



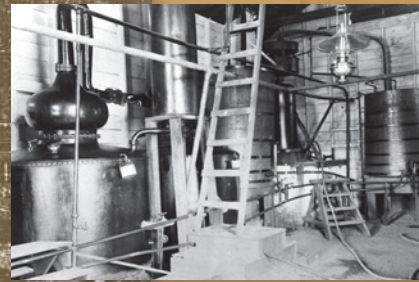
# History Tour

Founded in 1880 by Augustus Quitzow, Geyser Peak winery has had a long history of pioneering innovation in winemaking. From these earliest days, Geyser Peak has been at the forefront of quality wine production and today is one of the most award-winning wineries in Sonoma County, having been named "Winery of the Year" by *Wine & Spirits* magazine an unprecedented nine times since 1993. For our Wine Club Members, we'd like to share a little bit of our history and give you a little background on the Winery and the wines that you enjoy today.

Now owning some 220 acres of prime real estate in Alexander Valley, the Winery had a modest start when it opened up shop in the town of Geyserville in 1882, perched atop a gentle rise which afforded the winery fantastic views of nearby Geyser Peak Mountain. Production continued at a steady pace until subsequent bankruptcies forced the winery to close, once in 1908 and then in 1945. Fast forward to 1982, when Sonoma County entrepreneur Henry Trione and his sons came in and transformed the Winery's direction away from 4-litre boxed wine to the modern, quality focused wines that could compete on the world stage. 1984 saw the Alexander Valley get recognized as an official American Viticultural Area (AVA). Trione subsequently sold part of the Winery to Australian Wine

company Penfolds in 1989. In the transaction, Geyser Peak got former Penfolds' winemaker Darryl Groom to come over and deliver his New World winemaking talent to Geyser Peak's program, noticeably in its floral and tropical fruit characteristic Sauvignon Blancs, its complex blends, and big bold Cabernets and Shiraz (Syrah). The strength of the Geyser Peak Sauvignon

Blanc is evidenced in its slew of awards, capped by the "Best U.S.A. White Wine" at the International



Wine Challenge in London in 2004.

After the Penfolds relationship, fast forward to 2008 and Geyser Peak's acquisition by Ascentia Wine Estates

and its current winemaker, Ondine Chattan. Having worked alongside winemaker Mick Schroeter for years and assuming Head Winemaking duties in 2010, Ondine has continued Geyser Peak's commitment to quality and has already made her varietal mark with the expressive Zinfandels of the XYZin line. Spanning a 15 year plus career, with stints at Ridge Vineyards and Cline Winery, Ondine has been passed an enviable job of continuing the Geyser Peak tradition of excellence in winemaking, one that we believe will continue for years to come.



## CLUB MEMBER SUMMER BBQ

*Saturday July 23rd, 2011  
3:30 pm to 6pm*

Join us for a beautiful summer afternoon at the winery. Offered exclusively to our wine club members and their guests, this will be a day to remember. Soak up the wine country sun out on our patio as you dine on summer favorites from our BBQ paired with your favorite Geyser Peak wines. \$45.00 per member.

To make a reservation call 707.857.2500.



## HARVEST CELEBRATION

*Saturday October 8th 2011  
2pm to 4:30pm*

Harvest is a thrilling time here at Geyser Peak, as the work of wine-making transfers from the fields to the interior of the winery. We want to share the excitement with you! Join us for a relaxing fall afternoon to enjoy the fruits of previous years' labors. We will be enjoying an array of Geyser Peak wines paired with delicious appetizers. \$25 per member.

