



NOVEMBER 2015

{Wines of Good Cheer}

The wines in this month's shipment will definitely find a place on my holiday table this year. Especially the Nutcracker. It reminds me of the beautiful, handmade, wood-carved nutcracker soldiers and cuckoo clocks my German grandparents collected; they were the real deal, made in remote German villages known for their intricate, ornate wood carvings. My grandparents kept the nutcrackers in a glass cabinet and I always enjoyed looking at them when I was a young weissenheimer (as my Oma used to call me!).

As for Joy, Joy, Joy, though I never personally heard Flora say

it, it sounds just like her. I know I'll be joyful when I open our Holiday Red Blend, and even more so if El Nino materializes the way the experts are predicting. Maybe that new pair of snowshoes will finally come in handy! Enjoy!

Kenny Werle

Kenny Werle, Wine Club Director



FLORA SPRINGS
GREAT TASTES



Pressing Questions...

With harvest nearly complete, our cellar at Flora Springs is filled with young red wine that has just finished fermenting. We asked Winemaker Paul Steinauer how he decides when to separate the wine from the skins — what’s referred to as “pressing” in wine jargon.

“It varies every vintage, but ideally we ferment each vineyard lot in three different tanks. We’ll press one tank before it’s dry to allow the fermentation to finish when the juice is off the skins, bringing out more aromatic, fruit forward characteristics. We might press a second tank right at dryness, resulting in a wine that still has fruit but also a fuller mid-palate and finish. And we may extend the maceration on the third tank anywhere from a couple of weeks to a couple of months. This typically makes for a bigger, richer wine with more complexity and a longer finish. Blending these three wines together allows us to preserve the unique characteristics of each one.”

{Your November Shipment}

Our limited edition Holiday wines have become an annual tradition, etched and hand painted bottles ideal for sharing, using as gifts or adding to your collection. This 2012 Holiday Red Blend from our estate vineyards in Napa Valley is built on a foundation of Petit Verdot and Cabernet Franc and finished with touches of Cabernet Sauvignon and Malbec. The wine features saturated flavors of briary wild berries and black cherries which expand on the palate into rich dark chocolate, licorice and cedar along with an underlying note of spicy cinnamon. Richly textured and generously proportioned, this is a sophisticated, polished red wine blend with great length and enveloping sweet tannins that end on an uplifting note of spice. Drink now through 2025 for optimum enjoyment.



Joy, Joy, Joy

When our matriarch and founder, Flora Komes, was happy – which was often – she would say to whoever was nearby “Joy, joy, joy!” The holiday season was one of Flora’s favorites, so at this most celebratory time of year we heard her say “Joy, joy, joy” a lot! When it came time to design this year’s etchings for our Holiday bottles, this was one of the first images that came to mind. A fitting description of the season, and of a woman we hold dear in our hearts.



Nutcracker

Like the Christmas tree and Santa’s Sleigh, the Nutcracker is one of the most enduring symbols of the holiday season, dating back to 16th century Germany when woodworkers carved these playful and decorative keepsakes as gifts. Our Nutcracker, meticulously painted with the traditional colors of Christmas, is our tribute to this beloved holiday tradition.

**To see additional holiday designs,
visit our website at www.florasprings.com.**





{Pricing and Order}

**TO PLACE YOUR ORDER, CONTACT WINE CLUB
DIRECTOR KENNY WERLE AT: (800) 913-1118
or KWERLE@FLORASPRINGS.COM**

2012 HOLIDAY RED BLEND-JOY, JOY, JOY

Price: **\$57** | Shipment: **\$51.30**

Wine Club Reorder: **\$45.60**

2012 HOLIDAY RED BLEND-NUTCRACKER

Price: **\$57** | Shipment: **\$51.30**

Wine Club Reorder: **\$45.60**

NEXT SHIPMENT — January 2016

2013 Napa Valley Merlot, 2014 Family Select Chardonnay



{Only at The Room} Holiday Helper

Everybody needs a little help over the holidays...why else does Santa have all those elves? If you find yourself needing a little break from all that shopping, wrapping and mailing, crack open a bottle of our just-released Flora Springs' Holiday Helper, a red wine built around a base of our Napa Valley Cabernet Sauvignon. This year the label art – playfully depicting Santa and his elves stopping off at Flora Springs – was created by none other than The Room's Dante Stewart. The back label has a recipe for mulled wine, a perfect way to enjoy this fruity, low tannin red. And just for fun, there's also a QR code which leads to a Christmas jingle sung by The Room's Serf Barnabei (of Serf and James).

You can download your copy of the song at www.serfandjames.com/wishes with password: **florasprings.**



{Mark Your Calendars}

**Nov 15, 2015 –
Jan 1, 2016**

**Balsam Hill Pop Up
Christmas Tree Lot**
The Room

November 27

Black Friday
The Room

December 12

Holiday Shop Event
The Room

February 6

Trilogy Release Party
The Estate

March 27

Golden State Warriors
Contact Kenny
for details

