

# FREEMARK ABBEY

## KEY TO THE ABBEY



FALL NEWSLETTER

SEPTEMBER 2007

### FREEMARK SCOOP

TED EDWARDS, DIRECTOR OF WINEMAKING



#### Verasion

We just passed through it, did you see it? It is the process that is most notable for the red varieties. It is the maturing time when the grapes turn red. This process takes three to ten days, depending upon the weather. Verasion is also the time when we size up the crop and make any final thinning decisions. It is a harbinger of harvest and a wake up call to get all of the equipment ready.

Hose check, valve check, tank check, order the yeast, the malo-lactic bacteria, the extra labor... so much to do. This is the time of the proverbial "hurry up and wait", because after making ready it is a real waiting game.

Now is the time for patience as we must allow time for the grapes to ripen. While we are waiting, it is a great time to taste the previous vintages that are aging nicely in barrels (that's our job you know), and some older bottled vintages as well (just for fun).

Imagine! We have an entire library of cabernets dating back to the modern day history of the winery, which re-started in 1967.

With the history in mind and wine library at hand, we held an event in July to honor the original pioneering partners of 1967. We invited wine and food professionals for vertical tastings of our Sycamore and Cabernet Bosché. Selecting a few vintages, we tasted wines going all the way back to 1977. A thirty year old wine, still holding it's own, with the elegant signs of age.

It takes a special appreciation to enjoy an

older red. They are more delicate. The color has evolved to brickish red at times with a slight amber hue. And the youthful fruit will be subdued to nuances of plum, baked cherry pie and more earthy components—adding to the subtle complexities. Not brash and bold at all; they also need special handling to be enjoyed.

#### ADVICE FOR TASTING LIBRARY WINES

As wines age, solids form from tannins and tartrates, that may cloud the wines if they are stirred up. To prepare for our recent library tasting, I removed the older vintages two days prior to the event, setting them upright and allowing them to settle.

On the day of the tasting, we opened the wines and carefully decanted the clear wine from the solids (the lees) in the bottom of the bottle. Using a flashlight (*tradition is to use a candle*), we could shine a beam through the neck of the bottle that helped us to see when the wine was starting to turn turbid (when the solids start to come out) and that is when we stop pouring and discard the remaining wine with the solids.

The decanted wine is relatively clear with aged red color and perfume. The little bit of oxygen picked up at the time of decanting helps to open up a wine for full enjoyment. However, I would not advise leaving the wine open too long. These wines are older and the perfume, being more delicate, will dissipate more rapidly.

It will certainly last over the course of your meal. And speaking of that, I would pair our older reds with lighter sauces and meats as the flavors are more subtle. We recently had roast squab with the 1979 Bosché. It was deliciously memorable. Anyone for a glass of 1987?

Cheers,

*Ted*

#### In the Press

Helpful hints to order and receive your wine	2
Fall Wine Shipments	2
Events Calendar	3
2003 Merlot and Grilled Flank Steak	4
State of the Club	4

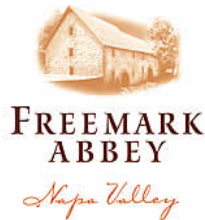
#### Wine Notes

- If you did not receive an email notice prior to this wine club shipment, then we do not have your current email on file. To stay informed about general events, discounts, winemaker dinners, club shipments, and other timely information **please contact us with your email.**  
wineclub@freemarkabbey.com
- An adult signature is required for all wine deliveries.
- Wine tastes best after it has had a few days to rest after shipping.
- If you have not already done so, please call or email us today with your birth date information as we are legally required to have that information on file.
- We send wine club shipments four times a year: The first weeks of February, May, September and November. We do not send club shipments during June, July and August to avoid exposure to summer heat.

## Freemark Abbey

PO Box 410  
3022 St Helena Hwy North  
St Helena CA 94574

Phone: 800.963.9698 Ext 3707  
Fax: 707.963.7633  
E-mail: wineclub@freemarkabbey.com  
www.freemarkabbey.com



### *From Freemark With Love...*

Club members frequently ask how our wines are shipped, how long it takes from the time of order for delivery, what happens if a shipment is not delivered to the correct address or what happens if a club member is not available to sign for a delivery. We thought it might be helpful to write a three-part series explaining some of the processes of purchasing and shipping Freemark Abbey wines to wine club members. We hope this information answers some questions you may have. Of course, we are available via telephone and email, Monday through Friday 9 am to 5:30 pm to answer any other questions, help with a wine order or delivery.

