

Cellar Club News

FIRESTONE VINEYARD WINECLUB NEWSLETTER



FIRESTONE
VINEYARD

GREETINGS FROM FIRESTONE,

As I'm writing this we are all gearing up for the 2010 harvest. This is my first vintage from start to finish, so I'm very excited about the process. The whites have finished veraison (color change) and it looks like we'll be picking our first grapes – Sauvignon Blanc – around the 20th of September.

If you live in California, you know this has been one of the coolest and windiest summers in years. Santa Ynez is no exception. It's been downright chilly at times. Accordingly, the vines are about three weeks behind normal. There is a silver lining though: the fruit looks perfectly healthy. The clusters are full, clean, and well balanced. The flavors are developing beautifully, with an intensity and purity that bodes well for the vintage. We'll keep you posted as the season goes on, but it does appear promising.

This new Club shipment contains a couple of wines that I think you are going to thoroughly enjoy. I joined the winery just after the 2009 harvest and was able to blend, finish and bottle the 2009 Gewürztraminer. Wonderful stuff! This is the ultimate laesbtploo kind of wine (late-afternoon-early-evening-sitting-by-the-pool-lake-or-ocean). Think grapefruit, flowers, peach, apricot, lemon and lime. It is rich, dry, heady and as smooth as silk.

For the red we've got the 2007 Lineage. This is the perfect mate for all barbecued meats – in our case marbled, aged, Santa Maria tri tip, grilled to perfection over native red oak.



Finally, if you haven't been to our tasting room lately, please come out to visit us. Weather-wise this is our best time of year. Our complementary public tours depart at 11:15, 1:15 and 3:15 daily giving you a chance to meet our staff and tour our vineyards and winemaking facility.

Thanks for your support and I'll be talking with you again soon.

Paul Warson, Winemaker

AUTUMN
2010



CELLAR CLUB WINES REORDER ON BACK

Take 30% off on club shipment reorders until October 21st! Order 12 or more bottles and receive complimentary shipping!

AS A CLUB MEMBER, YOU RECEIVE COMPLIMENTARY TASTINGS AND DISCOUNTS AT ALL FIVE OF OUR SISTER WINERIES: FOLEY, LINCOURT, SEBASTIANI, THREE RIVERS & CHALK HILL.

APPELLATION
Santa Ynez Valley

pH
3.20

TA
0.70 g/100ml

ALCOHOL
13.5%

RESIDUAL SUGAR
0.56

BOTTLING DATE
March 2010

RETAIL \$13.00

CLUB \$9.75

(25% OFF 2 BOTTLES)



FIRESTONE VINEYARD 2009 GEWÜRZTRAMINER

VINEYARDS
Firestone Vineyard

VARIETAL COMPOSITION
99% *Gewürztraminer*, 1% *Riesling*

WINEMAKER'S NOTES

The 2009 growing season was one of the driest on record with virtually no rain from late winter through harvest. This led to reduced vine vigor, low shoot fruitfulness, smaller-than-normal cluster sizes, reduced yields and excellent quality. The fruit was harvested during the early morning hours to preserve the floral aromatics and delicate flavors. The grapes were gently pressed upon arrival at the winery to minimize skin contact and phenolic extraction. Fermentation and aging was completed in stainless steel tanks at cold temperatures to guarantee vibrancy and freshness. Gewürztraminer is among the most exciting and aromatic varieties on earth. The flavors are bright, crisp and bold with pink grapefruit, lemon, lime, orange blossoms and fresh apricot.

Fresh Spring Rolls with Thai Dipping Sauce

SPRING ROLLS:

- 6 SPRING ROLL WRAPPERS
(AVAILABLE IN ASIAN MARKETS)
- 12 MEDIUM SHRIMP, COOKED AND SHELLLED
- 1 CUP SHREDDED LEAF LETTUCE
- 1/3 CUP CHOPPED CILANTRO
- 1/2 CUP PEELED, SEEDED, CHOPPED CUCUMBER
- 1 MEDIUM CARROT, JULIENNED

QUICK THAI DIPPING SAUCE:

- 1 TABLESPOON LIGHT SOY SAUCE
- 1 TABLESPOON WHITE-WINE VINEGAR OR RICE VINEGAR
- 3 TABLESPOONS MIRIN
- 1/4 TEASPOON GRATED GINGER ROOT (OPTIONAL)

In a bowl of cool water, soak a wrapper until limp. Lay wrapper out flat. Place 1/6 of each ingredient down middle of wrapper, starting with lettuce. Fold over each end and tightly roll the wrapper around the contents, as if making a burrito. Moisten at seam; press to close.

Lay on plate, cover with moist paper towel and refrigerate until ready to serve. Then slice in two and serve with Quick Thai Dipping Sauce, below, or peanut sauce.

To make the Quick Thai Dipping Sauce, combine all ingredients in a small bowl.

Cellar Club

FIRESTONE

VINEYARD

LOS OLIVOS

5017 ZACA STATION ROAD
LOS OLIVOS, CA 93441
805.688.3940

PASO ROBLES

2300 AIRPORT ROAD
PASO ROBLES, CA 93446
805.591.8050

WWW.FIRESTONEWINE.COM



FIRESTONE CELLAR CLUB

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To learn more about our event
venues, please contact:

RACHEL KORREY

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PHONE:

805.688.3940 x2230

Cellar Club Wines Reorder

Take 30% off on club shipment reorders until October 21st! Order 12 or more bottles and receive complimentary shipping!

