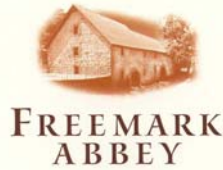


Freemark Abbey Winery

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Special Pricing on Older Vintages

With the 2005 Harvest right around the corner, the time has come for us to make room in our cellar for the latest crop of wines. What this means for you...tremendous savings on selected vintages of our library wines!

We are pleased to offer either our 1998 Cabernet Bosche or the 1998 Sycamore Vineyards Cabernet Sauvignon at a very exciting price! Either wine is now priced at \$34.99 per bottle. If you purchase a case or more, the price drops to \$29.99 per bottle. This is a discount of over 50% off of our regular price for these wines. It's guaranteed that these deals won't last long, so don't miss out on the incredible savings! (Sorry-no additional club discount is available.)

In addition, we have a wide selection of perfectly cellared and great tasting older vintages just begging to be opened. To help you stock your cellar for the long winter months ahead, we are happy to share with you a **30% discount** on ALL wines from the 1991 vintage or earlier when purchasing six bottles or more.

This substantial savings applies to **any selection of six or more of our 750ml bottles** of any of our wines from **1991 or earlier** that are not previously discounted. There are no purchase limits—mix and match, stock up and save!



Tales from the Tasting Room

We're in full swing here in the Tasting Room as we make our way through summer. Things have been heating up outside, making white wine a favorite of tasters. Currently, we're pouring the 2003 Napa Valley Viognier (which is just about sold out) and the 2003 Napa Valley Chardonnay. If you're a Chardonnay lover, come in and ask our Tasting Room Staff for a sample of the Lineage Chardonnay. A favorite of mine, the 2003 Lineage Chardonnay has the tropical fruit of a Sauvignon Blanc with the mouth-feel of a well-made Chardonnay. We've released the 2002 Gravel Bench Chardonnay just as we prepare to sell out of the 2001 Carpy Ranch Chardonnay. And, the 2001 Johannesburg Riesling, our last vintage ever, has been flying out the door as the mercury rises! Make your way in to sample our refreshing whites while you relax under an umbrella on our Tasting Room patio.

For those of you who prefer to stick to

the reds, we've started to pour the "Reserve All-Red Tasting" on a daily basis. Lately we've been pouring the 1999 Cab Franc, the 1998 Sycamore Cabernet, the 1998 Cabernet Bosche, the 2000 Cabernet Bosche, and the 1996 Napa Valley Cabernet. The 1999 Cab Franc, a favorite of this Montana girl, is a bull of a wine that is chock-full of tobacco, leather, and earth. Reminiscent of the Cab Franc is the 1998 Sycamore Cabernet Sauvignon. Both the 1998 Sycamore Cabernet and the 1998 Cabernet Bosche are drinking very well at the moment and are offered at an unbelievable price, only \$34.99/bottle. I encourage you to stop in to try them for yourself. While you're here, why not try an aged treasure like the 1996 Napa Valley Cabernet or the 1992 Cabernet Bosche. Don't forget, club members are welcome to sample anything we are pouring without charge.

There are a few changing faces in the Tasting Room. Sandi Keist joined our

by Jordan Behrman

team mid-June and has worked in the wine industry for over 10 years. Not only has she worked in various tasting rooms, she's also made herself at home in Mumm's lab. Sandi is happy to share her knowledge about the entire wine-making process, from chemistry to production. Veteran Tom Condon has returned from a break last fall. Tom has worked for Freemark for many years and can tell a few stories about our wines. Diane Cuniberti, a local teacher who joins us every summer, just retired from 35 years as a special education professional. She is leaving us to travel to the East Coast with her husband in pursuit of a chance to work for a winery in the Finger Lakes Wine Region of New York. We wish her luck, and hope she sends us some good wine.

Now that you know what we've been up to, come in and tell us all about your recent wine adventures.

