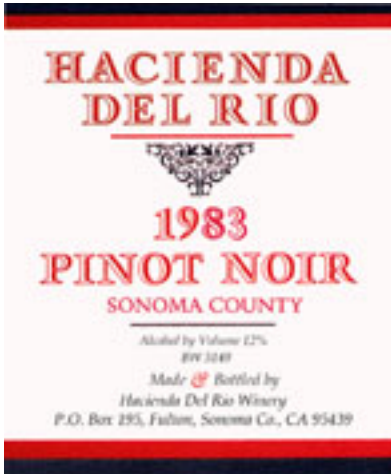


# WILLIAMS SELYEM



## SPRING 2007 RELEASE



### IMPORTANT DATES

#### MARCH 9

Last day orders are accepted  
(Many wines sell out BEFORE  
this date, so act fast!)

#### WEEK OF MARCH 26

Wines are shipped

#### APRIL 14 & 15

Pick-Up Weekend Event at  
Williams Selyem Winery in CA

#### MAY 11, 12 & 13

Pick-Up Weekend Event at  
Millbrook Winery in NY

#### APRIL 17 - MAY 11

Weekday pick-ups at WS winery  
by appointment  
*Unclaimed wine will be shipped  
the week of May 21*

#### MAY 11 - JUNE 30

Daily pick-ups at Millbrook  
Winery, 12 - 5pm

### CONTACT US

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contact@williamsselyem.com  
Phone: ☐ 707-433-6425  
Fax: ☐ ☐ 707-431-4862

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

Right in the middle of harvest this year, my ninth at Williams Selyem, a long time customer visiting for a tour brought me a very special bottle of wine. It was a 1983 Hacienda Del Rio Pinot Noir from Russian River Valley. For those of you who have been customers since the beginning, you know that this was a very generous gift. In 1983, Burt Williams and Ed Selyem released their third commercial vintage wine together. The original name on the label was Hacienda Del Rio, the name Ed had used on his first home winemaking ventures in a converted garage in Fulton. When Hacienda Winery objected, Burt and Ed changed the name to Williams Selyem. The Hacienda Del Rio label looks exactly like the current Williams Selyem label, using the same letterpress lettering, color and paper. This historical gem is the winery's only bottle from that third vintage, and I'd like to thank Stan Carey for his very rare and thoughtful gift.

The 2005 vintage represents the 25th in the winery's history, and Stan's timing could not have been better. This bottle inspires me as I look back over 25 vintages and think about all the people who have been involved in producing Williams Selyem wines, all working towards the same goal with dedication, enthusiasm and passion. In 1981, Burt and Ed were among a small handful of visionaries who believed that the Russian River Valley could produce wines to rival the best made anywhere in the world. The area at that time was known mainly for its dairy farms and apples that went into bulk apple sauce production. While maintaining their day jobs, Burt and Ed began to make world class wines that helped develop and eventually define what wine in the Russian River Valley represents. They began with a philosophy to respect the fruit, allowing the characteristics of each unique vineyard site to shine through in wines with a clear sense of place. This approach has been consistent through all 25 vintages, and we honor it with the "Twenty-Fifth Anniversary" emblem you see on the 2005 vintage labels.

In the Spring 1994 newsletter, Ed shares a characteristically direct "history & philosophy" with his customers:

"Burt's desire was to make world class wine and mine to create a successful business from local agriculture. We started with no capital, never borrowed, and grew 25% every year by starting very small and plowing all income back into the business. We were fortunate to successfully contact the very best growers who not only were growing the best fruit in America, but were great folks to work with."

In the same newsletter he describes the winemaking process:

"The grapes are checked by us constantly in fall until they are ready, hand sorted here, fermented in small double walled, stainless steel, recycled open top dairy tanks. The skins are lightly pressed. The wine is gravity raked, never sees filtration, fining or a pump. The best French oak barrels in the world are used, in balance with the strength of the fruit. The wine is hand bottled, labeled, and foiled."

