

harvest

2011

CRUSHPAD

Appellation Bordeaux Contrôlée

**BORDEAUX
VINEYARDS**

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Greetings from Crushpad Bordeaux

This document results from hundreds of vineyard visits throughout Bordeaux's four major wine regions. For our third harvest, we've included parcels reflecting the diverse nature of Bordeaux's terroir and appellations and the distinct styles of wine which come from the Medoc as well as the prestigious Right Bank.

We're working with one of Bordeaux's premier consultants, Eric Boissenot, to select and manage our vineyards. Eric is the consultant for many of Bordeaux's best known chateaux, including Lafite, Latour, Margaux, Pichon Longueville, Palmer, Leoville Baron and many others. All wines are made under the guidance of Jonathan Maltus – owner of Chateau Teyssier – whose own wines such as Le Dôme, Les Astéries, Le Carré, Vieux Château Mazerat and Chateau Laforge routinely score 94 to 98 points by the likes of Robert Parker.

We focus our attention on growers who apply precision viticulture to old vines located on exceptional terroir, irrespective of appellation. These are vineyards where now you have the opportunity to be a pioneering winemaker.

You are the winemaker

This is Crushpad's eighth harvest, and our third in Bordeaux. Every year, we find a universal enthusiasm in our client base as wine consumption turns into wine collection and then into wine creation. The experience and satisfaction of creating your own wine and the pride of sharing it with others is what winemakers live for. While most of us would like to quit our jobs, sell our house and take our spouse and children to live on the vineyard, it's just not realistic. Crushpad gives you as much of the winemaker lifestyle as possible, wherever you live.

Take your time reading through this vineyard list. If you have any specific questions about the vineyards or the process, feel free to contact Stephen Bolger in Bordeaux at stephen@crushpadwine.com or +33 (6) 26 01 57 69.

How It Works

Crushpad has a seven step process for winemaking in Bordeaux that spans anywhere from 14 to 24 months, depending upon the style of wine you produce.

1 Define your wine style and primary blend components

Whereas many of California wines consist of only one varietal, the magic and fun of Bordeaux wine production is found in the blending of your desired product. We work with you to determine the wine style you seek and the appropriate primary blend ratios between the predominant varietals in Bordeaux: Merlot, Cabernet Sauvignon, and Cabernet Franc.

2 Select your fruit

When you place your order, your primary blend can come in any configuration and with any ratio you choose. 70% Cabernet Sauvignon and 30% Merlot? 80% Merlot and 15% Cabernet Franc and a hint of Cabernet Sauvignon? You decide. The question is which vineyards best suits your style. This list gives you an overview on the characteristics of each vineyard. Crushpad will gladly guide you in the process.

3 Construct Plan

Every wine has a detailed blueprint that covers the entire process of growing, fermenting, aging and blending. Every year is different and things can change, so you'll be facing many questions along the way. Will work with you to get the answer right.

4 Monitor Vineyard

Throughout the growing season, we'll provide weather updates, pictures and video interviews with growers to give you insight into the ups and downs of an agricultural life.

5 Create Wine

When the fruit comes in, you can come in and help sort, crush, ferment and press your wine. If you can't be here in person, you get real-time updates and educational content on crushnet.com.

6 Design Packaging

You will receive a Packaging Guide which helps you work with our design team through the process of creating a great label and selecting bottle, cork and capsule options.

7 Finish Wine

The final step in creating your wine is an optional blending process that you can do in Bordeaux (with us individually or at one of our blending events) or at home with a *fusebox* wine blending kit. We produce extra wines for blending purposes. You can make up to a 20% blending adjustment. We then bottle your wine and then it's off to you to enjoy and watch its evolution.



CABERNET SAUVIGNON CABALEYRAN, HAUT-MEDOC

This parcel of 53 and 35-year-old Cabernet Sauvignon vines is perfectly situated on the top of a gravel hill with a deep base of blue clay and limestone. Located just north of Saint Estephe, this vineyard is adjacent to those owned by Sociando Mallet. The average density of 9000 vines per hectare planted on 3309 and 420A rootstock ensures excellent canopy health with strong competition for water and nutrients. The resulting Cabernet Sauvignon is both concentrated and powerful, producing dark-colored wines with a strong tannin backbone. The aroma and flavor emphasize long-lasting dark fruit and mineral components.



CABERNET SAUVIGNON GRANDE CATHELIE, PAUILLAC

This one hectare (2.5 acre) parcel of 35-year-old vines rests on light, sandy gravel soil which forces the vineyard roots to dive deep for nutrients into the subsurface of clay and limestone. Our parcel adjoins parcels in the backyard of Pichon Longueville Baron and is located less than a kilometer from the front yard of Chateau Grand Puy Lacoste and the village of Bages, all of whom own vineyards in this sector. This Cabernet is characterized by powerful wines of great elegance and density, tight fine grain tannins and aromas of dark fruit, licorice and cedar.



CABERNET SAUVIGNON LE POTEAU, MARGAUX

This 0.5 hectare (1.25 acre) parcel planted with 40-year-old Cabernet Sauvignon exemplifies Margaux terroir: large gravel mixed with sand over a thin layer of clay. As reference points, this vineyard is directly surrounded by parcels belonging to Chateau du Tertre, Gisours, Rauzan-Segla and Marjallia. The vineyard belongs to Eric Leglise, a passionate grower who runs one of the few remaining small, family-owned properties in Margaux. This fruit produces wines of classic finesse and richness, high but sweet tannins with strong floral and red fruit aromatics. All this explains why Margaux is often called the most 'feminine' of Bordeaux's appellations.



