

LEGENDS OF STAG HOLLOW

as heard through the grapevine...

(early November, 2009) Volume 13.1

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Our passion: craft distinct, individual wines that reflect the place of origin using best vineyard practices and minimal winemaking intervention.

Secure Shopping at

www.staghollow.com

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Greetings from the Hollow,

In many cultures the number seven is significant and often associated with good fortune. Can that translate to vintages, too?

You'll have an opportunity to spin the vintage wheel at our upcoming (private) tastings in *seven-vintage-snap-shots*. We'll begin the 15th year celebration of Stag Hollow wines by tasting our very first wine, the 1994 *Célébré* (akin to *Vendange Sélection*), then roll forward seven vintages to the 2001 *Vendange Sélection*, and seven more to the '08s, offered as futures.

Futures are back! Stag Hollow's pinot noir futures, consistently one of the best value-to-quality deals in the Valley, is returning after skipping a vintage. With huge savings off the released price, we're offering futures purchase on some outstanding '08s, including the Pinot Noir *Reserve* and Pinot Noir 777/114 *Reserve*—both classic Stag Hollow pinots.

Dolcetto, last produced in the 2006 vintage, is back, too, with tasting and early-release sales of the '08.

Private tastings? For those receiving this mailing, you and your guests are invited to our private tastings on **Saturday and Sunday November 21 and 22** (before Thanksgiving) or on **Saturday, December 5 (note: a recent postcard mailer did not include this date)**. Join us for great wines and special values only offered on these dates (details in newsletter).

Stag Hollow's public tastings are Friday, Saturday, and Sunday, November 27, 28, and 29.

A map to the **vineyard tasting room** is on the cover page of this newsletter or for a more detailed map log-on to www.staghollow.com and click the "Contact Us" button.

Tastings Held on Three Weekends

Tastings and sales are scheduled for the following dates and times:

WEEKEND BEFORE THANKSGIVING

(Private tasting--mailing list customers)

Saturday & Sunday

November 21 & 22

Noon to 4 PM

WEEKEND AFTER THANKSGIVING

(Public tasting)

November 27, 28, & 29

Friday, Saturday, & Sunday

11 AM to 5 PM

2ND SATURDAY AFTER THANKSGIVING

(Private tasting--mailing list customers--Extra holiday shopping)

December 5

Saturday

Noon to 4 PM

All tastings are \$10, reimbursed with purchase of \$60 or more per person

*(Note, tasting of three wines is gratis: '07 *Vinnae* pinot noir, *Field Blend*, and Muscat)*

If you're not available on these dates, call or email (information in banner, above) to make an appointment, and we'll do our best to accommodate your schedule. Or, if you can't make it to our tasting room during the holidays, consider navigating to staghollow.com to take advantage of on-line holiday offerings and sales through January 10, 2010. Gift mailing is available, too.

The Seven-Year Hitch: 1994, 2001, and 2008

Feature Wines of the Holiday Tasting 1994 *Célébré*

The seven-year hitch starts with Stag Hollow's first vintage in 1994. Five years prior, we planted one of Oregon's best suited clones, Pommard, in what eventually became known as Stag Hollow's *Vendange Sélection* block. At harvest the grapes were uniformly tiny, pea-sized—unlike any vintage since. The young, shallow-rooted vines had been stressed as they struggled through a warm and dry vintage. What made the berries so small, though, was the stress combined with *coulure climatique*—a climate-induced imbalance in vines that results in poor fruit set. Ultimately, this created a most challenging harvest. The grapes ripened unevenly. Being the first and only vines planted, meant they were the only show 'in town' and received all of our attention. Five separate sweeps, every 2-3 days, were made through the vineyard over two weeks, harvesting clusters here and there. With such tiny berries, the flavors were incredibly sweet and concentrated, with an intense spice nuance in the skins. Yields were a scant $\frac{1}{2}$ ton/acre.

Winemaking was challenging as well. As the grapes were fermented for 16 days with 10 percent whole berries, the high proportion of skins to juice gave way to a dark-colored and massively structured wine that took a long time to tone down. Barrel-aged 19 months, including 8 months in new French cooperage, and bottled unfined and unfiltered like most Stag Hollow pinot noirs, the highly extracted ripe berry flavors fortunately mellowed over time, producing a wine with very smooth tannins, spice, and a long expansive finish. After a decade and a half, the wine still exhibits layers of complex flavors. Sales of this wine are at fixed prices of \$94 for the private tasting and \$125 at the public tasting—no further case discounting; limit one bottle per customer.

2001 *Vendange Sélection*

Our second featured pinot noir (private tasting only) in the string of sevens is the *Vendange Sélection* from the 2001 vintage. In contrast to '94 vintage, the 2001 may not be as rich in lore, nonetheless, wines from both vintages developed similarly. They were closed in their youth, evolved slowly, and eventually became engaging wines.