Today, we still work with the same growers like Joe Rochioli and Howie Allen, who grow some of the best fruit in America and remain great folks to work with. The winemaking process, too, remains the same, right down to hand labeling and foiling. While Hacienda Del Rio may be a thing of the past, the spirit and enthusiasm that began at Williams Selyem in 1981 still thrives here today.

In the Fall Newsletter we'll continue with the history of Williams Selyem, stories about Burt and Ed and some more wit and wisdom from newsletters past. Cheers!

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

# TASTING NOTES from Winemaker Bob Cabral

## RUSSIAN RIVER VALLEY PINOT NOIR

**2005 Russian River Valley Pinot Noir** \$42

A pleasurable blend to assemble, with more than 80% of the fruit coming from our Drake Estate Vineyard in Guerneville. The Pommard clone predominant in this blend is reminiscent of blackberries, plums, cloves, black truffle, cola and crème brûlée. The rich and broad tannins accentuate blackberry-plummy fruits and complement the creamy, silky, yet fat finish and concentrated berry /spicy flavors. I believe this wine truly expresses the classic finesse and sexiness that you should expect from a Russian River Valley pinot noir. Alc. 13.9%

## SONOMA COUNTY PINOT NOIR

**2005 Sonoma County Pinot Noir** \$34

The fresh aromas of ripe Bing cherries, toasted vanilla beans, wild berry fruits with a hint of smoky bacon, herbs and rose petal open up immediately in your glass. This medium bodied wine shows true pinot flavors of cherries, raspberry, cola, thyme, violets and roasted vanilla beans. A blend of vineyards primarily from the Russian River Valley, the wine finishes clean and long with a sweet note of cherry at the end. A balanced wine to consume while patiently waiting for the vineyard designates to mature. Alc. 13.8%

## SONOMA COAST PINOT NOIR

**2005 Sonoma Coast Pinot Noir** \$39

The wild raspberry, citrus blossom, rose petal, cardamom and mocha nose exudes classic Sonoma Coast pinot noir. Your mouth will explode with flavors of wild berries, cranberries, toasted nut bread, white pepper, toffee and toasted marshmallow. Rich tannins and acidity balance out the ripe wild berry flavors, pomegranate, fresh herbs and spices. The long sensual finish completes this wonderful experience. Alc. 13.9%

## CENTRAL COAST PINOT NOIR

**2005 Central Coast Pinot Noir** \$31

Selected from nine different clonal blocks in our Vista Verde Vineyard (see below), the ripe fruit offers a wonderful perfumed nose of black cherries, rose petal and nutmeg. The bright cherry/strawberry nose, with a hint of truffle, spice, cardamom, toffee and fennel are classic to this vineyard site. Your mouth will water with flavors of wild cherries, pomegranates, sassafras, fennel and white truffles. I find that the balanced acidity helps to carry the rich and round tannins that follow through long into the finish. Alc. 13.8%

### A Note about the Vista Verde Vineyard

Our Vista Verde Estate Vineyard lies in the western hills of San Benito County near Mt. Harlan just west of Monterey Bay. The heavily limed soils and cool maritime breezes make this site ideal for cool climate varieties like pinot noir and gewurztraminer. Under the careful eye of vineyard manager Miguel Alvarado, we have complete viticultural control of this special fruit from the soil to your glass.

## WESTSIDE ROAD NEIGHBORS PINOT NOIR

**2005 Westside Road Neighbors Pinot Noir** \$65  
Russian River Valley

Always among the most challenging blends to assemble, Neighbors is one of our most complex wines of this vintage. Dark and rich in color, the bouquet of cherry cobbler, Santa Rosa plums, fennel, clove, rose petal and toasty oak immediately fills your glass. The palate is layered with flavors of wild blackberry, cherry cola, cassis, mineral, spice and toasty oak. From our best growers along Westside Road - Allen, Bacigalupi, Bucher, Flax and Rochioli Riverblock. Alc. 14.3%