Cheers! Jordan

Key to the Abbey

Freemark Abbey Winery

Key To The Abbey Harvest Party Our Tenth Annual Celebration: September 17

August 2005

Come one, come all! It's what you've been waiting for all year—our annual Freemark Abbey wine club Harvest Party. This year, we're celebrating our 10th annual party with a new yard to play in!

Mark your calendar for this year's festivities. The fun will be held on Saturday, September 17 on our newly landscaped lawn. For the veterans, you know what a good time this event is.

For the newcomers, don't miss out this year. It's sure to be bigger and better than ever!

To get started, we've got Hog Island Oysters set to begin shucking at 5:00. Dinner will follow at 6:30 and, naturally, both will be accompanied by an amazing selection of our great wines.

Fun, games and prizes will be highlighted throughout the

evening and lots of wine will be poured! We'll also feature our annual grape stomp and have dancing until 9pm.

This event is not to be missed! Club members are complimentary (two people per membership). Guests are encouraged! All guests and non-members are \$40 per person. Call today—advanced reservations are required. See you then!

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Special Events at the Winery

As you know, our campus here at Freemark Abbey has been undergoing a huge renovation during the past six months. We are pleased to say that it is finished (or very, very nearly so!)

While the grounds have the same warmth and feel to them, there are also some exciting changes that we feel make it more inviting to spend time outside while sipping Freemark wines.

Some of the exciting changes include: a beautiful display of stone pavers now surrounds the lawn connecting the old stone cellar to the winery; the garden walls have been expanded and filled with lovely varieties of flowering and fruit bearing plants; a lavish fountain has been added to the outside of the old stone cellar; pathways were

fashioned to seamlessly connect the individual areas of the winery; and a terraced stage was designed to enhance intimate gatherings and presentations.



These gorgeous upgrades enrich the atmosphere of our wine club events for the many members that we host at the winery throughout the year. In addition, we are now pleased to offer our Key to the Abbey members access to our remodeled grounds for the hosting of your own special event.

That's right! Freemark Abbey

is now available to host all varieties of special occasions. Enjoy your next private or corporate event in the lush wine country setting of our beautiful grounds, accompanied by our award winning wines and cuisine from the Valley's best chefs.

Freemark Abbey is happy to tailor a variety of event packages distinctly suited to your individual needs. With the arrival of Fall, the winery is available to host private or corporate lunches, dinners and parties; family reunions and celebrations; company training events; and other special occasions.

Please contact the Wine Club Coordinator for more information about the endless event possibilities at Freemark Abbey.

Reminders:

- Current credit card and address information will ensure timely delivery of your wine club shipments.
- Summer heat is a killer on wine. For maximum enjoyment, make sure to store your wine in a cool place, away from light and sun exposure, until you are ready to drink it.
- Long-term storage in your kitchen refrigerator is not recommended. Storing and drinking temperature is about 55°; your fridge is about 32°—too cold!
- We know it's tough, but your wines will drink best if you allow them to rest for a few days after delivery.

Welcome, Assistant Wine Club Coordinator Lani Bickford

We are very pleased to welcome a new staff member at Freemark Abbey. Lani Bickford joins us as the Assistant Wine Club Coordinator.

Lani is brand new to the Napa Valley. Originally from Seattle, she also grew up in Vancouver, BC and Denver, CO before attending college in Maine. Four years in the cold convinced her to move somewhere "fun and warm", which landed her in Austin TX. Along the line, she took a keen interest in wine. As with many of us in this industry, her hobby became her passion and she decided it was time to make the move to wine country.

In addition to enjoying wine, Lani runs marathons-she's completed eight, including the Boston, New York, Honolulu,

Vancouver and Austin. Between swirling, sipping and sashaying, Lani also enjoys traveling, and her adventurous spirit leads her to try almost anything once-whether it's eating haggis in Scotland or jumping out of an airplane.

Lani is quickly learning the ropes here at Freemark, so don't be surprised when you hear a new voice handling the daily activities and events of the Key to the Abbey club. She is a great asset and we are excited to have her working with our valued club members.

