

Freemark

Key to the Abbey

August 2003

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THE FREEMARK SCOOP

BY TIM BELL

Lessons from the Road

In Spring, a winemaker's mythical "slow period" which non-winemakers are always telling me about, we hit the road to do our song and dance for key accounts, drumming up business for our brand. It is exciting, exasperating, exhilarating, and exhausting all at once. There are cities and places never before seen, people never before met. The task of sales reps in the field trying to represent your wine and your story along with a hundred others in their book is a frustrating reality. The thrill of placing several wines on the list of prominent restaurants brings you back for more. The packed schedule of each



day on the road means seeing only restaurants and wine shops while catching a city's local wonders and exotic sites remain still a future goal. But at the end of a long day I always remind myself, "Hey, it ain't exactly heavy lifting!" From each trip you gather a few more valuable tidbits to be stored away for next time. Here

Don't forget to check out these spots for great deals on Freemark Abbey Wines:

- ◆ **eMonitor:** Log on to our website to sign up for your free wine update service. Special offers in addition to your Key to the Abbey membership benefits.
- ◆ **Winetasting.com:** Purchase Freemark Abbey wines online! A fast

Harvest Party 2003!

Saturday, September 06
4:30pm-8:30pm

Yep folks, it's that time of year again! Hard to believe that another year has passed and a new vintage

of wine is about to start its journey from grapes to glass. Most of all, it also means that it's time to celebrate at Freemark Abbey's party of the year:



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our Annual Harvest Party!

For the regulars, you know the drill. For the newcomers, this is a

THE FREEMARK SCOOP (CONTINUED FROM PAGE 1)

are a few of my lessons from the road.

Lesson One: Get to the airport plenty early. On a Texas road trip, I underestimated the morning traffic to the airport and missed my flight. The next available flight would just barely get me to San Antonio in time for the winemaker dinner sched-

uled that evening. I was picked up at the airport by two local sales reps where the tight schedule found me changing into my slacks and blazer in the rear seat of the car while driving to the restaurant. (Did I mention the driver of the car was female?) In the confusion I couldn't find my tie. When we arrived at the restaurant I was a disheveled sweaty wreck. Charm-

ing.

Lesson Two: Death is not pleasant dinner conversation. On my first major marketing trip, I was asked to start off a winemaker dinner with a short talk about Freemark Abbey. Having done little public speaking, I was rather nervous. I went through the great history of our winery, starting with the

"Lesson Two: Death is not pleasant dinner conversation"



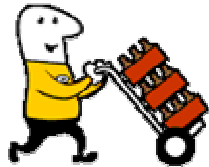
Calendar of Events

- ♦ **August 16, 2003: Cabernet Bosché Release Party**
10 am-4pm at Freemark Abbey
Complimentary for members and one guest/\$15 for Non-members and additional guests. Visit the winery to sample the newest release of our premiere Cabernet Sauvignon. The 1999 Cabernet Bosché has arrived— be one of the first to enjoy this luxurious wine! Food, wine and special pricing. No reservations required.
- ♦ **August 21, 2003: Freemark Abbey at WineBrets Chafe With-**

Free Shipping Continues

Many of you have taken advantage of our free shipping offer; good job! But, there are still a few of you who haven't jumped on that great deal. Just order \$500 or more of Freemark Abbey wines— current releases, library wines, whatever— and we'll send the wine to you at no charge. Yep, complimentary. Free. Gratis. No charge. This offer won't last forever, so order today!

Special Pricing on all 1998 Cabernets



It's time to make room for the 1999 Cabernets. To do that, we're offering our valued club members special pricing on all 1998 Cabernet Sauvignons. Just order a mixed case of our 1998 Cabernet Sauvignons (that's 4 each of our 1998 Napa Valley, Sycamore Vineyard and Bosché) and you'll receive a 30% discount! Regular price is \$608; Club price is normally \$486.40, but we're offering this mixed case to you for \$425.60! Great wines at a great price—and we'll even throw in free shipping! What a deal! But, like all great deals, this is a limited time offer. Don't delay. Sorry, no substitutions.





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FREEMARK

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Event Highlights

May 17: John Wall ("The Cookie Guy"), his wife Patty Wall, Wayne Riggert and guests enjoy Bud Break 2003. The overwhelming favorite restaurant was Zuzu with a stacked ahi salad paired with our 2001 Wognier.



160 North Loomis
Chicago, IL 60607
For reservations call:
312.850.0303



one sixtyblue

May 21: A fantastic Wine Club dinner! Thank you Chicago club members and one sixty-blue for a fabulous evening. Can't wait to come back!



May 17: Freemark Abbey employees Thomas Spooner and Michael Gillan take a break from the Bud Break



June 21: Bill and Winnie Carter (far right) are regulars at all our events. For the Winemaker Dinner, they brought along Matt DiCamillo and family.

What's Ted Drinking?

I must admit, the decisive candidate of my attention has been our 2000 Petite

June 06: Director of Winemaking Ted Edwards and Wine Club Coordinator Darylne Miller Kosi enjoy the Napa Valley Wine Auc-

source. Wood Ranch, in the heart of the Rutherford appellation and on the valley floor

When Darylne asked me to contribute to the newsletter under that title, it reminded me of the Hee-Haw show of the 60's and 70's and their "What's Cookin' with Grandpa?" segment j.kind of hokey, but fun. Nevertheless, it gets me thinking as to what I have been enjoying and gravitating to in my cellar, time and time again.



Sirah. The wine shows incredibly forward fruit, reminiscent of boysenberry aromas, with juniper and cedar adding to the spicy edges. If you know Petit Sirah, you may think that a 2000 would be so chocked full of tannin that it would be undrinkable at this early age. That is one of the blessings of our fruit

close to the river, yields fruit intense with color and flavor, but not the preponderance of tannin that is often seen with fruit at higher elevation. This is a win-win situation for both the winemaker and the consumer.