## RUSSIAN RIVER VALLEY CHARDONNAY

**2005 Russian River Valley Chardonnay** \$35

Ripe pears, toasty marshmallow and honeysuckle dominate the aromas of this blend. Nice warm vanilla, spice, ripe Bosc pears, minerals and roasted almond flavors linger on the palate. The follow-through in the mouth is rich, creamy and silky with a fresh pear/citrusy finish. A majority of this fruit is from our Drake Estate Vineyard and it displays the characteristics that you might see from a classic Russian River Valley chardonnay. Alc. 15.0%

## BACIGALUPI VINEYARD ZINFANDEL

**2005 Bacigalupi Vineyard Zinfandel** \$45  
Russian River Valley

The nose exhibits concentrated blackberries, dark chocolate and black pepper with unadulterated wild raspberry jam. The same depth of fruit fills your mouth with hints of roasted cocoa, coffee and anise. Full and concentrated in the mouth, the finish is thick, lush and maturely tannic. Alc. 15.1%

## FEENEY VINEYARD ZINFANDEL

**2005 Feeney Vineyard Zinfandel** \$45  
Russian River Valley

The nose exudes aromas of ripe blackberries, exotic spices, wild raspberry jam, black pepper, coffee and briary fruits. Particularly concentrated flavors of raspberry, blackberry jam, chocolate and coffee inundate your palate. Great acidity and round chewy tannins help balance the extremely ripe fruit. Concentrated and complex, this wine will drink very well into the future. Alc. 14.9%

## LATE HARVEST GEWURZTRAMINER

**2005 Vista Verde Vineyard Gewurztraminer** \$35  
San Benito County

Captivating aromas of spicy peach cobbler, passion fruit, rose water and cinnamon dominate the nose. Ripe flavors of peach jam, toasted marshmallows and warm apple cider are accentuated by the crisp balancing acidity. The slightly sweet finish goes on forever and would complement many types of cheeses or fruit-based desserts. Alc. 10.3% RS 13.0%

## A Few Words from a Few of Our Fans

"I drink a lot of wine and I have never written to a winemaker about a bottle of wine before. But I drank a bottle of 2000 Pinot Noir, Rochioli Riverblock Vineyard, this evening. It was absolutely fantastic. Thank you for making great wines."

*David Baylor, List member since 2002*

"Who knew you made a Chardonnay?! Best ever!!"

*Kyle Lerch, new List member*

"We serve Williams Selyem when we want to impress!!!"

*Lorrie Moore, List member since 2005*

"When new owner John Dyson took over in 1998 and production began to increase slowly, many collectors were quick to write off Williams Selyem. But the label has stayed in the forefront by continuing to produce lush, elegant Pinots in the winery's classic style. While the Allen Vineyard remains among the winery's best Pinots, winemaker Bob Cabral has in recent vintages found success with Precious Mountain Vineyard, on the Sonoma Coast, and with Westside Road Neighbors, a blend that includes grapes from Allen, Bacigalupi and Rochioli Riverblock."

*Tim Fish, Wine Spectator, December 15, 2006*

*List member since 1998*

"I've promised my husband (Larry) to bury him with a bottle of Williams Selyem ... and our friends know to attend his funeral 'cuz W-S will be there!!! Cheers."

*Maureen Westfall, List member since 1997*

*On the 2004 Russian River Valley Pinot Noir: "The 'basic' RRV Pinot in the Williams Selyem lineup is anything but in the glass. It's deeply flavored (ripe black and Bing cherry, spice, cocoa, and black tea), silky in texture and bright in natural acidity. Most of the grapes come from Williams Selyem's own Drake Estate Vineyard near Guerneville."*

*Linda Murphy, San Francisco Chronicle, August 2006*

"Hirsch 2000 was the wine that made me a Pinot fan!!"

*Derek K. Hara, new List member*

"We love your wines. They help us celebrate birthdays, anniversaries, Thanksgiving, Christmas, New Year's, Groundhog Day, Easter, Flag Day, July 4, Bastille Day, Labor Day — you name it! Thanks."