Hailing from the same plants that produced the 1994 *Célébré* (name discontinued after '96 vintage), the 2001 *Vendange Sélection* was

harvested in early October. Summer had been hot and dry, but spikes of very hot temperatures left some berries damaged from dehydration and sun scald. Fortunately, about 80 percent of the clusters escaped in perfect condition. The problem clusters were removed as the crop was thinned to about 2 tons/acre.

Harvested at near perfect flavors and sugars, the Stag Hollow '01 *Vendange Sélection* pinot noir fermented slowly, 2 $\frac{1}{2}$ weeks at cool temperatures (under 80°F). The resultant wine was surprisingly closed in its youth, though there were telling hints that a compelling wine could emerge, especially with the long finish. During the waiting game, the wine was released a year late, in 2004, but it truly was not ready and did not come out of hiding until 2006. Those who were patient were in for a treat. We've received as much passionate praise from consumers about our 2001 *Vendange Sélection* and *Reserve* as any other vintage. Ah--the roller-coaster rides of sleeper vintages. Sales of this wine are priced at \$85—no further case discounting; limit one bottle per customer.

2008 Pinot Noir Futures

By now you've heard that for Oregon pinot noir the '08 vintage is a very good one. It is true! For us, the '08 pinot noirs are tracking stylistically similar to our 2005s and 2002s, which were excellent vintages that have aged superbly.

Our 2008 pinot noir futures include the Stag Hollow *Reserve*, primarily a six clone blend: Pommard, Colmar 538, 667, 777, 114, and 115—with smaller amounts of other clones and the Stag Hollow 777/114 *Reserve*, a two-clone blend, crafted only in vintages when these clones reveal exceptional characteristics that warrant a special, separate bottling.

While these two '08 wines are paired with the '94 and '01, they differ from the older wines in their clonal blend (variety of different clones), vineyard location (many), and rate of development (faster). Both '08 pinot futures are nicely balanced, between fruit and structure, with a long finish. We anticipate these wines to be approachable in their youth, even upon release in late 2010.

At our Thanksgiving Holiday tastings, you'll have an opportunity to taste these wines, which were just bottled in mid-September. A bevy of new oak barrel flavors predominate now (e.g., winter spice, vanilla, lightly charred toast); all that will integrate with the fruit during bottle aging to form what we believe will be a complex and engaging pinot noir. Futures price for the '08s are

exceptional: \$169/6 pk (=\$28.17/btl) and \$299/cs (=\$24.92/btl). Mixed cases are fine. Prices are good through January 10, 2010. Please note, these are set prices--no further case discounts.

A footnote to followers of the *Vendange Sélection* pinot noir: Stag Hollow did not produce this wine in the 2008 vintage. Ripening was delayed in the *Vendange Sélection* vineyard block, and the wine did not achieve our standards set for flavor for bottling the *Vendange Sélection*. Good news--expect this wine to return with the '09 vintage, which is showing excellent so far.

News Update

Stag Hollow Wines Distributed in Europe

In August a shipment of Stag Hollow wines left the United States, arriving in Germany for the European market. Distribution is based in Celle, Germany and managed by Bruce and Alan Graham. Bruce, while based in Portland with regular forays to Germany, selects and imports Oregon wines; Alan, based in Celle, oversees local operations, including a wine bar/club where he plays music. Distribution outside the Celle area by Alan and Bruce is just getting underway. Stay tuned—Europe is a challenging market with ample home-grown “juice”.

The Joel Palmer House Private Label

Soon after the 2007 harvest, chefs and owners of The Joel Palmer House, Chris and Jack Czarnecki, approached Stag Hollow to make a private label, *The Joel Palmer House Cuvee* pinot noir, for the restaurant. For years, Jack (chef *emeritus*, recently retired) noted how well the depth and complexity of Stag Hollow's structure-driven pinot noirs compliment the rich, earthy, wild mushroom cuisine of The Joel Palmer House. We were honored by the private label proposition, accepted, and soon discovered that Chris, the next generation at the helm in the Joel Palmer House kitchen, was equally passionate about Stag Hollow pinot noirs and how they resonate with mushrooms.

The 2007 cuvee is already a hit among The Joel Palmer House dining guests. Recently Chris sent an email proclaiming: “this wine rocks”. A second pinot noir private label with The Joel Palmer House from the '08 vintage already has been bottled. If you would like to taste this wine with the “house specialty”, mushroom cuisine, contact the Joel Palmer House for dinner reservations at www.joelpalmerhouse.com or 503-864-2995.

New Releases and Wines Currently Available

Dolcetto - New!

