

Dry Creek

VINEYARD

FAMILY WINEMAKING
SINCE 1972



drycreekvineyard.com



Wine Club Newsletter – Nov. 2011



GREETINGS *It's hard to believe, but 2011 is rapidly drawing to a close. It seems like just yesterday that we were making friends with wine club members at our home during our Lobsterfest in July. And having just recently returned from our incredible wine cruise in Turkey and the Greek Isles, we have certainly made friendships that will last a lifetime.*

We are looking forward with great anticipation to 2012. Next year marks not only the 40th Anniversary of our winery, but also the 25th Anniversary of this wine club! (It's also our 30th wedding anniversary!) All these years later, the friendships, vintages and memories are things we cherish and plan to celebrate in the coming year.

Along the lines of creating new memories, we are proud to share with you our newest release of Endeavour Cabernet Sauvignon. Never before have we sent this wine out to the entire wine club. We are so proud of this estate Cabernet Sauvignon and encourage you to read the cover story on this treasured vineyard.

From our family to yours, we wish you a joyous holiday season.

Our best,

KIM AND DON WALLACE



BEHIND THE SCENES at Endeavour Vineyard

There's a great commercial on television. It's sponsored by the California Dairy Farmers and it features talking cows saying how great it is to be in California. At the end of the commercial a tagline communicates the slogan – "Happy Cows Make Great Cheese". After spending a full day in our Endeavour Vineyard, it's easy to see a similar connection – "Happy Vineyards Make Great Wine".

The story of our estate Endeavour Vineyard goes back to the early 90s when Don Wallace, then a young and energetic vineyard manager, was fascinated with how technology and farming were being used to plant new vineyards. Commenting on those early times, Don says there was not a lot of science behind vineyard development. "Back in the early 70s when we first got our start, vineyard development was really done sort of willy-nilly – there wasn't much rhyme or reason as to why and where grapes were planted. As a young guy coming up in the business, I thought there could be a better way of doing things."

As the winery continued to grow, a need for more Cabernet Sauvignon grapes sent Don on a chase for a new vineyard site. For almost five years, he scoured the Dry Creek Valley for the ideal location. Using an airplane and topographic maps, Don zeroed in on the Lytton Springs area as a possible locale for a new vineyard. "I saw this area from the air and it just looked perfect. Then, when I actually walked the ground, I knew this was it. The combination of excellent soil conditions, drainage and sun exposure were ideal." There were other desirable characteristics as well. In looking to create a sustainable vineyard ecosystem, it was obvious that the amphitheater-style setting would allow for rain water sheet flow – essentially creating a natural pond and giving the vineyard its own water source.

The planting of Endeavour Vineyard was yet another technology-driven effort. Working with Vineyard Manager Duff Bevill, Don and Duff implemented a concept called intermittent vine planting. Using topographic maps and soil quality analysis, they were able to determine which parts of the vineyard had lower soil fertility versus other areas that had higher soil fertility. In planting the vines, areas that were higher in fertility had more spacing and those lower in fertility were planted closer together. The result is a vineyard that maintains a closed loop system - completely sustainable and



Endeavour Vineyard (DCV9)

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2009 DCV10 CHARDONNAY

Russian River Valley



Dry Creek
VINEYARD

DCV10 CHARDONNAY

VINTAGE 2009 - SONOMA COUNTY
RUSSIAN RIVER VALLEY

SINGLE VINEYARD SERIES

Retail: \$30.00

20% Savings Bottle \$24.00	25% Savings Case \$270.00
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BLEND	100% Chardonnay
CASE PRODUCTION	256 cases
ALCOHOL	14.5%

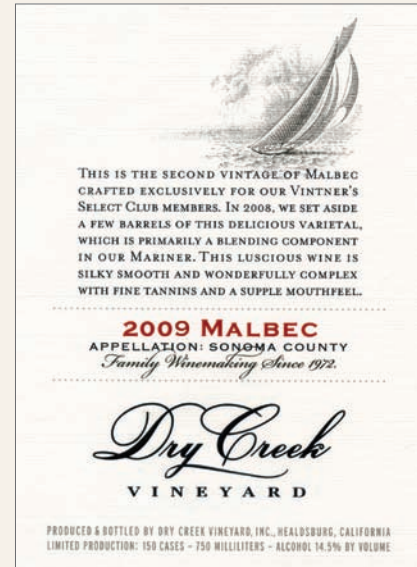
WINEMAKER COMMENTS:

At first swirl, this wine expresses deep aromas of vanilla, toasted almonds, pear, apple and spice. After a few minutes in the glass, more subtle nuances start to appear such as nutmeg and caramel. The wine is full and rich on the palate, showing lots of buttery characters along with a wonderful core of fruity complexity. For all its richness, this Chardonnay dances across the palate, leaving a nicely focused aftertaste. The finish combines the toasty oak, baked apple and pear theme, culminating with fleshy tannins and a balanced and velvety mouthfeel.

2009 MALBEC

Sonoma County

Featured Wine for ClubRed Members



BLEND	100% Malbec
CASE PRODUCTION	175 cases
ALCOHOL	14.5%

WINEMAKER COMMENTS:

This wine presents a deep purple, nearly opaque color. Vibrant aromas follow with black cherry, chocolate, cocoa and toasty nuances. On the palate, the flavors shine with a rich complexity that is supple and harmonious. Black raspberry and blackcurrant fruit support a silky tannin structure, co-mingling with vibrant cherry and vanilla oak characters. The finish is restrained and elegant, supporting the fruit and leading to a lingering finish that dances away across the palate.

Retail: \$30.00

20% Savings Bottle \$24.00	25% Savings Case \$270.00
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2007 ENDEAVOUR CABERNET SAUVIGNON

Dry Creek Valley



ENDEAVOUR

2007 SONOMA COUNTY
CABERNET SAUVIGNON
DRY CREEK VALLEY

Dry Creek
VINEYARD

BLEND	81% Cabernet Sauvignon, 17% Petit Verdot, 2% Merlot
CASE PRODUCTION	529 cases
ALCOHOL	14.7%

WINEMAKER COMMENTS:

Our premier Cabernet Sauvignon offers aromatic elegance and classic Dry Creek Valley characters of bright red cherry fruit, black tea and dried spices. On the palate, the flavors become harmonious and lush with mocha, plums, cassis and juicy red cherry elements. The silky tannins are refined and polished presenting underlying characters of earth, minerals and dried flowers. The result is a pleasing and lengthy finish with a smooth texture and a refined structure which offers the potential for long-term aging.

Retail: \$60.00

20% Savings Bottle \$48.00	25% Savings Case \$540.00
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OUR LATEST ACCOLADES ...

2010
FUMÉ BLANC

90 Points

winereviewonline.com

2006
THE MARINER

90-94 Points – WINE OF THE WEEK

Forbes

2006 ENDEAVOUR
CABERNET SAUVIGNON

91 Points

WINEENTHUSIAST
MAGAZINE

Order 2 or more cases and receive **30% SAVINGS**. Please note: discounts can be applied to "mixed cases".
TO ORDER CALL 1-800-864-9463 EXT.123 or VISIT OUR ONLINE STORE AT: WWW.DRYCREEKVINEYARD.COM

2011 HOLIDAY CELEBRATION

SATURDAY,
NOVEMBER 26, 2011

11:30 A.M. TO 4:00 P.M.

Please join us for our annual 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!

Admission is complimentary.



HOLIDAY 2011 : CELEBRATIONS & EVENTS IN THE WINE COUNTRY

Holiday Winemaker Dinner

DRY CREEK KITCHEN

SATURDAY, DECEMBER 3, 2011

Healdsburg, CA

Please join hosts Don and Kim Wallace for an unforgettable evening of wine and food at chef Charlie Palmer's world renowned restaurant, Dry Creek Kitchen.

This magical night has become a sold out affair year in and year out as club members and their guests are treated to a five star wine and food experience.

Pairings are artfully selected with each wine creating a sumptuous experience that is second to none!