### Ordering Freemark Abbey Wines

One of the great benefits of being a wine club member is the opportunity to purchase Freemark Abbey wines with a 20% discount. You may call, email, fax or purchase wines online at [www.freemarkabbey.com](http://www.freemarkabbey.com). Once we receive your order, we placed your wine request and begin processing your order for what we call "pick, pack and ship." It may take 2 to 3 days after you place your order before we actually ship your wine. The length of time between ordering wine and shipping depends on the day of the week you make your request, availability of wine at our warehouse, weather conditions, shipping state location and other factors. Generally, it may take 5-10 business days before your wine will arrive after they ship. If you require your wine delivery by a certain date, **please** ensure that you let us know that date in advance. We will do all we can to make the necessary shipping arrangements and ensure your wine arrives on time.

Three things you can do to help ensure your order is delivered correctly and on time:

(1) Provide us with an email address. Once your order is shipped, we will send an email with an estimated delivery date and tracking number so you can plan for the delivery and sign for your wine. (2) Ensure that we the correct shipping address on file. If you have recently moved or have a new work address for deliveries, please notify us of that new information as soon as possible. The law requires an adult signature for all wine deliveries. (3) If there is any reason you are not able to accept delivery of a wine club shipment or retail order (vacation, illness, travel, etc.), please notify us as soon as possible. We can place a hold on your delivery until such time that you are available to receive the wine.

In our Holiday (November) club newsletter we will talk about **Wine Order Shipping** In that issue, we'll discuss what to do in the event of a missed delivery, how we work with incorrect delivery addresses, holding wine at shipping hubs and other related information.

### *2007 Fall Wine Club Selections*

**Master Key** members' Fall shipment includes two newly released wines— 2005 Napa Valley Chardonnay & 2003 Napa Valley Merlot.

**Cardinal** members will receive our just released 2003 Cabernet Bosché & 2003 Merlot.

**Josephine** members receive the Cardinal Club wines as well as the 1995 Sycamore Cabernet Sauvignon & 1987 Napa Valley Cabernet Sauvignon. For detailed descriptions of each of these wines please see the "**Wine Notes**" insert .

### *Freemark Abbey Winery Retail Prices\**

2005 Napa Valley Chardonnay ~ \$20

2003 Napa Valley Merlot ~ \$25

2003 Bosché Cabernet Sauvignon ~ \$65

1995 Sycamore Cabernet Sauvignon ~ \$95

1987 Napa Valley Cabernet Sauvignon ~ \$105

\* Wine Club Members Receive a 20% Discount

### **Library Wines Available for Purchase September 10 through October 30, 2007**

**1995 Sycamore Vineyard Cabernet Sauvignon** Retail \$95 — Wine Club \$76



This wine is opaque and ruby-garnet in color. Dark cherry fruit still prevails with black currant intertwined. The oak is well integrated adding nuances of spice. The flavor is black fruit and plum, and the tannin finish is a little chalky but not harsh...just right for structure and food pairing.

**1987 Napa Valley Cabernet Sauvignon\*** Retail \$104 — Wine Club \$83.20


Ruby in color. This wine elicits black currant, clove, cinnamon, dark chocolate and cedar. The flavor is quite ripe with black currant, finishing with a nice crispness and moderate tannins.

\*Note: We have 15 cases of the 1987 Cabernet remaining for sale. This wine will be available for retail sale on a first-come-first-served basis. We will likely sell out of this vintage very quickly.



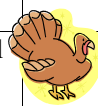
# SEPTEMBER 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 
2	3	4	5	6	7	8
9 	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

# OCTOBER 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27 
28	29	30	31			

# NOVEMBER 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4 	5 	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21 	22	23	24
25	26	27	28	29	30	

## Schedule of Events

### Year Round

Our Tasting Room is open every day from 10 am to 5:00 pm. Please stop in and taste our most recent releases.