*Mike & Yvonne Nevens, List members since 2002*



## Ed-isms: A little nostalgia for long-time List members, and a little fun for new ones!

While looking through the old newsletters, which invariably bring a smile to my face, I came across these helpful hints from Ed Selyem from the Fall 1994 Newsletter. Quirky tidbits like these made me love his newsletters almost as much as the wine, so I thought I'd share a few with you.

Ed's Helpful hints:

- Ever drop a favorite bottle of wine in your cellar? Try kicking it with the side of your foot on the way down, break gravity's momentum, it works most of the time.
- Can't consume a bottle of our wine in one day? Cork it up and taste it the next day. Still good but different and even better almost always.
- Have you had wine with a fruit flavor as if it is "sweet" even if the wine is "chemically tested" dry? How about a wine that has a "cholesterol mouth feeling" filling all the tiny pockets in your mouth with a feeling that you're eating something good but not good for you? That's drinking with enjoyment and isn't the pleasure what it's all about?
- Among the great correspondence we receive from you was one asking us to hurry our next release because they had missed the last one and their friends have stopped coming over.

We'd love to hear from some of the customers who were on the list in the 1980's. Please send in your favorite story about Burt & Ed, or share with us your favorite "Ed-ism" like above. We'll print our favorite customer submissions in Part II of this newsletter, which will come out in the fall with the vineyard designate wines.

## ORDERING INFO

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- 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 Add'l Bottles Requested column. These requests will be filled, if possible, after the close of the release on March 9. You do not need to include payment for additional requests; we will charge or invoice your account later if the request is filled.
- To order using a credit card (VISA/MC only), fax to 707-431-4862. Your card will be charged at the time the order is received. If paying with a check, please send via mail to 6575 Westside Rd, Healdsburg CA 95448.  
• **Special Note:** If on-line ordering is available, instructions are provided on your order form.
- Once your order has been received and entered, we will send confirmation via email. *Please verify your email address on your order form!*
- Faxed or mailed orders submitted without written payment will not be filled; phone and email orders are not accepted.

## SHIPPING INFO

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- 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.
- March 16 is the last day we are able to accept address changes for Spring 2007 wine shipments.

## WINE PICK-UP INFO

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### CALIFORNIA

- If you intend to pick up your wine at Williams Selyem, circle the appropriate pick-up option on your order form. **Please specify whether you intend to pick up your order at our Pick-Up Weekend event, or at the winery on a later date.**
- Our Spring 2007 Pick-Up Weekend will be April 14 & 15, from 10am to 4pm.
- Weekday winery pick-ups are available at Williams Selyem April 17 - May 11 (weekends excluded) between 10am & 3pm. **Please call or email to schedule a pick-up date at least one day in advance.** 6575 Westside Road, Healdsburg, CA 95448. Phone: 707-433-6425. Email: [contact@williamsselyem.com](mailto:contact@williamsselyem.com).
- Wine orders not picked up by Friday, May 11 will be shipped at the customer's expense to the mailing or shipping address on file the week of May 21.

### NEW YORK

- If you intend to pick up your wine at Millbrook Winery, circle "NY Pick-Up" on your order form.
- Spring Pick-Up Weekend at Millbrook Winery will be May 11, 12 & 13.
- Daily winery pick-ups are available May 11 - June 30 between 12pm & 5pm, 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).
- Wine orders not picked up by June 30 will be shipped at the customer's expense.

## MAGNUM INFO

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We produce a limited number of magnum bottles for each release which are available to LIST members who would like to commemorate a very special occasion: births, anniversaries, weddings, retirements, and other special events. If you are interested in reserving one of these from a future release (vintage 2005 and later), please note which vintage you're requesting and why. If we are able to fill your request, the magnum offer will be included in your allocation on a future order form. Previous requests for magnums from the 2005 vintage have been included on your order forms.