



Mi Sueño Winery

“SO, YOU WANT TO BE A WINEMAKER?”
UPDATE – HARVEST 2007

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If stressful days, sleepless nights and moments of sheer panic sound like fun, you just might be cut out for a career as a winemaker! Even if you subscribe to the theory that “great wines are made in the vineyard,” there’s no guarantee that it will be easy. Heck, all you have to do is look back at the 2007 harvest to understand and appreciate how little control we actually have. Attempting to craft uniquely consistent, high-quality wines is not for the faint of heart. While science and history can be useful tools, Mother Nature can be a humbling partner.

Without a doubt, in 2007 our vineyards in the Russian River Valley were hit the hardest. Almost from the



start our resolve was put to the test. During bloom we experienced periodic rain showers that damaged the young developing clusters and resulted in a “shatter” rate of nearly 70%. Simply put, this meant fewer berries per cluster and a much lighter crop to work with. In the end, our yields from our Russian River properties were down by approximately 50%-60%. Rather than reach our production goals of 950 cases of Pinot Noir and 650 cases of Chardonnay we came away with 450 cases of

pinot noir and 275 cases of chardonnay. Considering the growing demand for our wines, you can imagine our level of disappointment.

Fortunately, there’s a happy ending to this story. With so few berries per cluster, all of Mother Nature’s nutrients were focused and directed towards those that were lucky enough to survive. Small grapes with a high skin to juice ratio produced wines that are big, rich and full-bodied with tremendous structure. Great depth and concentration will be the signature of the Russian River Valley for 2007.

Almost in direct contrast to Russian River, the growing season in Los Carneros was refreshingly normal and

THE RETURN OF THE PRODIGAL SON



Only 350 Cases
Produced

For those that have followed our evolution over the past ten plus years, you might recall that from 2000-2002 we produced a pinot noir from Los Carneros. As good as those early wines may have been we always felt that they could, and should have been even better. Since this program was crafted from fruit purchased “by the

ton,” we knew that certain limitations were inevitable. The only way we could craft a wine worthy of inclusion in the Mi Sueño portfolio, was for us to manage and control all of the growing decisions.

Over the last several years we invested countless hours and resources towards a vineyard that could produce

fruit that we would be proud of. While it was heartbreaking to sell off the grapes each year, it created a sense of excitement & anticipation because we could see and taste the development in the vineyard. About half way through the aging process of the 2007 vintage, we knew that we had a keeper!

“ A WINE BY ANY OTHER NAME . . . ”

Ulises Valdez Vineyard. Ulises Vineyard. As of the 2007 vintage, just plain old Russian River Valley. In case you've noticed small changes to our Russian River labels, you're not hallucinating!

To this day we remain committed to crafting wines that over-deliver on quality relative to the cost of each wine. We are proud that people often comment that our wines compare favorably to wines that are priced significantly higher.

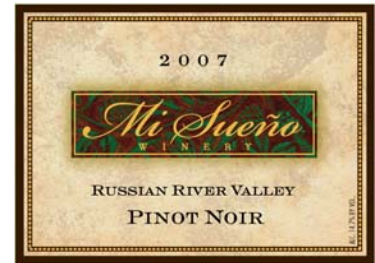
In the case of our Russian River Chardonnay (\$45) & our Russian River Pinot Noir (\$48), we feel that both are priced fairly and represent a value when compared to other wines produced from this same appellation.

Rather than yielding to a request from the lease holder to increase the price of our wines so that we could justify paying more for his grapes, we elected to choose the somewhat unorthodox approach of removing the vineyard

designation. Forced to choose between higher grapes costs & higher retail prices, or maintaining our current price points, we felt that “drawing a line in the sand” would serve the best interests of our customers.

A long-term lease assures that our RRV wines will continue to be sourced from this location for years to come. More importantly, in our quest to improve the quality and consistency of our wines we intend to move towards our ultimate goal of controlling 100% of

our vineyards. In fact, our new River Valley property should begin producing a small amount of fruit as early as this year. In the meantime, we hope that you will continue to enjoy our Russian River portfolio at the same price that you've become accustomed to.



V I N T A G E R E P O R T 2 0 0 8 (C O N T I N U E D)

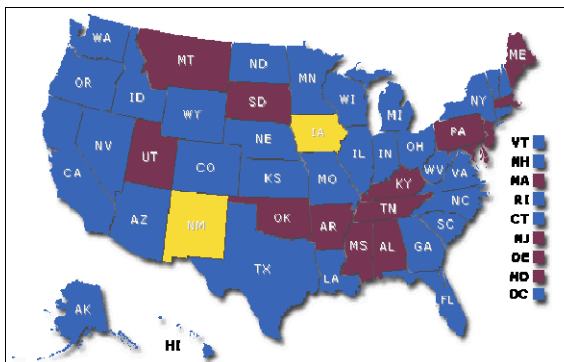
nearly pain free. Spoiled by Mother Nature's generosity, once again the coastal influence of the San Pablo Bay delivered elegant, expressive wines with an ample touch of minerality and beautiful natural acidity.