Customarily, we release our dolcetto, a hearty red wine, in the spring, about 18 months after harvest. However, Stag Hollow's '08 dolcetto will be available for tasting and purchase at the holiday tastings. We are offering an early release of our '08 dolcetto (just bottled in September) to satisfy our dolcetto fans who went without last year.

Stag Hollow crafts one of the few estate-grown dolcetto wines in Oregon. We admit that dolcetto is a challenging grape to grow. Clusters can be huge, more than a pound each. Attention to maintaining balanced vine growth with modest grape yields has helped Stag Hollow turn this finicky grape into a local success story. For us, dolcetto evokes the *vita comoda**. With no pretensions, dolcetto is all about tasty food and good company. The Stag Hollow dolcetto is modestly priced at \$18.95/btl and \$16.11/btl in mixed or solo case. At the private tastings, this wine is offered at a special early release price of \$16.95/btl and 14.40/btl at case price.

Field Blend

Field Blend, Stag Hollow's version of an everyday hearty country wine, is currently available from the 2007 vintage. The '07 is a proprietary blend of dolcetto, lemberger, and pinot noir, as well as, white grapes (chardonnay) fermented with skins of red grapes—as practiced in the “old country”. As with all our *Field Blend* wines, it is sold direct-to-consumers only (not available in retail stores).

The '07 *Field Blend* was released Memorial Day Weekend. This wine should be available through the holiday season. However, we have run out of this wine before the Thanksgiving tastings are over. If you're coming to Stag Hollow in the next few weeks specifically to purchase a case or two of the *Field Blend*, it would be prudent to contact us to reserve your order in advance. The '07 *Field Blend* is an extraordinary value at \$9.95/btl and \$7.96/btl at case price (20% case discount).

2007 Pinot Noirs: Yamhill-Carlton & Vinnae

Fall came early during the 2007 vintage with cool wet weather in play at harvest time. The quality of 2007 wines across Oregon, as a consequence, generally has been reported as inconsistent. The 2007 vintage was all about timing. At Stag Hollow, we were fortunate that about 1/3 of our pinot noir grapes had matured, tasted great, and were harvested before the rains took over. These grapes went into two wines, the *Yamhill-Carlton* and *The Joel Palmer House Cuvee*. For the remaining 2/3s, we were at a crossroads that

winemakers often face in Oregon: “bet all the chips” on better flavors and less intensity with some rain or “stay” with less flavor but more intensity, acidity, and possibly green tannins without rain. We let them hang. These grapes went into our *Vinnae* pinot noir.

For the consumer, the 2007 vintage, sandwiched between two prestigious ones, 2006 and 2008, is all about finding those great hidden values that an unheralded vintage like this can offer. With reserve quality wine hidden away in the Stag Hollow 2007 *Yamhill-Carlton*, the price for this wine is an incredible value at \$24.95/btl or 20% off at \$19.96/btl in mixed or solo cases. With delectable notes of strawberry jam and plum, and a long finish, this wine is perfect for near-term consumption or further aging.

The Stag Hollow 2007 *Vinnae* pinot noir, while deceptively light in color has remarkable depth and complexity that is so-hard-to-find in the ocean of wines priced for everyday consumption. The 2007 *Vinnae*, now at a direct to consumer price of \$12.95/btl (formerly \$18.95), is a remarkable value in pinot noir. At \$10.89/btl for the case price, best to bring your grocery cart!

2006s in Stock: Yamhill-Carlton and Reserve

Last year, when Stag Hollow released its 2006 *Yamhill-Carlton* pinot noir, we confided that, before bottling the 2006s, we had a dilemma to resolve: too much “reserve” quality wine in barrel. To resolve this, we reallocated a substantial volume of wine targeted for the *Reserve* and *Vendange Sélection* into the production of *Yamhill-Carlton*—creating an awesome value for consumers at \$24.95/btl and \$21.20/btl in mixed or solo cases. The ‘06 *Reserve* is a hefty wine, with a collage of plum, raspberry, and blackberry, with hints of lavender. The ‘06 *Reserve* is priced at \$39.95/btl and \$33.95/btl in mixed or solo cases.

Muscat

Stag Hollow offers a 100% muscat--in a dry style, with just a hint of residual sugar to heighten the beautiful floral muscat fruit. In warm vintages, dry muscats can be fashioned like a rich Alsatian gewürztraminer, and in cool ones akin to a dry, lower alcohol, German Riesling. Our 2007 muscat, a blend of early muscat and muscat ottonel, fits the Germanic style. It delivers intriguing floral notes in a 11.2% alcohol wine.

The Stag Hollow 2007 muscat is a terrific wine for holiday cheer and entertaining guests, and matching the breadth of flavors found on holiday

dinner tables. This wine frequents our dining table with spicy cuisine, including “Thai”, curries and dishes with chilies. It’s a palate refreshing wine that cools the fires. The 2007 muscat is priced at \$16.95/btl and \$14.41/btl at the mixed or solo case price. Only 19 cases remain.