6:30 p.m. - Hors d'oeuvres

7:00 p.m. - Dinner

\$125 per person (inclusive)

Seating is extremely limited for this event

Buy tickets online at vsc@drycreekvineyard.com

Or call Salina Littleton: 800-864-9463 x123



CHARLIE PALMER
DRY CREEK
KITCHEN
NORTH SONOMA CO

WINE LIST

	Club Member Pricing		
SHIPMENT WINES	Retail	20% Savings Bottle	25% Savings Case
2009 DCV10 Chardonnay - <i>Russian River Valley</i>	\$30.00	\$24.00	\$270.00
2007 Endeavour Cabernet Sauvignon - <i>Dry Creek Valley</i>	\$60.00	\$48.00	\$540.00
2009 Malbec - <i>Sonoma County</i> - Featured wine for ClubRed members	\$30.00	\$24.00	\$270.00
SIGNATURE WINES			
2010 Dry Chenin Blanc - <i>Clarksburg</i>	\$12.00	\$9.60	\$108.00
2010 Fumé Blanc - <i>Sonoma County</i>	\$12.00	\$9.60	\$108.00
2010 Sauvignon Blanc - <i>Dry Creek Valley</i>	\$16.00	\$12.80	\$144.00
2008 Foggy Oaks Chardonnay - <i>Russian River Valley</i>	\$20.00	\$16.00	\$180.00
2009 Heritage Zinfandel - <i>Sonoma County</i>	\$19.00	\$15.20	\$171.00
2007 Merlot - <i>Dry Creek Valley</i>	\$19.00	\$15.20	\$171.00
2007 Cabernet Sauvignon - <i>Dry Creek Valley</i>	\$25.00	\$20.00	\$225.00
2008 Old Vine Zinfandel - <i>Dry Creek Valley</i>	\$28.00	\$22.40	\$252.00
2008 Meritage - <i>Sonoma County</i>	\$28.00	\$22.40	\$252.00
2007 The Mariner - <i>Dry Creek Valley</i>	\$40.00	\$32.00	\$360.00
LIMITED-RELEASE WINES			
2009 Estate Sauvignon Blanc DCV3 - <i>Dry Creek Valley</i>	\$25.00	\$20.00	\$225.00
2009 Taylor's Vineyard Musqué (Sauvignon Blanc) - <i>Dry Creek Valley</i>	\$25.00	\$20.00	\$225.00
2009 DCV10 Chardonnay - <i>Russian River Valley</i>	\$30.00	\$24.00	\$270.00
2008 Beeson Ranch Zinfandel - <i>Dry Creek Valley</i>	\$34.00	\$27.20	\$306.00
2008 Somers Ranch Zinfandel - <i>Dry Creek Valley</i>	\$34.00	\$27.20	\$306.00
2008 Spencer's Hill Zinfandel - <i>Dry Creek Valley</i>	\$34.00	\$27.20	\$306.00
2008 DCV10 Pinot Noir - <i>Russian River Valley</i>	\$30.00	\$24.00	\$270.00
2009 Malbec - <i>Sonoma County</i>	\$30.00	\$24.00	\$270.00
2008 Estate Petite Sirah - <i>Dry Creek Valley</i>	\$28.00	\$22.40	\$252.00
2006 Endeavour Cabernet Sauvignon - <i>Dry Creek Valley</i>	\$60.00	\$48.00	\$540.00
DESSERT WINES – 375 ML			
2005 Soleil - <i>Sonoma County</i>	\$25.00	\$20.00	\$225.00
2006 Late Harvest Zinfandel - <i>Sonoma County</i>	\$30.00	\$24.00	\$270.00

30% SAVINGS FOR 30 DAYS!

For 30 days following your shipment, receive 30% off orders of any quantity of the current club shipment wines.

Call Salina Littleton at 800-864-9463 x123 or order from our online store. Discount will be applied when you check out.

Offer good through 1/1/12

Win a **\$25 GIFT CERTIFICATE**

AVERAGE RATING



Be one of the first five members to review one of our three November club wines (15 winners total), and we will send you a \$25 gift certificate by return email (limit one per membership).

