

Dry Creek

VINEYARD

FAMILY WINEMAKING  
SINCE 1972



www.drycreekvineyard.com



Wine Club Newsletter – Feb. 2014

## GREETINGS!



*Our wine labels are near and dear to my heart. From almost my first day working full time at the winery, I've been involved in the packaging of our wines.*

*I recall the early days when artist*

*Michael Surles and our then graphic designer, Steve Quirt, would sit around in our Petaluma home brainstorming different sailboat concepts. We would pour through books from the Rosenfeld Collection - the largest archive of maritime photographs in the United States. We talked at length about how the sailboat needed to match the "mood" of the wine. For example, the slim lines of certain boats that were more feminine matched better with our white wines. Sturdier looking boats that appeared masculine seemed to do a better job expressing our red wines. We thought we were pretty cool then!*

*Today, sailboats continue to grace our labels and while the glass, paper and even the closures have changed, one thing remains consistent – our passion for sailing and our respect for America's nautical heritage. I am personally proud to say that Dry Creek Vineyard's sailboat imagery is trademarked and will remain the centerpiece of our brand. Our winery is the "Official Wine for Sailors" and that piece of authenticity can never be taken away.*

*As always, I love to hear from you. Please feel free to write me at [vs@drycreekvineyard.com](mailto:vs@drycreekvineyard.com) to share your feedback on this club shipment or anything else Dry Creek Vineyard related.*

*My best,  
KIM STARE WALLACE  
President*



## AN ARTISTIC EXPRESSION

Our roots in the sailing community run deep. Since 1982, sailboat imagery has graced our labels, capturing the spirit of the high seas and our passion for the sport. The irony of a winery named Dry Creek Vineyard with sailboats on the labels is not lost on us – it is certainly a family quirk and yet it makes perfect sense. We believe that the art of winemaking and the skill of sailing have a lot in common. Like winemaking, sailing is fun, adventuresome and romantic. Like sailing, the art of winemaking demands skill, discipline and plenty of help from Mother Nature.

The story of the sailboats on our labels carries almost as much history as the winery itself. Dating back to the first sailboat on the 1982 David S. Stare Reserve Red, we made an intentional effort to choose a class of boat that would fit the nature of the winery. We decided early on that the J Class yachts would be our inspiration – specifically those boats from 1929 to 1937. Considered the golden years of yachting, the J's of the 30s were in a class by themselves. They were extremely dangerous to sail and the complex rigging and lack of a motor made them sailable only for the most experienced skippers.

From the very beginning, we have worked with local artist Michael Surles to create these original pieces of art that have come to express each of our wines. Michael has been the only artist we have ever worked with. His innate ability to capture the spirit of these boats is uncanny from their shape and color, all the way down to the intricate rigging on the sails. We thought it would be interesting to provide a rundown of each of the classic boats that grace our labels:

For our Chenin Blanc, we selected Rainbow. She was designed and built to defend the America's Cup against Endeavour in 1934. After losing the first two races, she went on to win the next four races and defend the cup. We love Rainbow because the boat speaks to the freshness of our Dry Chenin Blanc. It's a summery wine and Rainbow epitomizes those fresh fruit flavors.



Rainbow

Lulworth is the boat that graces our Fumé Blanc and Sauvignon Blanc bottles. Built in 1920, Lulworth's name comes from Lulworth Castle, which belonged to her second owner. Lulworth was built as a racing boat to compete in the premier yachting league in Europe: the British "Big Class." Lulworth embodies the essence of our flagship wine. The boat is modern and sleek yet displays old world charm – much like our Fumé and Sauvignon Blanc wines.



Lulworth

Dark, brooding and intense. These words all describe our Heritage Vines Zinfandel. The classic yacht Lutine captures the heart of this Zinfandel. Lutine is the name given to all Lloyd's of London yachts and is modeled after the J boat, Ranger. Interestingly, Ranger was the last J Class yacht to sail in the America's Cup, successfully defending in 1937 in Newport, RI.



Lutine

CONTINUES ON BACK PAGE



**FEBRUARY 28 - MARCH 1, 2, 7, 8 & 9**  
**Barrel Tasting Weekends**  
**New Release Reception**

Wine Club members and their guests are invited to join us for Barrel Tasting weekends. Our cellar will be open from 11:00 am - 4:00 pm as we welcome club members to taste some of our incredible, small lot wines from the barrel. *Admission is complimentary for Wine Club members and up to four guests.*



**APRIL 26-27**  
**Passport to Dry Creek Valley**

Chart your course and join the regatta for the Dry Creek Cup! Saturday and Sunday from 11:00 am - 4:30 pm will be filled with nautical escapades, delicious victuals, sea shanties and a stem to stern selection of fabulous wines!

