



## MARTIN RAY WINERY

Hi {FIRST\_NAME|Valued Customer},

*The 2010 harvest is finally well under way!*

*It was an extremely slow start this season, but the recent warm weather has kept the grapes rolling in over the past few weeks so the winemaking team is busy, busy!*

### **2010 Harvest Tidbits: Bill Batchelor, Winemaker**

Welcome to one of the strangest Harvest seasons on record! This long, slow, cold season has us about 3-4 weeks behind schedule, and Pinot Noir grapes only started to come in the last week of September! No one knows why we



are experiencing such a drastically different harvest his year, but we are now down to only 4 weeks to gather up the rest of the crop which makes it a logistic puzzle for us. Although the season has been bizarre, this will be a harvest of "super berries"! Due to the moderate ripening at cool temperatures, the grapes have retained good levels of acid so we have very balanced fruit that have achieved ripeness at lower brix. Therefore, we have lower yields of fruit, with lower alcohol and sugar levels, great color, and amazing flavors.

Our new Grower Relations Representative, Jerry Quirk, has been out monitoring our grapes and improving our fruit quality by working closely with our growers. Having a more "hands on" approach with our vineyards and experimenting with new winemaking techniques, we hope to achieve an even higher level of quality. Our Enologist, Alejandro Alvarez, and I have begun to use native yeasts for fermentation in 20% of our wines to experiment with wild, spontaneous flavors that will add complexity and layers of flavors to our wines. A new technique we are adding for Pinot Noir is whole cluster fermentation. In this process, you ferment the entire grape cluster without removing stems, 80% of the fruit whole berry and 20% whole cluster. This type of fermentation will create a velvety, juicy Pinot Noir with more mouthfeel and structure due to the use of the stems.

I'm looking forward to working with these new techniques and experimenting with different ways to enhance our wines. It's a very exciting time to be the Winemaker at Martin Ray Winery and the 2010 harvest is a great year to be a grape! ~ *Bill Batchelor*

### **Holiday Sale: Magnum & Double Magnum Madness!**

• SHIPPING INCLUDED IN YOUR PURCHASE THROUGH 12/31/10!  
Purchase our Magnums & Double Magnums and receive them for no additional shipping charges on your large format bottles **only**, through December 31st, 2010!

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- - 1.5L 2006 Angeline Alexander Valley Cabernet Sauvignon, \$70.00
- - 1.5L 2006 Martin Ray Santa Cruz Moutains Reserve Cabernet Sauvignon, \$150.00
- - 1.5L 2004 Martin Ray Santa Cruz Moutains Reserve Cabernet Sauvignon, \$60.00
- - 3L 2004 Martin Ray Santa Cruz Moutains Reserve Cabernet Sauvignon, \$120.00
- - 1.5L Martin Ray Sonoma Moutain Reserve Cabernet Sauvignon, \$60.00
- - 3L Martin Ray Sonoma Moutain Reserve Cabernet Sauvignon, \$120.00

[Click here to visit our on-line wine shop and place your order today!](#)

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### **2010 Sonoma County Harvest Fair Medal Winners!**

#### **Gold Medal:**

- 2007 Martin Ray Sonoma Mountain Reserve Cabernet Sauvignon
- 2009 Martin Ray Russian River Valley Chardonnay

#### **Silver Medal:**

- 2009 Angeline Russian River Valley Merlot
- 2008 Angeline Alexander Valley Cabernet Sauvignon



### **Upcoming Event:**

#### ***A Wine & Food Affair at Martin Ray Winery***

#### **Weekend of November 6 & 7: 11am-4pm, both days**

This event is the premier event for Russian River Wine Road in Northern Sonoma County! Join us for a weekend of wine and food pairing in the Alexander, Dry Creek and Russian River Valleys. Join us at Martin Ray

Winery where we will be serving Pulled Pork Sliders with Cabernet Caramelized Onions from head Chef, Bruce Reizenman, at Park Avenue Catering in Cotati, paired with one of our featured Martin Ray Cabernets. Over 100 wineries will be participating this weekend, so you can travel throughout the three valleys tasting your favorite wine along with a tasty treat. All of the wineries participating will be serving a featured recipe from the cookbook you will receive, which they will prepare both days for you to sample, along with the perfect wine.

Tickets go on sale on-line beginning September 15, 2010. Event will sell out, so no tickets will be sold at the door during this event. Ticket prices: \$65 for the weekend/\$45 Sunday only/\$25 for Designated Drivers (\$5 service charge added to all phone and mail orders). Ticket holders will receive their cookbook, commemorative logo glass and wristband upon check-in. This event does not take place at one location, instead you go from winery to winery, visiting the ones you are interested in. Visit [www.wineroad.com](http://www.wineroad.com) to purchase tickets, for more information and to download a list of participating wineries and what they will be serving. Event takes place rain or shine so we hope to see you there!



Have a wonderful Holiday Season and thank you for enjoying our Martin Ray and Angeline wines. We hope to see you soon in the Tasting Room!

*Cheers & Warm Wishes,*

*Tiffany G. Garcia*

Manager of Direct Sales & Marketing

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