*We are pleased to announce two new tasting offerings at the winery. We look forward to seeing you!*

### BARREL TASTING

\$10 for club members, \$15 for general public

Treat yourself to a whole new way to experience Geyser Peak! We are now offering barrel tastings. Enjoy an historical tour of the winery, including a chance to taste our wines directly from the barrel. Tastings will include wines produced exclusively for our club members, so don't miss this unique opportunity! *Club members call 707.857.2500 to make your reservation for Memorial Day Weekend!*

### PRIVATE TASTINGS

Planning a group visit to Geyser Peak for summer vacation, birthday, graduation, or other celebration? Let us host your group privately in our VIP room overlooking our barrels or out on the patio with breathtaking views of Alexander Valley. You will experience our wines with your personal Geyser Peak wine educator. *Call the Tasting Room at 707.857.2500 for pricing details.*



## Scallops with Saffron Couscous

- 2 tablespoons olive oil
- salt and pepper to taste
- ¼ cup Chardonnay
- pinch of saffron
- 2 cups chicken stock
- 1 12 oz. package of couscous
- 2 lbs. scallops ( fresh if possible)
- 1 clove of garlic
- olive oil for drizzling

Combine the wine and saffron in a small bowl. In a medium sauce pan over high heat, put in chicken stock and bring to a boil. Remove from heat, and add couscous and wine mixture. Cover and set aside. When all liquid is absorbed, fluff with fork.

Preheat a sauté pan over medium high heat with olive oil. Rub scallops with garlic and season with salt and pepper. Drizzle with olive oil and place in the hot pan. Sauté on each side for about three minutes. Spoon couscous onto the plate and place a few scallops on each plate.

*Serves 4 people*

*Serve with Geyser Peak  
2010 Block Collection Sauvignon Blanc*

# GEYSER PEAK WINERY

	Retail	Club	Bottles	Total
<b>VARIETAL WINES</b>				
2009 Sauvignon Blanc, California	\$13.00	\$9.75	_____	_____
2009 Chardonnay, Alexander Valley	\$14.00	\$10.50	_____	_____
2007 Cabernet Sauvignon, Alexander Valley	\$18.00	\$13.50	_____	_____
2006 Merlot, Alexander Valley	\$18.00	\$13.50	_____	_____
<b>BLOCK WINES</b>				
2010 Block Collection Sauvignon Blanc, River Ranches, Russian River Valley	\$21.00	\$15.75	_____	_____
2009 Block Collection Chardonnay, Water Blend, Alexander Valley	\$24.00	\$18.00	_____	_____
2008 Block Collection Malbec, Hoffman Ranch, Alexander Valley	\$28.00	\$21.00	_____	_____
2008 Block Collection Petite Sirah, Ascentia Vineyard, Alexander Valley	\$28.00	\$21.00	_____	_____
2008 Block Collection Merlot, J & J Fay Ranch, Alexander Valley	\$28.00	\$21.00	_____	_____
2007 Block Collection Cabernet Sauvignon, Walking Tree, Alexander Valley	\$25.00	\$18.75	_____	_____
<b>RESERVE WINES</b>				
2006 Reserve Alexandre Meritage, Alexander Valley	\$49.00	\$36.75	_____	_____
2007 Reserve Cabernet, Alexander Valley	\$47.00	\$35.25	_____	_____
<b>LIMITED SELECTION WINES</b>				
N/V Tawny Port, <b>Best of Class</b> , SF Chronicle Wine Competition	\$25.00	\$18.75	_____	_____
2008 Late Harvest Riesling, Russian River Valley	\$23.00	\$17.25	_____	_____
2005 Sparkling Shiraz, Sonoma County	\$34.00	\$25.50	_____	_____
2005 Bin 9 Cabernet Sauvignon, Alexander Valley	\$100.00	\$75.00	_____	_____
2006 Bin 10 Cabernet Sauvignon, Alexander Valley	\$100.00	\$75.00	_____	_____
<b>XYZIN WINES</b>				
2007 XYZin Zinfandel 10 year Old Vines, California	\$16.00	\$12.00	_____	_____
2008 XYZin Zinfandel 50 year Old Vines, Russian River Valley	\$35.00	\$26.25	_____	_____
2008 XYZin Zinfandel 100 year Old Vines, Alexander Valley	\$45.00	\$33.75	_____	_____
			Subtotal	_____
			*Shipping	_____
			Total	_____

