



Platinum Wine Club

90+ Rated, Ultra Premium, Collectable Wines from California's Best Winemakers.

Alysian Wines | Sonoma County

He may come from a family with deep roots in the California wine industry, but 34 year-old Woody Hambrecht is determined to incorporate some innovative and far-reaching objectives into his Sonoma County winery.

To be sure, Alysian Wines is filled with great pedigree, having been founded by Woody's grandfather Bill Hambrecht and Gary Farrell in 2006. Both these iconic wine figures were steeped in success, Hambrecht with Ridge Vineyards and Belvedere Vineyards and Winery, and Farrell with Davis Bynum Winery, Rochioli Winery and Limerick Lane, in addition to his own Gary Farrell Vineyards and Winery.

When both veterans decided to retire in 2013, grandson Woody Hambrecht took over the reins at Alysian Wines and slowly began to change the direction of the smallish Russian River Valley winery.

"I had returned to Sonoma from New York (where he worked for LIFE Books) in 2010," related Woody Hambrecht during a recent interview. "My grandfather had owned our Grist Vineyard in Dry Creek Valley for almost forty years and I took over the job of running the vineyard. I had been raised in the business since I was an infant, so it seemed like the correct thing to do. I now live at Grist Vineyard so I have complete control over the growing process."

Alysian Wines was named for a duality in interpretation. Of Greek origin, *Alysian* can mean 'the journey' or also 'intuitive creativity,' the definition preferred by Woody Hambrecht. Alysian Wines' production level has remained constant around the 3,000 case level since its inception.

"Our wines were wildly successful from the beginning," informed Hambrecht. "But, I wanted to try some different things as we moved into our second decade. For many years, my family owned large vineyards and our wineries produced hundreds of thousands of cases. At this time, only our ranch (Grist Vineyard) and Alysian Wines are left. The fact that we were once an artisan winery gave me a great deal of flexibility."

Hambrecht also added that he began searching for vineyards in out of the way places where viticulture was just beginning to take root. Of particular interest to the young vintner was

Humboldt County (extremely Northern California around the City of Eureka) in California and the Dundee Hills (south southwest of Portland) growing area of Oregon. "These locations and the vineyards already planted there motivated me," confessed Woody Hambrecht. "Both are pioneering areas as far as growing is concerned and the farmers located there are true visionaries."

Hambrecht also laments the fact that his stint as owner and manager of Alysian Wines came almost two decades too late. "We just don't want to be known as another Russian River Valley winery," he confided. "I intend to do some things that will give us a real personalized presence in the California wine world."

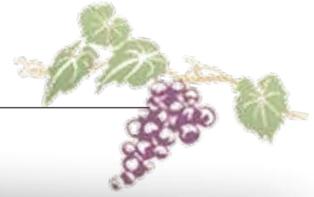
To that end, Alysian Wines is already producing Alysian Vermouth that is directed at bartenders rather than the consuming public. It is Woody Hambrecht's intent that his vermouth has a presence in bar drinks rather than an afterthought on the part of the pourer. He is also ready to unveil his first kosher wine that is made with strict kosher rules and standards in place. It is Hambrecht's feeling that these products will add to his company's ever evolving status as a multi-faceted winery.

"I want to live outside the box," he added. "I'm fortunate to have had the likes of my grandfather and others like Joe Rochioli (considered one of the top growers in California) and noted winemaker Shane Finley of Lynmar Estate and other top wineries to help me along my journey. I certainly owe them a great deal for Alysian Wines' continued success."

Alysian Wines currently utilizes around 50% of organically grown fruit and also uses around 40% of estate fruit grown on Grist Vineyard. By continuing to explore outside growing possibilities, Woody Hambrecht sees his production increasing slowly in the future.

"I have always believed that the foundation of any winery operation is in the vineyards," he finalized. "And, now that I have seen the results of some of these really out-of-sight growing areas, I am inspired to do something with the great fruit I have discovered." Woody Hambrecht is a person living his dream and having incredible results to show for his efforts. He is one of a small cadre of winery owners that will forge California's future in the coming years. We are delighted to offer this wonderful wine to our *Platinum Wine Club* members.





