



# Platinum Wine Club

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

## Bien Nacido Vineyards | Estate Vineyard, Santa Maria Valley AVA

It's all about history when it comes to Bien Nacido Vineyards. The original vineyard has become the iconic Central Coast vineyard over the past forty years due to its superb tradition of producing excellent fruit and the continuing dominance of wines that have been produced from those grapes.

The actual vineyard is large, comprising more than two thousand acres. It is nestled almost midway up the Santa Maria Valley, just off Highway 101, a few miles southeast of the City of Santa Maria. Its location is considered a cool growing climate, ideal for growing Burgundian and Rhône grapes such as Pinot Noir, Chardonnay, Syrah and Viognier. Its actual name is Bien Nacido Vineyards of Rancho Tepusquet, a testimony to its rich heritage that traces back almost a century and a half.

It all began as a Mexican land grant way back in 1837. The Mexican governor of Alta, California, one Juan Batista Alvarado, deeded the property to Tomas Olivera as part of a 9,000-acre tract from the Santa Maria Mesa ranging upward to the San Rafael Mountains. The land remained in the Olivera Family for many generations until it was reduced in size to a little over 1,400 acres.

In 1969, the enterprising Miller Family bought the Bien Nacido Ranch and subsequently turned it into one of California's greatest vineyard locations. In the beginning, the family's intention was to farm the property and sell the grapes to high caliber wineries for their usage. For the two decades, wineries such as Qupé, Au Bon Climat, Fess Parker, Gary Farrell, Byron, Foxen, Longoria and more than 30 other top wineries racked up scores of Gold Medals and high marks for their vineyard-designated wines.

In 2010, the Millers decided to produce some wines for themselves under the name Bien Nacido Vineyards. "It seemed like the smart thing to do," remarked Nicholas Miller, the family's spokesman. "After all, many wineries had been producing extraordinary wines from our fruit with incredible success. We wanted to see if we could duplicate their experiences."

Nicholas Miller had already experimented with fruit from particular blocks within the Bien Nacido Vineyard. He had produced Pinot Noirs in both 2005 and 2006 that were mostly given away to family and friends.

Then the 2007 vintage came along!

"From the beginning, we all knew this would be a special vintage, capable of producing some really great wines. The fruit was exceptional, and everyone knows that great wines begin with great fruit." As the winemaking process was eventually completed, the Miller family realized it was the correct time to launch their new Bien Nacido Vineyards label.

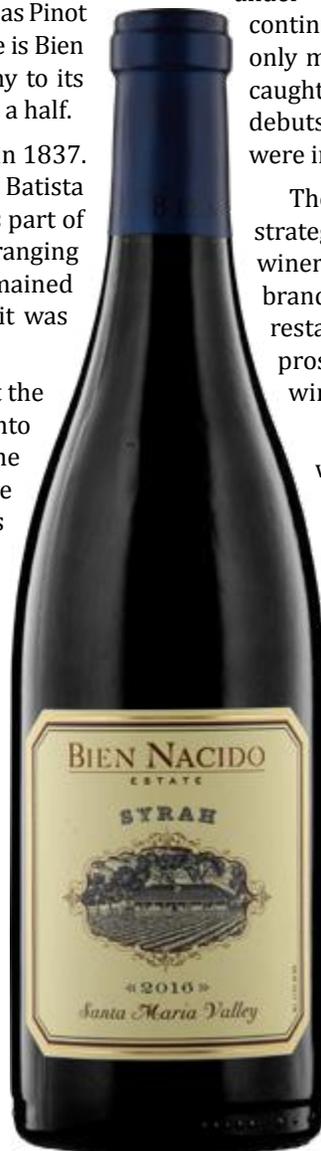
"We had always agreed that we would only make wines under this label that were truly exceptional," Miller continued. "The 2007 vintage was all that and more. We only made around 150 cases of the wine, and it certainly caught everyone's attention". The first releases made their debuts in the autumn of 2010. As predicted, these wines were immediately showered with plaudits and high scores.

The Miller family originally decided on a marketing strategy for the label that was different from their other wineries. Bien Nacido Vineyards became an on-premise brand and was only made available to highest caliber restaurants. These restaurants were delighted with the prospects and immediately lavished high praise on the wines.

There is no telling how many cases of each wine will be produced at Bien Nacido Vineyards. "Our intent is only to produce the finest wines we can, and we never know until we finish the winemaking process just how good the wines will be. Some vintages will be more, some less. It is our quality-only commitment to our family and customers, so we are bound by what is actually produced," Miller added.

In this day of commercialized wines and wineries, such intent is definitely a breath of fresh air. Since Bien Nacido Vineyards only pours their wines at their tasting room in Los Olivos, CA a small cadre of top-notch restaurants, and their own wine club, this month's selection is a boon to our *Platinum Wine Club* members. This is a rare opportunity to taste the wines of this spectacular terroir.