MERLOT
LE RUISSEAU, COTES DE CASTILLON

This 1.8 hectare (4.4 acre) clay over limestone parcel of old vine is located a stone's throw from the demarcation line separating the Saint Emilion and Cotes de Castillon appellations. It has nothing to envy of its neighbor, sitting on the uppermost section of a south-facing slope with excellent drainage and perfect exposure to sunlight. Cropped to ensure low yields (35 hl/hectare), the result is a Merlot that strongly emphasizes the fruit characteristics of nearby Saint Emilion, yet with a combination of depth of fruit and more subtle tannins that provide the perfect counterpart to our parcel of Pey Labrie. The grower, Philippe Emile, is as passionate as they get, applying precision viticulture honed through years of working closely with Stephane Derenoncourt. Stephane's own wine, the Domaine de l'A, comes from nearby parcels.



MERLOT
PEY LABRIE, CANON FRONSAC

Located on a hilltop overlooking the Dordogne and Isle rivers, this parcel represents the very best of Canon Fronsac. These 34-year-old, low-yielding vines are planted on clay-limestone duplex soil over a rock limestone plateau (calcaire sur asteries) that regulates water stress, not unlike the best Saint Emilion terroir situated eleven kilometers to the west. Stephane Derenoncourt highly recommended that we select this 0.6 hectare (1.5 acre) parcel for its ability to produce wines of great richness, elegance and concentration. These Merlots typically produce aromatic, dark ruby colored wines with a solid tannin structure, emphasizing red currents and raspberry which age wonderfully over time.



MERLOT
GRAND PONTET, SAINT EMILION

Owned by our winemaking partner, Château Teyssier, this one hectare (2.5 acre) parcel of Merlot lies in the middle of a number of Saint Emilion Grand Cru Classes – including, as the name suggests, Chateau Grand Pontet. Situated a stone's throw from the centre of the village of Saint Emilion, the old vines rest on clay over limestone – classic Saint Emilion. Cropped to extremely low yields, the fruit from this vineyard goes into Jonathan Maltus' Château Laforge – a rich, powerful wine with velvety tannins and ripe black fruit.



CABERNET FRANC LARGENBEAU, SAINT EMILION

Located near the village of Saint Sulpice de Faleyrens, this parcel of 40-year-old cabernet franc rests on a mix of sand, gravel and alluvial soils. The combination of very old vines and the low yields practiced by owner Jonathan Maltus confer sound structure to this cabernet franc. The resulting wine emphasizes fruit and aromatics over the minerality and complexity of our other Cabernet Franc parcels. We've selected this vineyard in response to client demand for a high-quality cabernet franc that doesn't compromise the approachability of the resulting blend in its younger years.



CABERNET FRANC LE BARRAIL, SAINT EMILION

This parcel belongs to Chateau Mangot, located in the quality enclave of Saint Etienne de Lisse. Situated on the southern face of a typical Saint Emilion limestone slope (neighbors include Chateau Faugeres, Valandraud, Rol Valentin and Fleur Cardinal), these 40-year-old vines on limestone-tolerant 41-B and Fercal rootstock produce concentrated, small berries. With typical yields of 35-40hl/hectare, the resulting wine combines deep aromatics, freshness, plenty of fruit and mineral components. The tannin profile provides an ideal tannin backbone to Merlot-dominant blends. It also has the concentration required to stand as the dominant component of any blend.



CABERNET FRANC LABRIE, SAINT EMILION

Owned by our winemaking partner, Château Teyssier, this one acre Cabernet Franc parcel is cropped very low – four bunches to the vine. The vineyard is situated on the plain of St. Emilion on predominantly sandy soil with a little gravel and a vein of “crasse de fer” (iron oxide) around two feet down. The vines were planted over forty years ago and contribute to the blend of Château Laforge, a rich wine where Cabernet Franc provides its backbone.

CALCULATING YOUR BARREL PRICE

Barrel pricing (approximately 25 cases or 300 bottles) is all inclusive: fruit, materials, winemaking, packaging and oak (new, neutral or a blend from top French and American coopers – your choice). Because blending is such an important component of making a fine Bordeaux, we don't want to restrict your options. As such, your final barrel price will be calculated based on the vineyards you select and the amount of fruit required from each source. Here's an example:

80% Cabernet Sauvignon from Cabaleyran at €7,200 a barrel
20% Merlot from Le Ruisseau at €6,750 a barrel

Your barrel price: $(€7200 \times .8) + (€6750 \times .2) = €7,110$, or the equivalent of €23.70 a bottle.

PRICING DETAILS

You will see that we have two prices.

The first is a price in euros, where the wine will be available from our winery in Bordeaux, France. This price excludes VAT (value added tax), since this is subject to the VAT tax rate of the destination country.

The second price is for our North American customers. We have prepared a US dollar price which includes shipping of your wine to our Napa warehouse. It does not include sales tax.

In both cases we will work with you to determine pricing for delivery to your final destination.

PAYMENT OPTIONS & VOLUME DISCOUNTS

Installment payments are 1/3 at time of signing, 1/3 on October 1, 2011 and the final payment on February 1, 2012.

A 5% pre-payment discount is offered until July 1, 2011 for those who choose to pay 100% upfront. Payment is due within 10 days of contract signing in order to secure your fruit source.

VOLUME DISCOUNTS

5% discount for 2 or 3 barrels
10% discount for 4 to 7 barrels
15% discount for 8-12 barrels
20% discount for orders over 12 barrels

CONTACT

Stephen Bolger
+33 6 26 01 57 69
stephen@crushpadwine.com