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Credit Card \_\_\_\_\_ Exp Date \_\_\_\_\_

GEYSER PEAK WINE CLUB 866.449.1300/Fax 800.425.8238  
 PRICING VALID THROUGH JUNE 30th. PRICES SUBJECT TO CHANGE WITHOUT NOTICE  
 \* CALL CLUB HEADQUARTERS FOR SHIPPING/TAX RATES FOR YOUR STATE

## TRIVIA QUESTION

**WHAT YEAR WAS GEYSER PEAK FOUNDED?**

EMAIL YOUR ANSWER TO WINECLUB@GEYSERPEAKWINERY.COM THE FIRST FIVE WINNERS WILL RECEIVE A SPECIAL GIFT AND BE ANNOUNCED IN OUR NEXT NEWSLETTER.

# GEYSER PEAK WINERY

*Spring 2011*

Greetings from Geyser Peak!

Spring has arrived here at the winery, and the vines have woken up from their winter slumber. It is always a bit startling to see how quickly that green appears on the vines – the whole vineyard bursts open at the same time! The days are getting warmer here at the winery and we are gearing up for an exciting summer season.

We have a number of tasting options to offer you during your visit to the winery this summer. **We are excited to add a barrel tastings to our repertoire, which we will be launching exclusively to our members Memorial Day Weekend.** This experience gives you a whole new way to experience the winery – even if you have visited the winery a number of times before. We have also introduced the ability to book a private tasting for a large group, which allows you to personalize your visit and to ensure extra special attention for your group. So go ahead – include Geyser Peak in your special occasion celebrations this summer!

Cheers,

Lisa Flohr,

Tasting Room and Wine Club Manager



## Cellar Door Club Offerings

### 2010 BLOCK COLLECTION SAUVIGNON BLANC, RIVER RANCHES

The 2010 vintage was distinguished by an exceptionally cool growing season which favored the development of the coveted “ripe green” character in our fruit. Aromas and flavors of gooseberry, green fig, lemongrass, snap pea, chive, honeydew melon and lime abound and interplay with passionfruit and mineral notes. The lively acidity makes this an ideal summer aperitif and a delightful partner to oysters, shellfish, scallops and avocado, as well as a brilliant partner to spicy cuisine.

Retail \$21 Reorder \$14.70 (30% discount through June 30th, 2011)

### 2008 BLOCK COLLECTION PETITE SIRAH, WALKING TREE VINEYARD

Showing the brawn of Petite Sirah without the rustic downside, our Walking Tree Petite Sirah is brimming with a melange of fruity and savory flavors. Aromas of coffee and plum jam lead to a palate loaded with tannins that are both focused and balanced. The wine is full-bodied and bursts with concentrated black fruits. A wonderful earthy finish with a hint of kalamata olive and notes of white and black pepper make this wine a standout.

Retail \$28 Reorder \$19.60 (30% discount through June 30th, 2011)

### 2007 BLOCK COLLECTION CABERNET SAUVIGNON, KUIMELIS VINEYARD

The vibrant purple color of the wine is the first indication of its hillside origins and hints at the rich, layered flavors to come. Aromas of cigar box, pan forte, and a whiff of morel mushroom create further interest on the nose. The first sip is a riot of earth-driven flavors ranging from Turkish coffee to macerated olive to cocoa powder and cedar. These robust characters are followed by a rush of bright fruit including crushed strawberry, briar berries, and black cherry. The tannins are soft on the entry and finish firmly indicating that this vintage should age well over the next 3 to 4 years.

Retail \$46 Reorder \$32.20 (30% discount through June 30th, 2011)

### CELLAR DOOR CLUB DETAILS

Cellar Door club selections come to your door five times a year, including a special selection shipment in April. Wine selections consist of our Block Collection, Reserve and Proprietary tasting-room only wines. Each shipment, except April's, includes three bottles and costs \$65, plus shipping, handling and applicable sales tax. The value of this shipment is \$95 providing you a 32% savings off the retail price.