

SHANE

CRAFTED IN SEBASTOPOL, CA

SHANE WINE CELLARS P.O. BOX 533 NOVATO, CA 94948 T 415.342.7926 F 877.884.8896

ISSUE SEVEN, FEBRUARY 8, 2012

Here we go again! For me, the most exhilarating part of the New Year is creating my next release letter. The freshness surrounding the New Year adds to the satisfaction I feel while reflecting on the culmination of several years' work.

After seeing the wines from harvest through bottling, I am finally able to share my efforts with loyal customers and provide what I hope will be a fulfilling wine experience.

A year ago, I released my first Pinot Noir and Grenache Blanc. Both wines exceeded my expectations and furthered my commitment to the varietals. Fortunately, I was able to increase production for the second renditions of these wines. I believe I was able to build upon my experiences with the inaugural vintages to create even better wines the second time around. Please enjoy.



NEWS AND UPDATES

- NO 2010 SYRAH. EARLY RAIN IN OCTOBER AND AN UNSEASONABLY COOL GROWING SEASON DID NOT ALLOW MY COOL CLIMATE VINEYARDS ENOUGH TIME TO RIPEN PROPERLY. THUS, I WAS UNABLE TO MAKE ANY SYRAH IN 2010.
- ON THE ROAD AGAIN. I WILL BE MAKING AS MANY MARKET VISITS AS POSSIBLE THIS YEAR, INCLUDING TRIPS TO LOS ANGELES, WASHINGTON DC, CHICAGO, MINNEAPOLIS, KANSAS CITY, AND ST. LOUIS.
- MY FIRST SANTA LUCIA HIGHLANDS SYRAH! IN 2011, I WAS ABLE TO SOURCE SYRAH FROM THE VAUNTED GARYS' AND PISONI VINEYARDS. THE PEPPER AND FRUIT ELEMENTS ON THESE WINES ARE EXTRAORDINARY!
- NEW DISTRIBUTION PARTNER IN NEW HAMPSHIRE. LOOK FOR MY WINES IN NEW ENGLAND SOON.
- GRENACHE NOIR! WHY NOT? I HAVE ONE BARREL OF GRENACHE NOIR IN THE CELLAR FROM THE 2011 VINTAGE. IT IS A SUPER JUICY EXPLOSION OF RED FRUITS AND SPICE!
- DON'T FORGET TO CONNECT WITH ME ON TWITTER: @SHANEWINES OR ON FACEBOOK (SHANE WINE CELLARS)



THE WINES

THE CHARM, 2010 PINOT NOIR
RUSSIAN RIVER VALLEY
225 CASES PRODUCED

Like the initial offering of the Charm, the 2010 version was sourced from two small vineyards west of the town of Sebastopol. This cool and foggy sub-section of the Russian River Valley (known as Green Valley) produces well endowed Pinot Noirs without sacrificing vibrancy and focus.

One of the Charm's advantages is its diversity of clones. This year's bottling is comprised of six clones: Swan, Calera, 667, 23, Pommard, and 777. The mix melds together excellently to provide an intriguing mélange of red and dark fruits. In addition, the varied mix of clones allows the Charm to provide graceful texture and supple character.

Aged in forty-five percent new French oak for fourteen months, with ten percent whole cluster inclusion, the Charm is a fruit driven Pinot Noir with juicy elements, sleek acidity, and focus.

MY NOTES

The Charm harnesses dark cherry, rose petal, raspberry, and baking spice notes. Well structured tannins mix seamlessly with supple acidity. In the mid-palate, cranberry, blueberry, plum and dark chocolate tones unfurl. The wine finishes with sandalwood, graphite, and wild berry accents.



MA FILLE, 2011 ROSÉ
SONOMA COUNTY
250 CASES PRODUCED

For me, spring cannot come soon enough. The 2011 Ma Fille Rosé beckons for warmer climates and relaxing evenings. Soon enough, my friends....

As in the past, the 2011 Ma Fille is composed primarily from the saignée of Syrah (ninety percent) with a touch of Grenache (ten percent). In contrast to past vintages, however, the current rendition was fermented in a stainless steel tank. I fermented in tank rather than barrel because I hoped to achieve a brighter fruit focus. Thankfully, I feel I succeed in this aspiration.

Once the wine finished its primary fermentation, I transferred it to my oldest barrels and left it to ferment sans battonage. The Ma Fille was sulfured early to block malolactic fermentation. It was bottled after three months in barrel and light filtration.

MY NOTES

In the glass, a bright pink hue with salmon colored accents shines. On debut, you are presented with focused and fresh strawberry, blood orange, raspberry, and watermelon aromas. The striking acidity streaks through the wine and is highlighted with hints of pomegranate, sour cherry, and tropical fruits. The Ma Fille finishes with a clean and crisp floral focus.

MY DAUGHTER STELLA (AGE 3),
HELPING DADDY SORT THE BEST
GRAPES FROM THIS YEARS HARVEST.



