

# WILLIAMS SELYEM



## SPRING 2011 RELEASE

### IMPORTANT DATES

#### MARCH 6

Last day orders are accepted.  
(Many wines sell out **before** this date, so order quickly!)

#### LATE MARCH

Wines begin shipping  
(*weather permitting*)

#### MAY 6, 7 & 8

Pick-Up Weekend Event at  
Williams Selyem Estate Winery

#### MAY 9 - 20

Weekday pickups by appointment  
at Williams Selyem Estate Winery  
*Unclaimed wine will be shipped on  
May 24*

#### APRIL 29, 30, & MAY 1

Pick-Up Weekend Event at  
Millbrook Winery in NY

### CONTACT US

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#### *A Few Words from Winemaker Bob Cabral*

Six or seven times a year I get together with 8-12 fellow winemakers for lunch. It's a good chance for us to catch up with one another and see how everyone is doing. We discuss anything and everything, from current political topics to family, sometimes wine related or not. We have recently met twice since the end of the 2010 harvest and the discussion has been quite a bit about the turbulent 2010 growing season and managing the challenges of this harvest. As you may have seen in the headlines, we had an unusually cool summer — and then three days in late August of sustained temperatures of over 100 degrees! This heat spike damaged a great deal of fruit and was widely publicized as a catastrophe. But despite these viticultural challenges, the general consensus is that we all made some great wines from this vintage, especially for small-lot winemaking. Patience and persistence paid off for those of us who spent most of their harvest daytime hours in the vineyards — managing each block, and sometimes even vine rows, individually. When the windows of opportunity surfaced, time and execution became the critical element to harvesting exceptional fruit. This is what made for one of the most gratifying harvests I have ever participated in. Mother Nature forced me to have my "A" game on 24-7 or she was going to punish me accordingly. In the end the quantities produced will be limited, but I am tremendously satisfied with the quality of wines that we managed to craft out of pure determination and will.

Another recent topic of discussion amongst my peers during lunch has been the opening of our new Williams Selyem Estate Winery. Our facility is now complete and operational as we have moved all business and administration operations from the Allen Ranch in early July — no more trailers! Crushing and fermenting will remain at the old Allen Ranch winery for continuity, and then all aging, blending and bottling will now commence at the Estate Winery. The new Estate Winery is truly a world-class showcase conveying a sense of place for our wines, the Russian River Valley and also provides a place to share them with our WS List members. I really hope you'll come for a visit sometime soon; we have a number of events planned, so just take a look at our calendar. Also, due to popular demand, we may expand tour days — please call for details. If you can't make it out to wine country, I hope you'll join me for the Jamaica Food & Wine Festival



*Williams Selyem Estate Winery*

*continued inside*

# TASTING NOTES from Winemaker Bob Cabral

## PINOT NOIR

### 2009 Central Coast Pinot Noir \$37

A magnificent, fragrant nose of pie cherries, raspberry jam, violets and spice fills your glass. The bright aromas of cherry/raspberry, wild mushroom, all spice, fresh herbs, caramel and mineral are very characteristic to this vineyard. Mouth watering flavors of cherries, raspberry, sassafras, violets and roasted vanilla. Some new blocks with outstanding clonal selections have given this blend a bright new outlook. Supple acidity helps to carry the rich and round tannins that pursue long into the finish. Alc. 14.1%

### 2009 Sonoma County Pinot Noir \$37

The aromas of fresh maraschino cherries, spiced cider, wild strawberries, smoked meats, herbs and rose water instantly fill your glass. This medium-bodied wine shows true pinot flavors of cherry jam, wild raspberries, root beer, anise and oyster mushrooms. The tannins are rich and full across the palate, and the wine finishes fresh and supple with a note of tart cherries at the end. Alc.13.6%