*To purchase tickets, visit [www.wdcv.com](http://www.wdcv.com).*

**MAY 10**  
**Meritage Blending Seminar**

New this year, prior to our Day in the Loire Valley event, we are hosting a Meritage Blending Seminar where you will learn the history of the classic Bordeaux-style blend. Seating for this event will be extremely limited so be sure to RSVP to Salina Littleton at [vsc@drycreekvineyard.com](mailto:vsc@drycreekvineyard.com), or call her at 707-433-1000 x123. *More details to follow.*



**MAY 10**  
**A Day in the Loire Valley**  
**New Release Reception**

Revel in the sights, sounds, food, and *joie de vivre* of A Day in the Loire Valley. Sample our Loire-inspired wines while you relax and enjoy family and friends in the comfort of our gardens with music, food pairings, artists and more! *Admission is complimentary for Wine Club members and up to four guests.*

**JUNE 21**  
**Special Zinfandel Retrospective Tasting**

Prior to our Summer of Zin event, we are hosting an educational seminar in our cellar featuring some of our most cherished Zinfandels. Seating for this event will be extremely limited so be sure to RSVP to Salina Littleton at [vsc@drycreekvineyard.com](mailto:vsc@drycreekvineyard.com), or call her at 707-433-1000 x123. *More details to follow.*



**JUNE 21**  
**Summer of Zin**

Back by popular demand, the Sun Kings are the Bay Area's premier Beatles cover band. They are simply amazing! Each year, we sell out our picnic area and witness an awesome concert from 1:00 - 4:00 pm with delicious DCV wines and food available for purchase. *\$25 - exclusive Wine Club member price.*

**JULY 26**  
**Summer Dinner**

Join us for a family favorite - A Summer Crab Fest! This is a terrific way to spend a warm summer evening as we enjoy entertainment and games in the comfort of our picnic area. *More details to follow.*



**AUGUST & SEPTEMBER - TBD**  
**Sailing Adventure**

Join us for a spectacular day on the San Francisco Bay aboard a classic schooner. This club member only sail is a not-to-be-missed event! Be sure to watch for more details as there will be only a handful of slots open for this exclusive experience. *More details to follow.*

**OCTOBER 4**  
**Harvest Experience**  
**New Release Reception**

This fun and educational event, exclusive for Wine Club members and their guests, will celebrate the beginning of Harvest. Join us at the winery as we learn about harvest first hand from our winemaking team. *Admission is complimentary for Wine Club members and up to four guests.*



**NOVEMBER 29**  
**Holiday Celebration**  
**New Release Reception**

Our Thanksgiving weekend Holiday Celebration is the perfect way to get you and your entire family in the holiday mood (and out of the house). Festive decorations, great gift giving ideas, delicious wine, and holiday treats. *Admission is complimentary for Wine Club members and up to four guests.*

**DECEMBER 6**  
**Holiday Winemaker Dinner**

A culinary extravaganza, Winemaker Tim Bell will lead us through a special wine and food evening with Shea Breaux Wells and her band entertaining us in this intimate atmosphere. A night to remember for sure! *More details to follow.*



**Share Your Photos!**  
 Share your favorite DCV moments on Facebook, Twitter and Instagram!

- ⋮ [facebook.com/drycreekvineyard](https://facebook.com/drycreekvineyard)
- ⋮ [twitter.com/DryCreekVnyd](https://twitter.com/DryCreekVnyd)
- ⋮ [instagram.com/drycreekvineyard](https://instagram.com/drycreekvineyard)



## ◆ WINE LIST ◆

SIGNATURE WINES	Retail Bottle	CLUB MEMBER PRICING	
		20% Savings Bottle	25% Savings Case
2012 Dry Chenin Blanc - <i>Clarksburg</i>	\$12.00	\$9.60	\$108.00
2012 Fumé Blanc - <i>Sonoma County</i>	\$14.00	\$11.20	\$126.00
2013 Sauvignon Blanc - <i>Dry Creek Valley</i>	\$18.00	\$14.40	\$102.00
2010 Foggy Oaks Chardonnay - <i>Russian River Valley</i>	\$20.00	\$16.00	\$180.00
2011 Heritage Vines Zinfandel - <i>Sonoma County</i>	\$19.00	\$15.20	\$171.00
2011 Merlot - <i>Dry Creek Valley</i>	\$23.00	\$18.40	\$207.00
2010 Cabernet Sauvignon - <i>Dry Creek Valley</i>	\$25.00	\$20.00	\$225.00
2011 Old Vine Zinfandel - <i>Dry Creek Valley</i>	\$30.00	\$24.00	\$270.00
2009 Meritage - <i>Sonoma County</i>	\$30.00	\$24.00	\$270.00
2010 The Mariner - <i>Dry Creek Valley</i>	\$45.00	\$36.00	\$405.00
LIMITED RELEASE WINES			
2012 Taylor's Vineyard Sauvignon Blanc - Musqué Clone - <i>Dry Creek Valley</i>	\$25.00	\$20.00	\$225.00
2011 DCV10 Chardonnay - <i>Russian River Valley</i>	\$34.00	\$27.20	\$306.00
2011 Estate Petite Sirah - Spencer's Hill Vineyard - <i>Dry Creek Valley</i>	\$34.00	\$27.20	\$306.00
2011 Somers Ranch Zinfandel - <i>Dry Creek Valley</i>	\$38.00	\$30.40	\$342.00
2010 Estate Zinfandel - Spencer's Hill Vineyard - <i>Dry Creek Valley</i>	\$38.00	\$30.40	\$342.00
2011 DCV2 Estate Zinfandel - Four Clones Vineyard - <i>Dry Creek Valley</i>	\$38.00	\$30.40	\$342.00
2011 Sailors' Cuvée Cabernet Sauvignon - <i>Dry Creek Valley</i>	\$60.00	\$48.00	\$540.00
2010 Endeavour Cabernet Sauvignon - <i>Dry Creek Valley</i>	\$65.00	\$52.00	\$585.00

