20.00/\$16.00
2007 Sangiovese Rosato	\$12.00/\$9.60

White Wines

2008 Soliloquy Sauvignon Blanc	\$20.00/\$16.00
2007 Select Cuvée Chardonnay*	\$35.00/\$28.00
2008 Barrel Fermented Chardonnay	\$30.00/\$24.00
2008 Pinot Grigio	\$16.00/\$12.80

*Club Members only

Ordering is easy at Flora Springs.

Visit our on-line store at www.florasprings.com/store
or Email us at info@florasprings.com
or Call us at (800) 913-1118

Let us know what you need and we'll do the rest.