



2008 SPRING NEWSLETTER

Welcome to our first ever newsletter. We hope you find it interesting and informative and we welcome your feedback.

Release Dates: On June 2 we will release our 2007 Scherzo Rosé of Cabernet (Napa Valley) and our 2006 Vivacé Ermitage Blanc (Russian River Valley) wines. The 2005 Adagio, our Napa Valley Bordeaux style blend, will be released on October 15.

Allocations: We upped our production slightly during the last year and are therefore able to offer a bit more of our wine to our wine list customers. Allocations this year will be as follows:

	Non- <u>Members</u>	Wine Club <u>Members</u>
2006 <i>Vivacé</i>	6 bottles	12 bottles
2007 <i>Scherzo</i>	12 bottles	24 bottles
2005 <i>Adagio</i>	3 bottles	6 bottles

Last year we sold out of the 2005 *Vivacé Ermitage Blanc* in the first few weeks. We expect to do the same this year. So we suggest you get your orders in quickly.

Wine Club Changes: We are now offering three different wine clubs for you to choose from.

The Orchestra – Continues to be the same as last year.

The Red Violin Club – Two shipments each year of 6 *Adagio* and 6 *Concerto*

The Cellar Master Club - 12 *Scherzo Rosé*, 12 *Vivacé Ermitage Blanc*, 6 *Adagio* Proprietary Red Wine and 6 *Concerto* ToKalon Vineyard Cabernet Sauvignon

See a separate insert about our Wine Clubs.

New Shipping Policy: All orders of a full case (or a mixed case) or more will receive **free ground shipping**. If you want overnight or second day air shipping we can accommodate that and you will only be charged our exact cost of the shipping. All other orders will be charged at our out-of-pocket cost for fulfillment and shipping.

Vineyard and Winery Update

ToKalon Vineyard. During the last few months we entered into a long term contract to have uninterrupted access to grapes from the Beckstoffer ToKalon Vineyard, perhaps the best Cabernet vineyard in America. We use ToKalon grapes exclusively in our *Concerto Napa Valley Cabernet*. We buy these grapes by the acre, rather than by the ton. As a result, we are able keep the production at a very low level with the vineyard's complete cooperation thus insuring that we get the best possible grapes.

Planting at our Lake Cynthia Vineyard. This spring we are replanting 3 blocks of our Lake Cynthia Napa Valley Vineyard with 5,000 new Cabernet Sauvignon vines, with clones and rootstocks which will ultimately (in about 4 years) add a new dimension to our red wines. We purchased a number of the best possible combinations of rootstocks and clones to insure a long term, complex combination of grapes. We tore up much of the old Cabernet vineyards because of a problem with phylloxera which was affecting the AXR-1 rootstock on which the vines were planted. Our Merlot Vineyard, which continues to produce some of the best Merlot in the Napa Valley and in the entire United States, is on a different rootstock. It remains unchanged.

Our focus on Terroir. “*Terroir*” is a French word that does not translate well into English. Many people think it is about the soil, but it is much more than that. It is about soil, the climate, the day-to-day weather, the drainage, the farming techniques and the culture of the place. The truly great wines of the world are expressive of their particular Terroir. They have a sense of place and a sense of history. Over the last couple of decades, many wines have lost their sense of place as they try harder and harder to satisfy a single wine critic. Today, many American (and Napa Valley) wines are picked very late, resulting in very high alcohol and similar jammy, almost raisin-like flavors. Kitchak Cellars is committed to the philosophy that we will make unique and exceptional wines. In particular, we will pick the grapes at a time which expresses their Terroir the best, and not just the latest date possible.

Kitchak Cellars goes Solar. This spring we installed an array of Solar Panels that should permit us to operate “energy neutral.” While the installation of solar panels has a longer payback than many other investment possibilities, we, as many other people and organizations in the Napa Valley, believe it is important to do everything we reasonably can to protect the environment. And, in the long term, with oil now topping \$130 per barrel, we think it will make good business sense.



Silent sentries in the Vineyard – Winter 2008

This Year’s Growing Season: So far this spring we have had a challenging year in the vineyard, although I am constantly reminded that almost every year is a “challenging year” when it comes to agriculture. We received 15 inches of rain during one 5-day period last December which gave us a lot of water and in some cases, too much run-off. The reservoirs were filled and the ground saturated. Year-to-date, however, precipitation is below average. Bud break was a week or two earlier than usual. Then, in late April and early May, when the new growth on the vines was the most vulnerable, we had more below freezing days than most people remembered in 20 years. The wind machines, with their helicopter like thump, thump, thump, would often come on about three in the morning and continue to operate until well after the sun came up. According to recent reports as



much as 10-15% of the crop was affected. We were not. Fortunately our hillside orientation and the proximity of Lake Cynthia to our vineyards kept the vines warm enough to prevent any damage. Then, only two or three weeks later, we had a bout of 100° weather. We, like most of the Napa Valley, are fortunate to have irrigation in our vineyard, for without it this year we would probably end up without a crop. It is interesting to note, in case you didn't know, that the average rainfall for the Napa Valley from now until harvest is less than ½ inch – total!

A “New” Tractor: A Porsche. We have a new tractor in the vineyard this year. In fact we have two, but the new “narrow row” John Deere is nothing special. Many of you know that I am a long time Porsche collector and racer. Well, over the winter we found and purchased a 1958 Porsche tractor in



excellent condition. It has been well maintained and actually works well in the vineyard. It is a one cylinder diesel; it makes 12 horsepower, and has a top speed in 6th gear, of 12.5 MPH!

Vivacé poured at 2008 Society of Wine Educators Convention: Our unique white wine, the 2006 *Vivacé Ermitage Blanc* was recently served at the 2008 Society of Wine Educators Convention in New Orleans. The wine, a blend of 47% Marsanne, 47% Roussanne and 6% Chardonnay was selected because it is a unique wine and showcases how excellent white wines can be made from something other than Chardonnay and Sauvignon Blanc.



Recipes: We will be adding suggested recipe pairings to our web site shortly. In the meantime, we are enclosing some recipes which are excellent pairings for the two wines that we are just releasing, plus a “bonus” recipe. If you find a recipe that you think pairs particularly well with one of our wines, let us know. If we publish your recipe, either on our web site or with one of our newsletters, we will give you appropriate credit.

Fall Release Party: We are planning two special release parties this fall. One will be in Minneapolis and one will be in the Napa Valley. The Minneapolis party will be a “fund raiser” and held around the third weekend in October. The Napa party date has not been set, but will be about November 1. We will keep you posted as we firm up the details. We hope you will be able to join us at one of them.

New Website under Construction: We are presently working on an entirely new web-site. We expect it to go live in July. In the meantime please visit our existing site at www.kitchakcellars.com.

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