To review the wines:

- Visit our online store, log in as a club member and go to “club member wines”.
- OR, visit these three pages:
http://www.drycreekvineyard.com/our_wines/2007_endeavour_cabernet_sauvignon.php
http://www.drycreekvineyard.com/our_wines/reviews_2009_dcv10_chardonnay.php
http://www.drycreekvineyard.com/our_wines/reviews_2009_malbec.php

PORTOBELLO RAVIOLI

◆ Pairing: 2009 DCV10 Chardonnay – Russian River Valley ◆

Appetizer

INGREDIENTS

4 OZ	Portobello mushrooms, gills and stem removed, chopped finely	2 TBSP	butter	1 CUP	heavy cream
		12	wonton wrappers	¼ CUP	butter, chilled
4 CLOVES	garlic, minced	1 CUP	Dry Creek Vineyard Chardonnay	1	small tomato, diced finely
1 TSP	dried thyme	1 TBSP	shallots, chopped finely	TO TASTE	black pepper, salt

METHOD Sauté chopped mushroom, garlic, thyme and black pepper in 2 tablespoons butter until browned. Transfer to a processor, pulse to chop. Add salt to taste. Put 1 teaspoon mixture in center of 6 wonton wrappers, brush edges with water, cover with the remaining wrappers, aligning them with the squares beneath. Press out any air and seal the edges closed by crimping with fork tines all around the outside of wontons. Place in a large pot of boiling water. They are done when they rise to the surface, approximately 3-5 minutes. Use a slotted spoon to remove them to a dish and cover.

Boil chardonnay and shallots in a saucepan until reduced to 2 tablespoons. Add heavy cream, return to a boil until reduced to half, then whisk in ¼ cup butter, 1 tablespoon at a time. Spoon chardonnay sauce onto each plate with a Portobello mushroom ravioli, top with diced tomato and serve. Serves 6

STEAK AU POIRVE

with Cabernet Sauce

◆ Pairing: 2007 Endeavour Cabernet Sauvignon – Dry Creek Valley ◆

INGREDIENTS

6	sirloin strip steaks (6-8 ounces each)	1 TBSP	olive oil	1½ CUP	beef broth
4 TBSP	cracked peppercorn mix (black, green and pink)	3	shallots, sliced	1 CUP	cream
TO TASTE	Kosher salt	1 CUP	Dry Creek Vineyard Cabernet Sauvignon	2 TBSP	butter

METHOD

Season steaks with peppercorn and Kosher salt.

In a heavy sauté pan over medium heat, add olive oil and 1 tablespoon butter. Place steaks in pan and cook for 2-3 minutes on each side to medium-rare. Set aside.

Pour off most of the fat, reduce heat to medium and add shallots. Cook, stirring until soft. Add cabernet and reduce to glaze. Add broth and reduce by half. Add cream and reduce until thickened. Season with salt. Pour sauce over steak and serve. Serves 6

GAUCHO STEAK

with Chimichurri Sauce

◆ Pairing: 2009 Malbec – Sonoma County ◆

INGREDIENTS

<i>For Chimichurri Sauce:</i>		½ TSP	chili pepper flakes	<i>For Steaks:</i>	
1 CUP	lightly packed chopped parsley	2 TBSP	fresh oregano leaves (optional)	1 TBSP	cayenne pepper
3 - 5 CLOVES	garlic, minced	2 TBSP	shallot or onion, minced	3 TBSP	salt
1 TSP	salt	¾ CUP	vegetable or olive oil	2½ LBS	rib-eye, New York strip, or sirloin steak, 1½ inches thick
½ TSP	freshly ground pepper	3 TBSP	red wine vinegar		
		3 TBSP	lemon juice		

METHOD Preheat a grill.

Place all chimichurri sauce ingredients in a blender or food processor and pulse until well chopped, but not pureed. Reserve. Dissolve cayenne pepper and salt in 1 cup hot water. Transfer to a squeeze container.

