

The Yorkville Story

(condensed to 3 short chapters)

1. Mendocino North Coast Premium Wine at excellent bang for the buck

The North Coast (Napa, Sonoma & Mendocino counties) produces only 10% of California's wine, yet it is arguably the best 10%.

Yorkville Cellars hand-crafts estate wines, most of which typically retail between \$15-\$24.99.

Our small, family-run winery releases between 500- 1,000 cases of each of our dozen wines. Small-lot, hillside, vineyard-designated wines at difficult to beat prices!



Yorkville Cellars is located 100 miles north of San Francisco in the **Yorkville Highlands Appellation** (AVA), which was established in 1998. It rests adjacent to the Anderson Valley (much cooler) to the northwest and the Alexander Valley (slightly hotter) to the southeast.

2. All Bordeaux Varietals, exclusively from our estate grapes

Yorkville Cellars is the only known winery that grows all eight of the main grapes of Bordeaux and then bottles each individually as a varietal each vintage: **Sauvignon Blanc, Semillon, Cabernet Sauvignon, Merlot, Carmenere, Malbec, Cabernet Franc, and Petit Verdot.** (Probably the one place on earth where one can taste these all side-by-side where the grapes were all grown with the same viticultural practices within the same terroir.)

Fine wine shops and chef-run restaurants specializing in unique flavor experiences particularly love our lesser known varietals (Petit Verdot, Malbec, Cabernet Franc and Semillon), which enhances their image by providing their customers unique, hard-to-find products. We also offer our premium proprietor blends: **Eleanor of Aquitaine** (Semillon & S.B.) and **Richard the Lion-Heart** (Mendocino's answer to Cain Five... but with all six reds).



3. Over the last 7 years the most awarded winery using certified organic grapes



Organic estate...Winegrowing in tune with nature.

Over the last seven years Yorkville Cellars has won 253 medals in the 9 major international wine competitions. More than the 50 or so other California wineries mentioning organic grapes on their labels. Source: *California Wine Winners*, published by Varietal Fair.

In the last year or so we've done particularly well including these accolades:

2006 Eleanor of Aquitaine - Best of Class- California State Fair

2005 Malbec - Best of Class- California State Fair and **Gold Medal-** Mendocino County Fair

2005 Petit Verdot - Gold Medal- New World International Wine Competition

Yorkville Vineyards & Cellars has been certified organic since 1986 and does not use pesticides, herbicides or chemical fertilizers. Because of our brand positioning we are virtually certain to get placements in upscale grocery markets with any sort of organic focus or natural food outlets or co-ops. Other very interested targets include restaurants that feature free range chicken, organic vegetables and ingredients; or high-end dining establishment with sustainability as its focus.

This Month's Cartoon

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"Not much - just flushing out my arteries."

So in a nutshell the Yorkville Cellars story is:

- 1. Mendocino "bang for the buck" pricing**
- 2. Hard-to-find Bordeaux varietals**
- 3. Most awarded wines made with organic grapes.**

Bottom-line, we honestly believe that Yorkville Cellars is releasing its best wine ever because of the longevity of our creative team working together. We're well up the learning curve! We have nothing but praise for **Greg Graziano**, a third-generation Italian-Mendocino winemaker who has overseen our winemaking for 14 years and **Steve Williams**, our vineyard manager for 20 years and winner of the prestigious Master of Organics award!



As always, we sincerely want to thank you for your continued interest in our wines and fantastic support!

Deborah & Edward Wallo

Founders and proprietors

Proud producers of hand-crafted organically grown estate wines

Celebrating Our 14 Vintages!



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