2007 LINEAGE, CHAIRMAN SERIES

RETAIL	\$35.00
CLUB	\$24.50
12-PACK	\$294

2009 GEWÜRZTRAMINER, ESTATE

RETAIL	\$14.00
CLUB	\$9.80
12-PACK	\$117.60

Current Wines Available

2008 Chardonnay, Santa Barbara County

Concentrated aromas of green apples, pears, and baking spices are well-balanced with crisp acidity, finishing with notes of caramel and toasty oak. Pair with grilled halibut, or roasted chicken with lemon herbs.

RETAIL \$15.00/ CLUB \$12.00

2009 Sauvignon Blanc, Santa Ynez Valley

Very fragrant with balanced acidity, this wine is thirst-quenching and refreshing. Perfect for sipping or an easy pair with a wide variety of seafood dishes.

RETAIL \$13.00/ CLUB \$10.40

2009 Gewürztraminer, Santa Ynez Valley

Our Gewürztraminer charms with notes of lychee, mandarin orange, and pink grapefruit. Pairs nicely with spicy foods or Asian cuisine.

RETAIL \$14.00/ CLUB \$11.20

2007 Pinot Noir, Santa Barbara County

Softly textured, the 2007 Pinot boasts aromas of Bing cherry, raspberry, and baking spices. Plush tannins balance juicy berry acidity. A great match for grilled lamb chops with rosemary and garlic.

RETAIL \$25.00/ CLUB \$20.00

2006 Syrah, Santa Ynez Valley

The 2006 Syrah offers rich aromas of plum and blackberry, with hints of blueberry and raspberry on the palate. This wine pairs well with grilled meats and earthy mushrooms.

\$18.00/ CLUB \$14.40

2006 Cabernet Sauvignon, Santa Ynez Valley

Deep ruby with classic aromas of ripe black currants, blueberries and hints of caramel, the 2006 Cabernet Sauvignon is full-bodied and rich. Flavors of currants, espresso, and licorice with a finish of chocolate and berries make this wine the perfect complement to a marbled steak or wild game.

RETAIL \$20.00/ CLUB \$16.00

THE LOFT AT PASO ROBLES

Exclusive to Cellar Club Members

Friday & Saturday- \$250/per night, Sunday — Thursday- \$200/per night, two night minimum.

FOR RESERVATIONS PLEASE CALL KATY SMITH AT (805) 591-8050 EXT. 210



FIRESTONE VINEYARD
2007 LINEAGE
THE CHAIRMAN SERIES

VINEYARDS

Firestone Vineyard (80%), Rock Hollow Vineyard (20%)

VARIETAL COMPOSITION

40% Cabernet Sauvignon, 20% Cabernet Franc,
15% Petit Verdot, 15% Merlot, 10% Malbec

WINEMAKER'S NOTES

A dry winter with little rainfall and erratic temperatures led to reduced vine vigor, low shoot fruitfulness and smaller than normal cluster sizes. Yields were roughly 30% less than normal. The growing season was moderate with the exception of a late August through early September heat spike. Mild fall temperatures allowed for long hang time and great flavor development. Hand harvesting during the early morning hours helped preserve the pure fruit flavors inherent in the grapes. A long, cool maceration gave us good extraction and well integrated flavors and tannins. Lineage is a Bordeaux blend that emphasizes rich, fruit flavors and a lush texture: red currants, vanilla, cloves, chocolate, licorice, mocha and vanilla.

*Grilled Ribeye Steak
with Cabernet Sauvignon Sauce*

- 4 BONELESS RIBEYE STEAKS
- 2 TABLESPOONS PEANUT OR OLIVE OIL
- SALT AND PEPPER TO TASTE
- 1 CUP CABERNET SAUVIGNON
- 1/2 CUP BEEF STOCK
- 1 TABLESPOON BALSAMIC VINEGER
- 1 TABLESPOON CHOPPED SHALLOTS
- 1 TEASPOON CHOPPED FRESH ITALIAN PARSLEY

Brush steaks with oil and season with salt and pepper. Place wine in a saucepan over high heat. Simmer until reduced by half. Add the beef stock, Balsamic vinegar and shallots. Reduce again by half. Add the parsley. Prepare a fire in the barbecue. When ready, grill the steaks as soon as the flames subside. Serve with the Cabernet sauce. MAKES 4 SERVINGS

APPELLATION

Santa Ynez Valley

COOPERAGE

24 months in 100% French oak,
80% new

pH

3.55

TA

0.79 g/100ml

ALCOHOL

13.9%

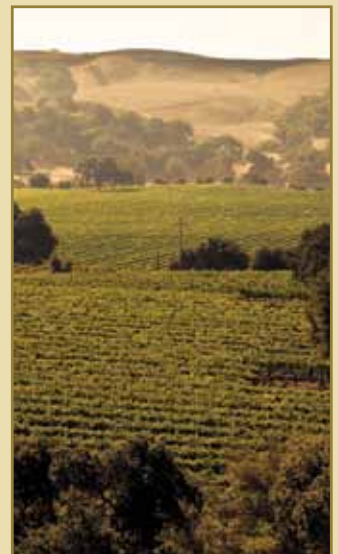
BOTTLING DATE

March 2010

RETAIL \$35.00

CLUB \$26.25

(25% OFF 2 BOTTLES)



JOIN US AS WE CELEBRATE THE HARVEST AT FIRESTONE PASO ROBLES WITH LUNCH AND A TRADITIONAL GRAPE STOMP!

OCTOBER 16TH, 11:30 A.M. — 1:00 P.M.

Stain your feet red as you try a stomp in the grapes. Tickets include a gourmet lunch of focaccia sandwiches, artisan cheeses, fresh green salad and Late Harvest Riesling cheesecake all paired with Firestone wines. FOR MORE INFORMATION OR TO R.S.V.P. PLEASE CALL KATY AT (805) 591-8050.