Place the steak directly over a hot grill, baste with the chimichurri sauce, and grill until the outer portion of the meat reaches the desired degree of doneness. Remove the steak from the grill, let rest and then slice.

Spoon chimichurri sauce over steak and serve. Serves 4

able to maintain and moderate yields on its own. In other words, at Endeavour Vineyard we do very little leaf thinning and drop almost no fruit during the growing season. The vineyard is able to moderate itself throughout the cycle of the season.

Walking Endeavour Vineyard is a real treat. The vineyard is alive with all types of insects, birds and water fowl. With 30 acres of vines, more than half of Endeavour is planted to Cabernet Sauvignon with Zinfandel, Petite Sirah and Petit Verdot rounding out the acreage. The vineyard is pristine with rolling hillsides that face mostly west in an effort to soak up as much afternoon sun as possible. As Don walks and talks more about his "baby" there is a sense of pride in his voice. "All of the collective vineyard experience and knowledge that I have accumulated went into this vineyard. It's so rewarding to see our efforts pay off."



A duck takes flight from the pond at Endeavour Vineyard

2011 EVENTS ♦ 2011 EVENTS ♦ 2011 EVENTS ♦ 2011 EVENTS ♦ 2011 EVENTS ♦ 2011 EVENTS ♦ 2011 EVENTS



WINE CLUB NEW RELEASE PARTY

The din of happy voices and laughter filled our cellar during the latest wine club new release and pick up event on Saturday, September 17, 2011. With the harvest season just beginning, there was also an air of excitement. More than 50 club members filled our cellar to celebrate the season, enjoying the newest releases of 2009 Estate Sauvignon Blanc DCV3, 2008 Beeson Ranch Zinfandel and for ClubRed members, the 2008 Old Vine Zinfandel. A delicious spread of gourmet cheeses, salamis and breads from the Jimtown Store accompanied our wines. We were also able to offer an interesting educational

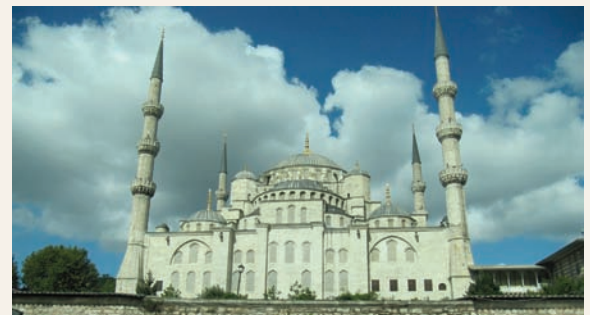
component with freshly squeezed wine grape juice available for tasting. Several different Sauvignon Blanc and Zinfandel juice samples, all in various stages of ripeness, had many guests exclaiming how sweet or just downright weird the juice tasted! Not to worry though, the "weirdness" of the juice will eventually turn into another bottle of outstanding DCV wine!

2011 WINE CRUISE - TURKEY TO THE GREEK ISLES

For the second year in a row, Dry Creek Vineyard and Windstar Cruises teamed up to provide a once in a lifetime experience. This year's annual wine cruise featured Turkey and the Greek Isles, with stops in Istanbul, Kusadasi (Ephesus), Bodrum, Santorini, Mykonos, Rhodes and Athens. Our small but adventurous group had an amazing time together. By day, we went sightseeing. By night, we wined, dined and laughed - forming many new friendships. Highlights included touring the ancient ruins of Ephesus, visiting the beautiful Mosques of Istanbul, and learning about Greek winemaking in Santorini.

"The trip was amazing; I'm still pinching myself that we were able to spend such quality time with our club members!" exclaims Kim Stare Wallace.

Stay tuned for info on next year's cruise!



2011 – 2012 CALENDAR

SATURDAY, NOVEMBER 26
Holiday Celebration in the Tasting Room & Cellar

SATURDAY, DECEMBER 3
Holiday Winemaker Dinner at Dry Creek Kitchen

SATURDAY & SUNDAY, JANUARY 14 - 15, 2012
Russian River Wine Road Event – Winter Wineland

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