CAMP 4 VINEYARD, 2011 GRENACHE BLANC
SANTA YNEZ VALLEY
200 CASES PRODUCED

The second edition of the Camp 4 Grenache Blanc improves upon my inaugural release in a few ways. First, there is more to enjoy; I secured an extra ton in 2011. Second, the 2011 Camp 4 has a brighter mineral focus that thrills me. Finally, by aging the wine in barrel for a shorter period I feel the 2011 offers better linearity than its predecessor.

The fermentation techniques were much the same: I gently pressed the fruit and settled the juice overnight. After settling the juice, I racked it off the heavy lees and transferred it into five-year-old barrels. The juice was then fermented sur lee at low temperature. I arrested the malolactic fermentation immediately after completion of the primary fermentation. The 2011 was picked at 22.8 brix.

As mentioned, the 2011 Camp 4 was aged for a shorter period, three and one-half months. I did not stir the lees during the elevage and no new oak was used. The Grenache Blanc was bottled after light filtration.

MY NOTES

The immediate expression of pineapple, Meyer lemon, papaya, and floral notes leap from the glass. A translucent pale color is surrounded by vibrant acidity and focused with nectarine, peach, and stone fruit accents. The mineral finish lingers with hints of grapefruit, Asian pear, and seashells.

SHANE

CRAFTED IN SEBASTOPOL, CA

PLEASE FAX ALL ORDERS TO 877.884.8896 OR
SCAN AND EMAIL ORDERS TO INFO@SHANEWINES.COM

EMAIL YOUR QUESTIONS TO INFO@SHANEWINES.COM

WINE	PRICE PER BOTTLE	PURCHASE LIMIT	QTY ORDERED	ADDITIONAL REQUEST	TOTAL \$
THE CHARM, 2010 PINOT NOIR RUSSIAN RIVER VALLEY, 225 CASES PRODUCED	\$40	6			
MA FILLE, 2011 ROSÉ SONOMA COUNTY, 250 CASE PRODUCED	\$15	12			
CAMP 4 VINEYARD, 2011 GRENACHE BLANC SANTA YNEZ VALLEY, 200 CASES PRODUCED	\$24	12			
SUB TOTAL					
8.5% CA RESIDENT SALES TAX					
SHIPPING (SEE CHART)					
TOTAL					

BILLING INFORMATION

NAME _____

MASTERCARD/VISA _____

EXP# _____ 3-DIGIT SECURITY CODE _____

PHONE NUMBER _____

SIGNATURE _____

I CERTIFY THAT I AM AT LEAST 21 YEARS OF AGE.

BILLING ADDRESS

NAME _____

STREET _____

CITY _____ STATE _____ ZIP _____

PHONE NUMBER _____

SHIPPING ADDRESS

SAME AS BILLING ADDRESS

NAME _____

STREET _____

CITY _____ STATE _____ ZIP _____

PHONE NUMBER _____

THANK YOU FOR YOUR ORDER!

SHIPPING RATES - SEE NEXT PAGE

EMAIL YOUR QUESTIONS TO INFO@SHANEWINES.COM

SHANE

CRAFTED IN SEBASTOPOL, CA

WINE COUNTRY SHIPPING

WINE SHIPPING RATES

LEVEL 1 - DIRECT SHIP GROUND

# OF BOTTLES	1 - 3	4 - 6	7 - 9	10 - 14	15+
AZ, CA, CO, ID, NV, NM, OR, WA, WY	\$6 P/BTL	\$5 P/BTL	\$4 P/BTL	\$3 P/BTL	\$2 P/BTL
CT, DC, FL, IL, IN, IA, KY, LA, MI, MO, MN, NE, NY, NC, OH, SC, TX, VA, WV, WI	\$8 P/BTL	\$7 P/BTL	\$6 P/BTL	\$5 P/BTL	\$3 P/BTL

LEVEL 2 - DIRECT SHIP 2 DAY AIR

# OF BOTTLES	1 - 3	4 - 6	7 - 9	10 - 14	15+
OR	\$12 P/BTL	\$8 P/BTL	\$6 P/BTL	\$4 P/BTL	\$2 P/BTL
AZ, CO, ID, NV, NM, WA, WY	\$14 P/BTL	\$10 P/BTL	\$8 P/BTL	\$7 P/BTL	\$6 P/BTL
CT, DC, FL, IL, IN, IA, KY, LA, MI, MN, MO, NE, NY, NC, OH, SC, TX, VA, WV, WI	\$17 P/BTL	\$12 P/BTL	\$10 P/BTL	\$9 P/BTL	\$8 P/BTL
AK, HI	\$22 P/BTL	\$20 P/BTL	\$18 P/BTL	\$16 P/BTL	\$14 P/BTL

IF YOUR STATE IS NOT LISTED ABOVE WE ARE REQUIRED TO USE A THIRD PARTY SHIPPER. WE RECOMMEND THE FOLLOWING VENDORS:

ALL WAYS COOL
SANTA ROSA, CA
WWW.ALLWAYS COOL.COM
707.545.7450

55 DEGREES
ST. HELENA, CA
WWW.FIFTYFIVEDEGREES.COM
707.963.5513

PLEASE CONTACT US WITH QUESTIONS OR CONCERNS AT INFO@SHANEWINES.COM