2009 Vintage Chart Pinot Noir ‘94-‘07

Vintage Wine	Drink Range [plateau]
1994 <i>Célébre</i>	<u>now & beyond?</u>
1995 <i>Vendange Sélect.</i>	<u>now</u>
1998 <i>Vendange Sélect.</i>	<u>now</u>
1999 <i>Vendange Sélect.</i>	<u>now</u>
2000 <i>Vendange Sélect.</i>	<u>now</u>
2001 <i>Vendange Sélect.</i>	<u>now to 2011 [08-9]</u>
2002 <i>Vendange Sélect.</i>	<u>now to 2011 [2008-9]</u>
2004 <i>Vendange Sélect.</i>	<u>2010 to 2014 [2010-12]</u>
2005 <i>Vendange Sélect.</i>	<u>now to 2013 [2009-10]</u>
2006 <i>Vendange Sélect.</i>	<u>now to 2013 [2010-11]</u>
2000 <i>Reserve</i>	<u>now</u>
2001 <i>Reserve</i>	<u>now</u>
2002 <i>Reserve</i>	<u>now to 2010 [2007-8]</u>
2004 <i>Reserve</i>	<u>now to 2014 [20010-12]</u>
2005 <i>Reserve</i>	<u>now to 2012 [08-10]</u>
2006 <i>Reserve</i>	<u>now to 2012 [10-11]</u>
2004 <i>Reserve-777/114</i>	<u>now to 2012 [2007-9]</u>
2005 <i>Reserve-777/114</i>	<u>now to 2011 [2008-9]</u>
2003 <i>Cuvée</i>	<u>now thru 2009 [2007]</u>
2002 <i>Yamhill County</i>	<u>now</u>
2003 <i>Yamhill-Carlton</i>	<u>now</u>
2004 <i>Yamhill-Carlton</i>	<u>now to 2010 [2009]</u>
2005 <i>Yamhill-Carlton</i>	<u>now to 2009 [2008]</u>
2006 <i>Yamhill-Carlton</i>	<u>now to 2011 [2009-10]</u>
2007 <i>Yamhill-Carlton</i>	<u>now to 2015 [20011-12]</u>

Underlining signifies change since the previous Vintage Chart. Hold/now refers to drinking well now, while enhanced development in bottle is likely. **Plateau refers to the most satisfying time period (in our opinion) to consume the wine.** Production of the *Reserve* designation began in 2000. Wines that should have been consumed by now are not listed]

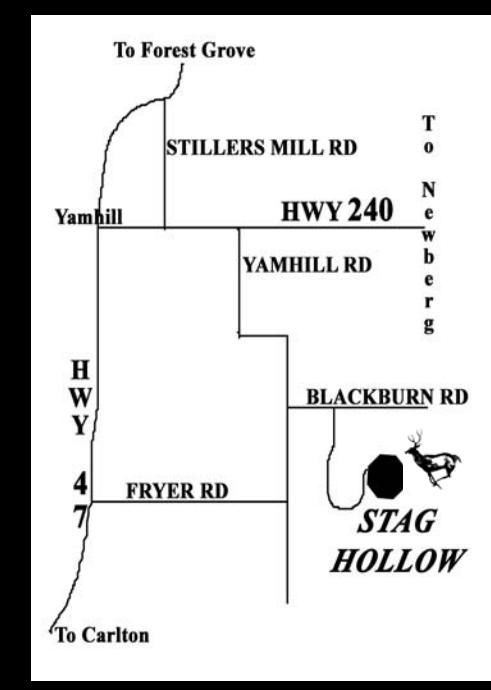
We look forward to your visit at our vineyard tastings room.

Cheers, Jill & Mark

* Vita comoda = Italian for “comfortable life”.

STAG HOLLOW

2009 Holiday Season Wine Tastings



**TASTING & SALES: '06, '07, & '08 Stag Hollow Pinot Noirs
Special Tasting of '94 and 2001 pinot noirs
(November 21, 22, & December 5 only)*
Specials and terrific prices (and yes, Field Blend is in stock)
Case price discounts 15 - 20% Off; $\frac{1}{2}$ case discounts too
Dolcetto and dry Muscat
FULL-BODIED ARTISTICALLY CRAFTED WINES**

**Saturday & Sunday Nov. 21 & 22, Saturday, Dec. 5 at Noon – 4 PM (\$10)*
Friday, Saturday, Sunday November 27, 28, & 29 at 11 AM – 5 PM
Tasting (\$10) & Sales
Fresh Breads, Cheeses, & Appetizers
See inside for tasting details
503-662-5609--www.staghollow.com**

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