With Lani's arrival, we are also pleased to begin offering private tours to our club members. We can accommodate a maximum of eight people and advanced reservations are required. A group of up to

four people is complimentary, each additional guest is \$10 per person. Tours are available by appointment Wednesday through Saturday.

The entire Freemark family is very happy to have Lani on board. We hope that you join us in giving her a hearty welcome when you speak with her.



Our Winery Family Expands!

For vineyards, Spring is a time of growth and new beginnings. This year, Spring also brought with it growth in the form of two new additions to the Freemark Abbey winery family...and these additions are BIG! We are pleased to announce that Arrowood Vineyards and Winery in Sonoma CA and Byron Vineyard and Winery in Santa Maria CA have joined the Freemark Abbey winery family. These two well established and highly regarded wineries perfectly complement the strong history and winemaking tradition of Freemark Abbey.



Arrowood Winery is located on a hillside, just outside the town of Glen Ellen, overlooking the Sonoma Valley. The wines produced are classic varietal wines, using grapes that are grown

exclusively in Sonoma County. This approach has not changed since the winery was founded in 1986 by Richard Arrowood and his wife and partner Alis Demers Arrowood. The many wines produced at Arrowood include Cabernet Sauvignon, Merlot, Chardonnay, and an outstanding selection of Rhone-style wines. The winery is open daily from 10am to 4pm for tasting, and tours are available by appointment.



Byron Vineyard and Winery was founded in 1984 by Winemaker Ken Brown. With years of experience as a winemaker in Santa Barbara County, Ken recognized the region's potential for great wines in the Burgundian style, and was the first winemaker to introduce Rhone-style grape varieties to the area. Today, the mission at Byron is to create the truest, finest essence of Pinot Noirs and Chardonnays. Tours and

Freemark Abbey Welcomes To The Family
Arrowood Vineyards and Winery and Byron Vineyard and Winery

tastings are welcome, but by appointment only.

We invite you to visit the new additions to our family, Arrowood and Byron. Please identify yourself as a member of the Key to the Abbey Wine Club and complimentary tasting will be provided. Our family wineries offer an opportunity for wine enthusiasts to discover the many unique and distinct characteristics the wines of California have to offer. If you have any questions regarding the exciting addition of Arrowood and Byron, please do not hesitate to contact us.

September 2005

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

Wine Club Dinners in FL - Dates/Times To Be Determined

October 2005

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

Wine Club Dinners in NC/SC/VA - Dates/Times To be Determined

November 2005

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	
20	21	22	23	24	25	26
27	28	29	30			

Club Shipment Begins
Wine Club Dinners in LA and San Diego Details TBD

CALENDAR OF EVENTS

- **August 16 and 17:** Dinners in Seattle. Enjoy either a current release dinner OR an exclusive members only library dinner. **Library Dinner:** \$135 per person. **Current Release Dinner:** \$110 members/\$130 guests.
- **September 17:** ANNUAL HARVEST PARTY. Club members complimentary. Guests \$40 per person. 5pm to 9pm at the winery. Reservations required.
- **Late September:** Wine Club Dinners in FL. We host two all-inclusive dinners filled with fine wine and food. **Members \$115/ Guests \$140.** More details to follow!
- **October 15:** CELEBRATE the 2001 Cabernet Bosche! Join us for an open house toasting our newest release. Prizes and special pricing. 10a-4p. Club members free.
- **Mid- October:** Wine Club Dinners in NC, SC and VA. More evenings of fabulous wines and fantastic food. **Members \$115/ Guests \$140.** All inclusive-details soon!
- **November 07:** Quarterly wines begin shipping. Please ensure all credit card and address information is correct. Delivery dates vary by state and weather.
- **Mid-November:** Our club dinner series heads to So Cal. We'll visit LA and San Diego for two great nights. **Members \$115/ Guests \$140.** Stay tuned for more info!