### 2009 Russian River Valley Pinot Noir \$46

Over 90% of this wine is produced from grapes grown from our Estate Vineyards with a bit from our neighboring vineyards along Westside and Eastside roads. This classic Russian River Valley blend exhibits the aromas of wild blackberries, shiitake mushrooms, cola, caramel and smoky bacon. The affluent and jam-packed tannins lift the blackberry fruits and earthiness across your palate. The vibrant acidity is complemented by the velvety and fatty textures in the complex, drawn out finish. Alc. 14.1%

### 2009 Sonoma Coast Pinot Noir \$46

Fresh, vibrant aromas of wild berries, espresso, exotic spices and cardamom emanate classic pinot noir characteristics from this part of the "true" Coast. Your mouth will burst with flavors of ripe blackberries, fennel, mocha, strawberry/rhubarb pie and crème brûlée. Powerful, yet fleshy tannins balance mature berry flavors along with racy acidity. The long, rich finish gives way to a slight hint of mint and citrus. A wonderful wine to age for 3-5 years. Alc. 13.9%

### 2009 Westside Road Neighbors Pinot Noir \$69 Russian River Valley

This wine is still one of my favorite blends to assemble and definitely a favorite to consume on a regular basis. It's always exciting to select barrels from vineyards like Rochioli, Bucher and our Estate to assemble bouquets of ripe blackberry jam, violets, plums, licorice, black truffle and toasty vanilla beans from our oak barrels. The palate flavors of blackberry/raspberry cobbler, cherry cola, cassis, smoked mushrooms and cinnamon coat your mouth with every sip and are very true to the individual lots that aid in the completeness of this assemblage. Ripe abundant tannins cut through the nicely balanced acidity that will make this vintage enjoyable for the next 8-10 years. Alc. 14.2%

## CHARDONNAY

### 2009 Unoaked Chardonnay \$37 Russian River Valley

This has become one of my favorite new wines that we craft. This 100% stainless steel fermented, no malo-lactic wine exhibits what chardonnay REALLY tastes like from the Russian River Valley. It has sweet aromas of tree-ripened white nectarines, Red Haven peaches, Gravenstein apples and citrus blossoms. Similar flavors of ripe stone fruits, guava, passion fruit and wet stone coat your palate. The part I love the most about this wine is the crisp acidity and clean long finish that make your mouth water for more. A great food wine that I thoroughly enjoyed until I ran out in early Fall! Alc. 13.9%

### 2009 Allen Vineyard Chardonnay \$50 Russian River Valley

Rich, heady aromas of ripe Asian pears, apple pie, lemongrass, roasted marshmallows and star jasmine fill your olfactory. Fat, rich flavors of ripe pears, apples, sweet toasty oak, cinnamon, mineral and roasted nuts coat your mouth. The concentration of flavors is balanced by the great natural acidity that always seems to come through in the finish of wines from this vineyard. A great wine for salmon, lighter pastas or grilled vegetables, and one that will age nicely for several more years. Alc. 14.5%

### 2009 Heintz Vineyard Chardonnay \$50 Russian River Valley

The attractive bouquet of ripe peaches and nectarines, pineapple, nutmeg and roasted vanilla beans dominate the nose in the glass. The rich mouthfeel and flavors of peach cobbler, guava, citrus blossom and crème brûlée linger on the palate. There is a creaminess or custard-like texture to this wine that is severed by the tangy acidity and flavors of fresh tropical fruits. An exceptionally multifaceted wine that typifies the characteristics of a cooler area in the Russian River Valley. Alc. 14.5%

## ZINFANDEL

### 2009 Bacigalupi Vineyard Zinfandel \$50 Russian River Valley

A good year for zinfandel along Westside Road, this wine displays the classic ripe raspberry/ briery jammy aromas of zinfandel. There are also hints of coffee mocha and white pepper spice in the nose. The pure wild raspberry jam and spicy oak coat your palate along with a slight indication of espresso and fresh Brown Turkey figs in the background. With the addition of 10% - 15% new oak, the tannins finish much broader and lush across your palate. The ideal cool summer weather patterns of fog helped keep that vibrant acidity that has always turned me on to Russian River Valley zins. Alc. 14.9%

## WINEMAKER WORDS continued...

(May 16th-20th) or the Mediterranean Cruise aboard the Disney Magic (June 18th-29th). And please don't forget the wonderful New Orleans charity auction we participate in with Emeril Lagasse, Carnival du Vin (November 11th-12th), as I always look forward to sharing a glass of pinot with you!