## WINE CLUB MEMBER PROFILE



### LEE AND EUGENIA STEFFENS

Lee Steffens certainly racks up the air miles. As a Project Executive for a commercial builder, Lee finds himself on an airplane almost every week. And while the travel can definitely be a grind, one benefit of all of those miles is the free tickets for vacations. That's where our story begins – 14 years ago on a weekend trip to wine country. Having arrived in California, Lee and Eugenia stayed in Oakland. On their first morning, they asked the concierge which wineries they should visit in the area. The first stop they made was at Dry Creek Vineyard. They fell in love with our wines and have been club members ever since.

Over the years, the Steffens have attended numerous Dry Creek Vineyard events. Each December, they treat themselves (Lee calls it a special Christmas gift they give to each other) by coming to the winery for our Holiday Winemaker dinner. In 2010, they attended a wine club cruise to Italy and bonded with several couples who have become dear friends. They even signed up their best friends from Minnesota who have also become a part of the Dry Creek Vineyard family. Years later, their friends' son served Dry Creek Vineyard wines at their wedding. It is certainly a family affair. Having been members of the winery all these years, Lee and Eugenia both love the friendly nature of the staff and of course, all of the wines. What's their favorite wine? "The one in the glass," quips Lee.

Our thanks go out to the Steffens for their support and friendship!



AN ARTISTIC EXPRESSION.....

Many of you are familiar with our single vineyard Zinfandels such as Beeson Ranch and Somers Ranch. Reliance is the name of the J boat that expresses these unique wines. We chose Reliance for a few reasons. First, when she was built, Reliance was the largest gaff rigged cutter ever conceived and was called a “freak” by many in the sailing community. Most folks thought she could not be sailed safely. For us, Reliance embraces this idea of pushing the envelope – crafting wines from difficult vineyards and complex *terroir* that often times leaves our winemaking team scratching their heads.



Reliance

Zio and Nightwind are the names of the yachts that characterize our single vineyard white wines - Taylor’s Vineyard Sauvignon Blanc, DCV3 Sauvignon Blanc and DCV10 Chardonnay. These boats were built in 1939 and this particular image is a famous one. Captured at a key moment, each boat is reaching under spinnaker (meaning the front sail is out, powering the boat downwind) heading down the middle of Long Island Sound during a New York Yacht Club cruise. The spirit in this particular image with its bright hues, struck us as matching perfectly with our most cherished white wines.



Zio and Nightwind



Endeavour

Finally, we come to Endeavour. Endeavour was built in 1934 as a challenger for the America’s Cup. Ironically, she lost to Rainbow, the boat on our Dry Chenin Blanc label. At the time, Endeavour was one of the most technologically advanced boats ever conceived. We thought this would be a perfect match for our Endeavour Cabernet Sauvignon, which when planted, was one of the most technologically advanced vineyards ever conceived in the region.

The timelessness of these sailboats carries on in each new vintage of wine we produce. Each boat depicts a specific element in the wine – they complement each other. The artistic expression of these paintings embodies the hard work and artisan approach in our winemaking efforts. For us, sailing and wine is the perfect pairing.

OUR LATEST ACCOLADES



2010  
CABERNET SAUVIGNON  
DRY CREEK VALLEY

90 POINTS  
EDITORS’  
CHOICE

WINEENTHUSIAST  
MAGAZINE



2011  
OLD VINE ZINFANDEL  
DRY CREEK VALLEY

90 POINTS



2011 DCV2 ESTATE ZINFANDEL  
FOUR CLONES VINEYARD  
DRY CREEK VALLEY

91 POINTS

Wine Spectator

Order two or more cases and receive **30% SAVINGS**. Please note: discounts can be applied to mixed cases.

Call Salina Littleton at 800-864-9463 ext. 123 or order from our online store. **Discount will be applied when you check out.**

**30% SAVINGS!**

P.O. Box T • 3770 Lambert Bridge Road  
Healdsburg, CA 95448  
Tel. 707-433-1000 • 800-864-9463  
www.drycreekvineyard.com

Wine Club Administrator: Salina Littleton ext. 123  
vsc@drycreekvineyard.com  
Content: 100% Recycled, 50% Post-Consumer Waste,  
Processed Chlorine Free

