

N O T E S

An Exclusive Newsletter to Flora Springs Wine Club Members



Countdown to Harvest

*Saturday, Sept. 11
Flora Springs Harvest
Luau & Ukulele Festival*

*Friday, Sept. 17
Johnny's Lobster Feed
Atop the Room*

*Friday, Sept. 24
Savor The Simple Life
Lunch At The Estate*

*Sept. 30 –
October 12
Wine Club Cruise
Monte Carlo to Venice*

The countdown to harvest is on! Each year as summer winds down the cellar crew at Flora Springs starts to gear up. Wines from the stunning 2009 vintage have been “put to bed” and placed in the back of the cave. Our new barrel deliveries have arrived, and now a sweet smell of oak fills the cellar. The sorting table has been dusted off and reassembled at the center of the crush pad. Once every tank, pump and hose has been cleaned, it’s time to hurry up and wait. However, this growing season it looks as though we may be waiting a bit longer than normal.

“This is one of coolest seasons on record if you can believe it,” says Jason Yeager, Chief Viticulturalist, “but we’ve got plenty of growing season left and our vineyards are primed for long, slow, even ripening.” Staying a couple steps ahead of Mother Nature, the Flora Springs vineyard team has spent the month of August thinning as much crop as possible. This allows the vines

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September/October 2010

2008 Napa Valley Chardonnay

RETAIL PRICE: \$20.00/BOTTLE



Our Napa Valley Chardonnay combines the enticing characteristics of three highly renowned growing regions in the Napa Valley: Oakville, Carneros, and St. Helena. This blend of fruit from the warmer appellations on the valley floor as well as the cool rolling hills of Carneros allows us to craft a Chardonnay with great intensity and restraint. This bottling celebrates the natural tropical fruit flavors in the fruit sourced from our sustainably farmed vineyards and allows the bright acidity to shine!

ESTATE GROWN VARIETAL: 100% CHARDONNAY

ENJOYABILITY: ENJOY NOW!

CLUB SHIPMENT PRICE: \$18.00/BOTTLE

CLUB REORDER PRICE: \$16.00/BOTTLE



2008 Poggio Del Papa

RETAIL PRICE: \$38.00/BOTTLE



In crafting our 2008 Poggio del Papa, we blended the intense, bright fruit flavors of our hillside Sangiovese from Cypress Ranch with the rich, dark fruit character found in our estate Cabernet and Merlot. The result is an awesome blend of flavors to rival any of the great Super Tuscan wines from Italy. We chose to use 50% new oak, so not to overshadow the deep fruit flavors we work so hard to achieve. The subtle oak character gives these flavors direction through the palate, producing a long and lingering finish that fills the entire mouth.

ESTATE GROWN VARIETAL: 70% SANGIOVESE, 20% MERLOT, AND
10% CABERNET SAUVIGNON

ENJOYABILITY: DRINK NOW THROUGH 2017 FOR OPTIMUM ENJOYMENT

CLUB SHIPMENT PRICE: \$34.20/BOTTLE

CLUB REORDER PRICE: \$30.40/BOTTLE

September/October 2010

2007 Rutherford Hillside Reserve Cabernet Sauvignon

RETAIL PRICE: \$100.00/BOTTLE

"A classic Rutherford Bench wine with exceptional concentration as well as depth. Brambleberry, cassis, full-bodied flavors, exceptionally polished, refined tannins, and a finish that lasts nearly 45 seconds!"
95+ Points~Robert Parker's The Wine Advocate, December 2009

Following its debut in 1989, our Rutherford Hillside Reserve quickly became a Napa Valley Cabernet icon. By 1991, this young wine was named the #3 wine in the Wine Spectator Top 100 Wines of the World, which solidified the iconic status. The Rutherford Hillside Reserve Cabernet Sauvignon has continued to be one of our most elegant single-vineyard Cabernets, exhibiting wonderful complexity and flavors entirely unique to this hillside vineyard on the Flora Springs estate.

The combination of mild temperatures during the 2007 growing season led to even ripening, low yields, as well as small berry size – a winemaker's dream come true! Following fermentation the wine was racked immediately to 100% French oak barrels. This subtle balance of oak helps enhance the flavors and aromas of black cherry, cassis and cocoa while allowing the nuances of the Rutherford Dust minerality to shine. The 2007 is both bright and lush with good acidity and soft tannins. The finish is classic Flora Springs – long and smooth.

ESTATE GROWN VARIETAL: 100% CABERNET SAUVIGNON

ENJOYABILITY: DRINK NOW THROUGH 2025 FOR OPTIMUM ENJOYMENT.

CLUB SHIPMENT PRICE: \$90.00/BOTTLE

CLUB REORDER PRICE: \$80.00/BOTTLE



September/October 2010

► *continued from cover*

to concentrate on ripening less fruit. The result will be a smaller harvest with more concentrated fruit flavors. "I see this vintage tracking just like 1999, which is a vintage I absolutely love!"

In the Flora Springs cellar winemaker Paul Steinauer is excited to work with grapes harvested at normal sugar levels. "With this cooler growing season and the possibility of a late harvest, we may be picking grapes at a more normal level of ripeness – I think this is where we shine!" It is no secret that many wine writers, sommeliers, and wine enthusiasts have been questioning the high alcohol levels and overripe qualities in today's red wines. The 2010 harvest may be just what the doctor ordered. With lower sugars come lower alcohol and with lower alcohol come nuance and complexity, two words Flora Springs has always embraced.

Take a Peek!

www.florasprings.com

The new Flora Springs website is up and running and if you haven't already stayed up all night clicking every link you may want to take a peek! Here are some pages to visit:

The Story – See a photo of the young founders in 1978

The Wine – Check out our new releases as well as some of our hard to find "winery only wines."

The Vineyards – A new interactive vineyard map shows both the location of each of the Flora Springs vineyards as well as their story.

News and Events – This is where the action is! Visit our Heavy Toast Blog, socialize, or simply mark your calendar with our upcoming events.

Visit – Where would you like to spend your day, at The Room or The Estate?



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