It is a tribute to the Miller family that they have chosen this expression as a means of offering their finest wines to more consumers. We welcome this exceptional 2016 Estate Syrah to our family of fine wines. Cheers!





**95 POINTS**

— *Vinous*

**94 POINTS**

— *Wine Advocate*

**91 POINTS**

— *Jeb Dunnuck*

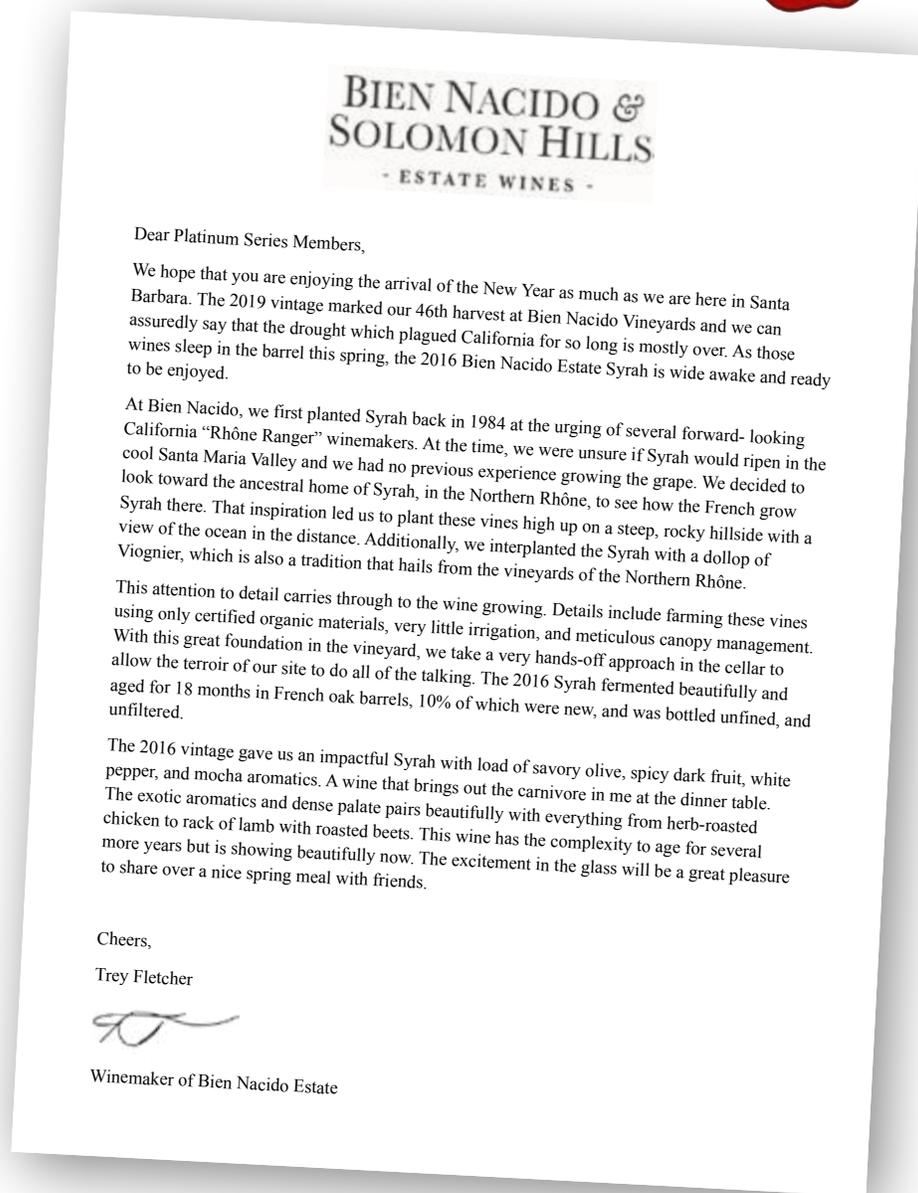
**266 cases produced**

The latest release of Bien Nacido Vineyards Estate Syrah reminds us that much of Central and Southern California was once covered by citrus groves. There is an amazing ruby red grapefruit and citron nose followed with exotic floral and smoky aromatics of violets, nutmeg, and bacon.

This wine was co-fermented with Viognier. The co-fermentation of Viognier lends a softer and more floral tone, which makes the Estate Syrah a perfect wine to open early in its life. Fresh violets, cracked white pepper and blueberry pie dominate with a fresh herbs-de-Provence note found in the background. Those who give the wine some time in bottle are rewarded with summer sausage and sweet leather. Fermentation always happens naturally, and it was never fined or filtered. The amount of Viognier varies depending on vintage, but generally around 2-4%. The wines are aged for 18 months in 10% new French oak.

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**This month's Platinum *Plus!* Featured Wine:**  
**Keller Estate, 2016 Pinot Noir**  
**La Cruz Vineyard,**  
**Sonoma Coast AVA**  
91 Points - *WineSpectator.com*  
410 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.