



PLATINUM SERIES



Select, Ultra Premium, Collectable Wines from California's Best Winemakers

When Bruce Ahnfeldt was only fifteen, he went into business with his older brother Charlie, who was nineteen. The brothers leased a 10-acre apricot orchard in Los Altos Hills, just above the city of San Jose. For the next two years, the Ahnfeldts spent a good deal of their time and all of their summers growing, picking, drying and finally selling the apricots. At one point, after someone stole some drying apricots, the brothers were forced to spend nights in sleeping bags to protect their investment.

"It was a wonderful time for us," recalled Bruce Ahnfeldt. "Charlie and I did everything ourselves, from pruning, spraying and picking. The experience taught me a great deal about life and also planted the first seed in my mind as far as growing something, respecting the soil, and nature itself."

Ahnfeldt matriculated to San Jose State (Bachelors in Business Management) and then to Lincoln University's School of Law. He began law practice in 1979 in San Jose just as Silicon Valley was beginning its incredible eruption onto the world's stage. A year or two later and Ahnfeldt was attracted to an asbestos lung case centered around Mare Island where most of the plaintiffs were either from Napa Valley or the town of Vallejo. The young lawyer found himself practicing in San Jose but spent most of his time around Napa Valley.

In 1985, he moved permanently to Napa Valley where he found a building site for a home that also contained enough room for a five-acre planting of Cabernet Sauvignon. For Bruce Ahnfeldt, the move was significant in that it fulfilled his longing to return to the agribusiness.

When his vines began to produce viable fruit, Bruce's first customer was Bernie Weir of nearby Hagafen Cellars. For the next two decades, Bruce Ahnfeldt acquired several other small parcels in various parts of Napa Valley and also acquired the rights to long term leases on two additional parcels. He planted them to Bordeaux varietals, from Merlot to Petit Verdot. His management company controls more than 20 prime vineyard acres and is now run by Ahnfeldt's son Garrett. While Ahnfeldt no longer sells his fruit, his past client list included the likes of Beaulieu Vineyard, Markham, Sterling, and Kendall-Jackson.

Even with the success he experienced as a premium grape grower, it took a lot of urging from his long time secretary Cynthia MacLean, for Ahnfeldt to finally decide to found his own winery.

"Cynthia had been with me for ten years," he related, "and for most of the time she had urged me to get into the winery end of the business. She loved my grapes and was married to noted winemaker Craig MacLean who had an outstanding resume and trail of successes. Cynthia was also proud of the fact that her husband was one of the few winemakers with a Masters in Enology from UC Davis that was also an expert on Bordeaux blends, which happened to be my favorite type of wines. In the end, I knew she was right and I got together with Craig."

The rest is Napa Valley history. The first release of 625 cases came in 2005, before Bruce Ahnfeldt was even able to secure his business license. After receiving numerous compliments from friends and acquaintances he knew to have good palates, Ahnfeldt decided to take a pair of bottles to *Wine Spectator* magazine for judging. He called a few weeks later and was told the periodical never gave out results of its tastings. A month later, Ahnfeldt returned to his office to find his phone ringing off the wall. His first Merlot received a **94 Point** rating, and literally hundreds of collectors and drinkers wanted to buy his wine.

Ahnfeldt returned each phone message and assured each caller he would honor their order – after his license application was approved.

In 2010, winemaking duties were passed on to consulting winemaker Paul Hobbs, whose wines have achieved national and international acclaim. He is recognized for his vineyard knowledge, winemaking philosophy, and passion for making single vineyard wines. Paul Hobbs has also been named twice by *Robert Parker* as "**Wine Personality of the Year.**"

Ahnfeldt Wines' logo features a beautiful Friesen stallion that is one of three Friesens he owns. His homage on the label relays the message that his favorite horse is both classic and graceful while his wines are elegant, smooth and balanced.



The road to great wine begins at your door.



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AHNFELDT
WINES

Dear *Platinum Series* Members,

We are pleased and excited to share our 2010 Ahnfeldt Reserve Merlot with you. The grapes for this wine come from a five acre vineyard in the heart of Napa Valley, which we planted in 1998. The soil is deep clay, which Merlot loves! We have had many great vintages of Merlot from this vineyard, beginning with our first vintage in 2002.

After growing and selling grapes in the Napa Valley since 1986, we decided to jump into the wine business. In 2002, we produced Cabernet Sauvignon and Merlot wine. We have expanded our wine portfolio to include more Cabernets, Red Blends, an occasional Syrah, and a variety of whites under the Ahnfeldt brand, as well as Provacative and Carducci wines.

In America's largest wine competition, the San Francisco Chronicle Wine Competition in 2013, our 2010 Reserve Merlot was awarded Best of Class! Our consulting winemaker, Paul Hobbs, has created another beautiful wine. We feature all of our wines at our downtown Napa tasting house – Uncorked at Oxbow. Please come and get Uncorked with us!

Cheers!

Bruce Ahnfeldt

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TASTING NOTES

BEST OF CLASS
+
GOLD MEDAL

-California State Fair Commercial
Wine Competition

BEST OF CLASS

-San Francisco Chronicle Wine Competition

Ahnfeldt's 2010 Reserve Merlot was produced from the Hardman Vineyard, located in the Eastern portion of Central Napa Valley, where the deep clay soils provide the perfect setting for this velvety smooth, fruity, and bold varietal. Winemaker Paul Hobbs, who is internationally recognized as one of the finest winemakers in the world, is dedicated to producing the finest Merlot possible from Ahnfeldt's vineyards and maintain's the winery's standing as one of the best Merlot producers in the reigon. The Ahnfeldt 2010 Reserve Merlot is big, bold, and powerful with aromas and flavors of rich berry fruit and soft oak. Its lush body and fine tannins leave a long, beautiful finish. Aged 22 months in oak. Enjoy now until 2020.



REORDERS

Ahnfeldt
2010 Reserve Merlot

Retail Price at the Winery: \$70.00

You Save 14% to 20% off the winery retail price!

New! Gold Medal Membership Rewards Pricing.*

| # of Bottles Ordered: | 2+ | 6+ | 12+ | 24+ |
|-----------------------|---------|---------|---------|---------|
| 2-Btl. Members: | \$60.00 | \$58.33 | \$57.50 | \$56.67 |
| 4-Btl. Members: | \$60.00 | \$57.50 | \$56.25 | \$55.83 |

www.GoldMedalWineClub.com
1-800-266-8888

*Effective per bottle prices after
Membership Rewards discount is applied at checkout.

Shipping and tax (if applicable) not included in above prices.
Membership Rewards does not apply to Sale or Specials Wines.