One of the most exciting aspects of the 2007 vintage was the performance of our Cabernet & Syrah vineyards in Napa and Coombsville. While still in the early stages of their development, initial staff tastings seem to indicate that the Cabs and Syrah from the 2007 vintage will rival those produced in 2004! If you follow vintages closely, then you're already aware that 2004 may go down as one of the best we've seen in Napa in the last 10 years! According to Rolando, “not since 1995, when I was the

assistant winemaker at Chateau Potelle, have I experienced a vintage that delivered such incredible ripeness at such low sugar levels.” Mild temperatures throughout a season with few, if any heat spikes kept sugar levels in check. With the risk of “over-ripeness” removed from the harvest equation we could sit back and enjoy the enhanced flavor development that the extended hangtime would ultimately deliver. In the end, you can expect some GREAT Cabernets and Syrahs from the 2007 vintage. Salud!



T H E M Y S T E R I E S O F W I N E S H I P P I N G



Map Courtesy of Ship Compliant

If you live outside of California and have ever attempted to ship wine to your home state, you are probably painfully aware of the labyrinth of rules, regulations, tax laws and quantity limits that govern your respective state. Believe it or not, several states still consider it a felony to ship wine “direct to consumer.” If you are more than a bit mystified by the litany of rules that seem patently archaic, you are not alone.

Thanks to the loyal & enthusiastic group of wine lovers that we've been able to cultivate over the last 10+ years, many of you have taken it upon yourselves to spread the “word” about our limited production wines. As a result, we've received numerous inquiries

NEW WINE CLUB OFFERINGS

SELECCIÓN PLATINO

- 2 Shipments per year
- 12 bottles per shipment - Mixed
- 15% Discount on all club shipments
- 15% discount on all future purchases
- Approx. cost \$400-\$550 (plus tax & shipping)



SOLO ROJO (RED WINE ONLY)

- 2 Shipments per year
- 6 bottles per shipment
- 10% Discount on all club shipments
- 10% discount on all future purchases
- Approx. cost \$250-\$300 (plus tax & shipping)

GRAN SELECCIÓN

- 2 Shipments per year
- 6 bottles per shipment - Mixed case
- 10% Discount on all club shipments
- 10% discount on all future purchases
- Approx. cost \$250-\$300 (plus tax & shipping)

TRES AMIGOS (3 BOTTLE CLUB)

- 2 Shipments per year
- 3 bottles per shipment
- 5% Discount on all club shipments
- 5% discount on all future purchases
- Approx. cost \$135-\$150 (plus tax & shipping)

WINE SHIPPING (CONT.)

from customers located in markets where our portfolio is not currently represented by a local distributor. While the ever-changing Direct Shipper landscape remains a challenge for a winery of our size, recently we switched to a new fulfillment warehouse that specializes in navigating the maze of regulations to “difficult” ship-to states.

If all goes according to plan, by the end of April we hope

to add the following new markets to our growing list of approved “ship-to-states”: Alaska, Idaho, Louisiana, Nebraska, Virginia, New Hampshire, Massachusetts and Wyoming. In the near future we hope to launch a separate page on our web site that will list all of the states that we can ship to as well as all of the quantity limits and applicable regulations. In the meantime, please feel free to contact the winery for

specific details that may apply to the state you reside in. Email ALERTS will be sent out as new markets join the Direct Shipping bandwagon.



NEW VINE SERVICES



NEWVINE

THE PRODIGAL SON RETURNS (CONT.)

Now, if that isn’t enough to elicit a smile, I have one other tidbit of information that most assuredly will. Rather than follow common industry practices where red wines are priced higher than whites, we decided to list the ‘07 Los Carneros Pinot Noir at exactly the same price as our Chardonnay from the same appellation.....\$38!

Managing and controlling our growing costs from the earliest stages, presented an opportunity where we can pass along the savings to our club members, friends and loyal customers. If by chance you happen to be a Selección Platino club member, your cost per bottle would drop all the way down to \$32! Since our total

production was barely 350 cases this wine is likely to sell out quickly. In fact, with so few cases produced, it will be available in very limited quantities outside of California. With the first day of Spring behind us, now is the perfect time to stock up on a bottle or two...or 12! Enjoy!



Mi Sueño’s Tierra Blanca Vineyard



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LIMITED PRODUCTION ITEMS, SPECIAL
OFFERS & MI SUEÑO GEAR

HERRERA WOOD BOX

Get them while they last. The new Herrera wines can be purchased by the bottle or in a 3-pk, wood box.

- 2005 Herrera Cabernet Sel. Rebecca
- 2005 Herrera Cabernet Sel. Rolando Jr.
- 2006 Herrera Pinot Noir Sel. Esmeralda



**THE MI SUEÑO
STARTER KIT**

If you're searching for the perfect "Thank You" gift, look no further.

Surprise your family member, best friend or business associate with a mini-collection of some of our best wines. Their Mi Sueno starter kit includes **Half Bottles** of the wines listed below:

- (2) Chardonnay Los Carneros
- (2) Pinot Noir Russian River
- (2) El Llano Red Wine

Cost: \$140.00

(plus shipping & tax)

At the present time, magnum bottles and shirt orders can only be accepted by email, fax or phone.



\$20.00



\$40.00