After all this, you are probably wondering what the 2009 vintage wines have to offer. Well, I am pretty excited and proud to offer these wines as I see a lot of similarities to the 2007 wines we crafted. I noticed during several barrel tastings that these wines seem more complete in the barrel than the 2007's were at the same stage in the aging process. Maybe not as concentrated as the 2008 vintage wines, but rounder and fleshier like the 2007's. The 2009 growing season was excellent throughout the state with no real hot or cold weather extremes, so wines from the Central Coast to the Russian River Valley and out to the Sonoma Coast, are all dramatic expressions of their individual sites. I have also received a lot of great feedback on our new Unoaked Chardonnay, and I am pleased to offer a second vintage of this personal favorite. This Spring offering also includes a tasty late harvest Gewürztraminer from our Vista Verde Estate Vineyard, for those of you who like stickies for dessert. So, when choosing from your allocation, purchase what you can afford and I am confident you will not regret a thing — except not taking your full allocation!

*Please enjoy these artisan wines with the spirit in which they were crafted! -Bob Cabral*



*John Dyson, Andrea Robinson, and Joe Rochioli, Jr. at our Grand Opening*



*Tasting Room at Williams Selyem Estate*



*Mario, Emeril, and Bob at the 2010 Carnival du Vin*

### Events Calendar

Here are a few highlights from our 2011 events calendar:

#### PICKUP WEEKEND - CA

*Williams Selyem Estate  
May 6, 7 & 8*

#### PICKUP WEEKEND - NY

*Millbrook Winery in Millbrook, NY  
April 29, 30, & May 1*

#### JAMAICA FOOD & WINE FESTIVAL

*Montego Bay, Jamaica  
May 16 - 20*

#### DISNEY MEDITERRANEAN CRUISE

*Barcelona, Rome, Tunis, French Riviera  
June 18 - 29*

### DESSERT

#### 2009 Late Harvest Gewürztraminer Vista Verde Vineyard, San Benito County **\$40**

With little botrytis from this extremely ripe and concentrated wine, the aromas of cinnamon, roasted almonds, tree-ripened nectarines and peaches, toasted marshmallows and roses dominate the nose. Those ripe stone fruit and jammy flavors were retained during the very cold fermentation that took place in 100% new French oak barrels. The mouth watering acidity helps to cut through the syrupiness that most late harvest wines display. The long, rich finish goes on forever to complete the experience.

Alc. 9% Residual sugar 18.5%

### A FEW WORDS from a Few of Our Fans

"Beautiful winery!! Kudos to a great space with a thoughtful design."

*Courtland Mudge, Sebastopol, CA  
WS List Member since 2007*

"We were fans of WS back in the early days of Burt & Ed and continue to this day. Our daughter learned to walk at the old facility and has become a big fan of WS too."

*Alana Coburn-Medeiros, Sonoma, CA  
WS List Member since 1997*

"I thought I didn't like Pinot Noir until I had Williams Selyem at a friend's house. I asked where I could buy it and he said 'You have to get on their mailing list.' It took me a year, but it was definitely worth it!"

*Janeen Fischer, Alamo, CA  
WS List Member since 2009*

"In my book, Williams Selyem has crossed the threshold from cult to legend."

*Anthony Dias Blue, wine commentator  
From The Tasting Panel, December 2010*

"If you stop doing what you're doing, I just might die!"

*Robert Curlee, Los Gatos, CA  
WS List Member since 2008*

"Your wines are amazing. We feel blessed to be on the list!."

*Joseph Hansen, Kenwood, CA  
WS List Member since 2009*

"We fell in love drinking your Pinot — married for 13 years now!"