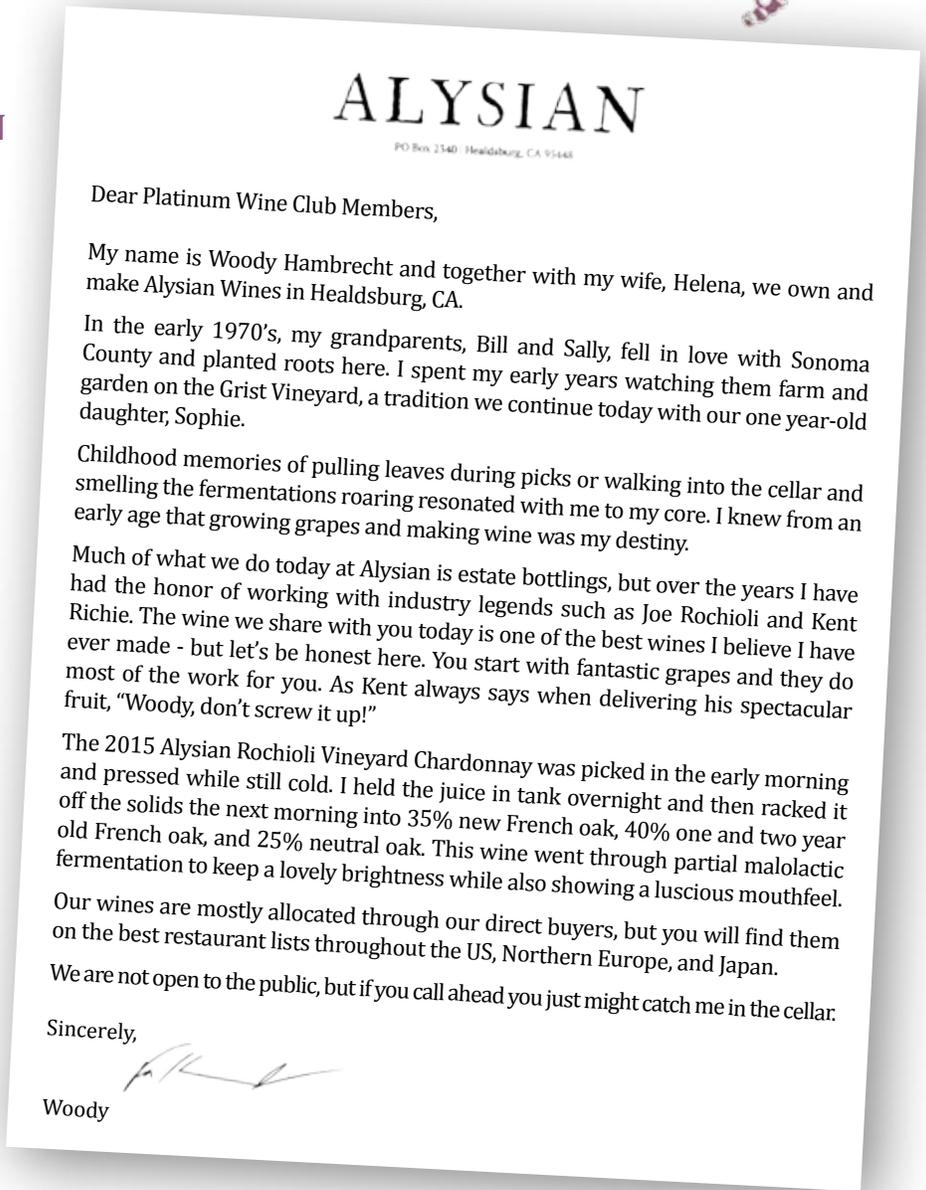
**GOLD MEDAL
SPECIAL SELECTION**

200 cases produced

The Alysian 2015 Rochioli Vineyard Chardonnay comes from a very diverse part of the Russian River Valley in Sonoma County. Here, the grapes benefit from a diversity of soil types, the vineyard's close proximity to the ocean, and the contours of the Valley, which allow for morning fog and cool evening breezes (which allows the fruit to ripen slowly and evenly - ideal for Chardonnay!). The Rochioli Vineyard is renowned for its rich, elegant wines with distinct characteristics. On the nose, this 2015 Chardonnay offers notes of Bosc pear, ripe apricot, nutmeg and persimmons. The palate is rich yet refreshingly, mouthwateringly approachable with flavors of Golden Delicious apple, a field full of stone fruit, and hints of vanilla and cardamom from the toasty oak barrels. A beautiful wine! Aged in French oak for 12 months. 100% Chardonnay. Enjoy!

 **INSTANT
Membership Rewards Pricing***

Winery Retail Price \$45.00/btl.	2+ btls.	6+ btls.	12+ btls.
2-Bottle Members:	\$38.00	\$36.33	\$35.50
4-Bottle Members:	\$38.00	\$35.50	\$34.25



**You Save 16% to 24%
off Winery Retail Price**

**Add a Plus! Bottle to your next wine delivery
\$39-\$49 per delivery**

The Plus! Program automatically adds on one special wine to each regularly scheduled wine delivery, or as often as you like! Plus! wines are all highly-rated, very small production wines with availability too limited for all regular club members to receive. For more information, visit: GoldMedalWineClub.com/plus

**This month's Platinum Plus!
Featured Wine:**

**Byron Blatty 2016 'Agenda'
Red Blend, Los Angeles County**

91 Points + Editor's Choice
- Wine Enthusiast magazine
118 Cases Produced



Shipping and tax (if applicable) not included in above prices.
*Effective per bottle prices after Membership Rewards discount is applied at checkout. Membership Rewards does not apply to Sale or Special-Offer Wines.