### September 8th, 2007 Annual Harvest Party

We certainly hope you received our emailed and mailed invitations to the party. If not, please email or call us to ensure we have your correct email and mailing address. If you could not attend this year we sure hope you will join us for the 2008 party. It's a blast!

### October 27th, 2007 2003 Bosché Release Party!

The official release of Bosché' Cabernet Sauvignon for retail sale! Stop by the winery Saturday, October 27, from 11 am to 4pm for our members-only Bosché' tasting with appetizers tailored to pair with this excellent vintage. One bottle signed by Wine Director, Ted Edwards, included with each case purchase. Club members \$10 & guests \$15. RSVP is required by Oct. 19th

### November 5th, 2007

**Holiday 2007 Club shipments**  
Please contact us at least two weeks in advance if you have new credit card or updated address information to ensure delivery of your wine in a timely manner.

### Wine Club Services

wineclub@freemarkabbey.com  
1-800-963-9698 Ext. 3715

## STATE OF THE CLUB

Dear *Key to the Abbey* Club Members,

We have high hopes for the upcoming harvest and crush, which will have begun as you read this letter. Freemark Abbey has a tradition, even in seasons of difficult weather, of growing the finest quality fruit, and therefore wine, for our club members. This year will be no different - at the time of this writing (August 30, 2007) harvest is looking very, very good for Napa Valley vineyards.

Our soft summer weather is perfect for the vines. Generally, high temperatures have not climbed past the 100 degree mark for more than one or two days. The end of August has seen some hotter days. Cool evenings throughout the valley and warm 80-90 days are making for some evenly ripening fruit. All of this enables Freemark Abbey to deliver on our promise: **“Creating reasonably priced wines of exceptional quality and delivering memorable experiences for our guests and Wine Club members.”**

We continue to make progress improving our services to all club members. Though we may stumble a bit from time to time, we are now responding to calls, emails, online orders and other club issues and requests more quickly and effectively. Our goal is to respond within 24 hours and we will soon meet that objective.

We are also updating our online wine shopping cart where wine club members may make online purchases with your 20% club member discount. You may want to login to our website and take a look at “Purchase Wine.” You may also enjoy visiting [www.freemarkabbey.com](http://www.freemarkabbey.com) to view the photo gallery featuring the fun times we all had at our June 30th Reds, Whites and Blues party. Click on “Take a Peek” link.

We are looking forward to a great 2007 Harvest Party, bountiful fruit of excellent quality, and continued excellent relationships with all of our wine club members. Please, save the date of October 27th and attend our **2003 Bosché Cabernet Release Party**.

As always, we are available to answer your questions, take wine orders over the phone or via email, and to help you in any way we can. Thank you for your continued interest in Freemark Abbey Winery and our wines.

Cheers!

*Mark van Gorder*

## 2003 Napa Valley Merlot Served With Grilled Flank Steak and Peppercorn Crust

Try this delicious recipe compliments of Freemark Abbey's Culinary Team. It is wonderful with the 2003 Merlot. Cheers!

- 1 (3-lb.) flank steak
- 1/3 cup soy sauce
- 1/2 C. balsamic vinegar
- 1/4 C. dry red wine
- 3 Tbsp. crushed black peppercorns
- 3 tsp. minced garlic
- 2 tsp. minced fresh thyme
- 2 Tbsp. honey mustard
- Kosher salt



Serves 8

### Preparation

Put the steak in a self-sealing plastic bag or a non-reactive baking dish.

Combine the vinegar, wine, soy sauce, 1 Tbsp. of the peppercorns, the garlic and thyme in a small bowl. Pour over the steak and turn to coat evenly. Seal the bag or cover the dish with plastic wrap and refrigerate for 8 hours.

Remove the meat from the refrigerator. Preheat a gas grill to high heat.

When the grill is ready, remove the steak from the marinade and wipe dry with a paper towel. Spread the mustard over one side of the meat. Press the remaining 2 Tbsp. of peppercorns into the mustard.

Put on the grill and cook until the internal temperature reaches 125°F, about 5 minutes per side for medium rare. Transfer to a platter or cutting board and let sit for 10 minutes before slicing. Cut into thin slices against the grain, arrange on a serving dish, sprinkle with salt and enjoy!