*Darren Leininger, Danville, CA  
WS List Member since 1997*

## ORDERING

- On-line ordering is now available and strongly encouraged! To access your allocation through the Web site, log in with the User ID and Password printed on your order form.
- Orders are filled on a first come, first served basis. Allocations are not guaranteed; they represent the number of bottles available to you until the wine sells out (which is often before the last day to order). Please place your order as soon as possible for best order fulfillment.
- For bottles beyond your allocation, please use the Wish List column. These requests will be filled, if possible, after the close of the release on March 6. You do not need to include payment for wish list wines; we will charge or invoice your account later if the request is filled.
- While on-line ordering is strongly encouraged, you may fax your completed order form to 707-431-4862. If paying by check, please send via mail to (NEW ADDRESS) 7227 Westside Rd, Healdsburg CA 95448
- Order confirmations will be sent via **email**. Please verify your address!
- Faxed or mailed orders submitted without written payment will not be filled; phone and email orders are not accepted.

## SHIPPING

- Wines will begin shipping at the end of March through early April, as weather and temperatures permit.
- Some states do not permit direct wine shipments, or they may limit the amount of wine we can ship to you. Please see the back of your order form for more details and shipping/handling fees.
- We require a shipping address where there is someone over 21 years of age available to sign for the package during regular business hours.

## WINE PICK-UP

### CALIFORNIA

- If you intend to pick up your wine at Williams Selyem Winery, select the "CA Pickup" option on your order.
- Our Spring 2011 Pick-Up Weekend will be Friday, Saturday, and Sunday, May 6, 7 & 8, from 10:00am to 4:00pm, at 7227 Westside Road, Healdsburg, CA 95448
- Weekday winery pick-ups are available at Williams Selyem May 10 - 20 (Mon.-Fri. only) between 10:00am & 3:00pm. We will also have pickups only on Saturday, May 14 from 12:00-3:00pm. Please call or email at least one day in advance to schedule a pick-up date. Phone: 707-433-6425 Email: [contact@williamsselyem.com](mailto:contact@williamsselyem.com).
- Orders not picked up by Friday, May 20 will be shipped at the customer's expense to the address on file on May 24.
- If you would like All Ways Cool (707-545-7450) or 55 Degrees (707-963-5513) to receive the order on your behalf, you must establish an account and coordinate shipment with that company directly.

### NEW YORK

- If you intend to pick up your wine at Millbrook Winery, select the "NY Pick-Up" option on your order.
- Spring Pick-Up Weekend at Millbrook Winery will be April 29 - May 1.
- Daily winery pick-ups are available May 2 - 31 between 12:00pm & 5:00pm, no appointment necessary. 26 Wing Road, Millbrook, NY 12545, (845) 677-8383 ext. 17, [millbrookwinery@millwine.com](mailto:millbrookwinery@millwine.com), [www.millbrookwine.com](http://www.millbrookwine.com).



*Williams Selyem Harvest Crew 2010*

## Third Annual DESIGN CONTEST

**Win a signed large-format bottle!**

We have received so many original and creative ideas for our Harvest T-shirt design that we've decided to make it an annual contest. Each harvest, we commemorate the vintage with a special "Williams Selyem Harvest Crew" T-shirt that is worn with pride by our winemaking staff, our international team of winemaking interns, and all who have a hand in crafting that year's wines. The whimsical design for the T-shirt is different each year — usually, but not necessarily, related to winemaking, the Russian River Valley appellation, and the Williams Selyem spirit.

We invite you to participate in designing the Harvest T-shirt for 2011. Send us your ideas — a few sentences describing the concept, and/or a sketch. If your design is selected, you'll receive a large-format bottle of Pinot Noir. And a T-shirt with your design, of course! The contest is limited to current WS List customers only, and entries must be received by May 31, 2011. Send entries to [contact@williamsselyem.com](mailto:contact@williamsselyem.com), 7227 Westside Rd Healdsburg CA 95448, or FAX (707) 431-4862.



*Upper Terrace at Williams Selyem Estate*