



PLATINUM SERIES



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

What's love got to do with it?

Just about everything, according to Kenny Kahn, the ebullient owner of Alexander Valley's star winery named Blue Rock Vineyard.

"I truly love what I am doing," Kahn explained recently. "Since I consider myself first as a consumer, the winery offers me a chance to make things better. The only person I have to fight with is me, and I offer myself no compromise. I intend to make the finest wines possible with what Mother Nature has provided me. Fortunately, she has been very gracious as to the quality of earth and surroundings at Blue Rock."

For the record, Blue Rock Estate Vineyard is a property with an admirable past. It is comprised of approximately 100 acres, of which forty-six are under vine. A fully restored historic stone built house and extensive gardens date back to the 1880's and provide a unique insight into a classical Tuscan-style villa and grounds.

Kenny Kahn's long-term affection for wines began in the 1970's in his hometown of Memphis. Kahn was then a recent graduate of Rhodes College who followed his father into one of the nation's first discount brokerage businesses. A close friend, Milton Picard, had amassed a huge Bordeaux cellar and began offering Kahn an opportunity to taste some of the world's rarest and greatest wines.

"I was hooked from the beginning," confessed Kahn. "My wife and I started taking cooking classes and the wines were the highlight of all our activities. Milton was looking for someone to educate about really fine wines and I happened to be the lucky person he chose."

After selling his family's first business, Kenny and wife Cheryl (now a medical doctor) decided to move west and the rest of the Blue Rock Estate story is history.

The Kahns looked around both Napa and Sonoma and finally settled on the site in Alexander Valley. The property was located adjacent to vineyards owned by iconic Silver Oak Vineyards and seemed perfect for growing Cabernet Sauvignon, Kenny Kahn's favorite varietal.

"I had literally started in the wine business drinking great Bordeaux," Kahn continued, "but there were eleven different varietals under vine when we

bought the property. I knew we needed to replant if we were ever going to make truly great Cabernet."

The winery's name, Blue Rock Estate, comes from the vineyard's soils, which are studded with blue pebbles, rocks, and boulders of serpentine. The serpentine rock defines the unique flavor profile of the vineyard, as serpentine naturally reduces the yields to very low levels. Today, the very best vineyards are planted on de-vigorating rootstocks in order to improve the flavor and density, something that occurs naturally at Blue Rock.

The entire vineyard was replanted in a number of Cabernet clones and a small planting of Syrah was also added to suit Kahn's taste. A decision was made to limit tonnage in favor of quality, and the vineyard became an instant success. For the next seventeen years, most of the fruit was sold to a neighboring winery that always used the grapes for a vineyard-designated wine.

Jump ahead to 1999, and Kenny Kahn brought a homemade wine to a local gathering. The resulting fanfare caused Kahn to consider making a Blue Rock Vineyard Cabernet Sauvignon for consumers to enjoy.

In 2001, he hired Nick Goldsmith (Simi Winery) as a consulting winemaker and released the first 550 cases of wine in 2001 to nearly instant critical acclaim. Since that time, the winery had grown slowly and will produce around 6,000 cases this year, a level that Kenny Kahn feels suits his company well.

"We presently have seven different Cabernet clones in our vineyards. We feel that to get better at what we do, we must build our competition from within our vineyard to be a true estate vineyard. We are fortunate that Blue Rock Estate is an area where Cabernet really shines and that was our main purpose in the beginning. We are intent on producing world-class wines and our two most recent vintages (2009 and 2010) are something else to behold. The wines from these vintages are show stoppers."

It is seldom that one finds a man truly ensconced in his own element as Kenny Kahn most certainly is. Blue Rock Vineyard is a complete success and is still in its embryonic stages according to its owner.

Blue Rock Vineyard certainly deserves its many plaudits as does its hard-working owners, Cheryl and Kenny Kahn.



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BLUE ROCK

Dear *Platinum Series* Members,

I am excited to have you try our 2010 Best Barrels Cabernet Sauvignon. Best Barrels is just what it sounds like. The first Best Barrels dates back to the 2003 vintage when, tasting through each of our barrels before bottling, I discovered one that was exceptional. It was the one "WOW" barrel and we decided to bottle it (one bottle is 24 cases of wine) for our mailing list customers, just for fun. In 2003, the Best Barrels was Malbec that I planted in 1987. Everyone LOVED it and wished that they could get more. I made the commitment that our flagship cuvee, Best Barrels, would only be made if and when there was something truly unique and special. Therefore, it is not made every year. Furthermore, it could be any varietal or blend that we produce as long as it measured up to the standard that I mandated. I am not restricted by brand, fashion, or finances as there is not much of it and it quickly sells out. My only restriction is self-imposed; that is, it must be the best that we can do and without compromises.

The 2010 vintage was one of the finest at Blue Rock of my 15 year winemaking career. The critics gave the vintage a mixed review, saying that it was a cold year and that quality was uneven. From my perspective, it was a vintage that was right in my wheelhouse. In fact, it was so good that I made 3 Best Barrels wines; a Malbec, a Merlot, and the enclosed Cabernet Sauvignon.

There were only 272 cases produced and I made a handful available due to my friendship with the Gold Medal Wine Club. If you would like to learn more about our Estate vineyard, winemaking, and hospitality, please join our mailing list at bluerockvineyard.com.

Please enjoy and let me hear from you!

Cheers,

Kenneth (Kenny) Kahn
Owner/Winemaker

TASTING NOTES

92 POINTS
+ CELLAR SELECTION

— *Wine Enthusiast*

92 POINTS
— *The International Wine Review*

272 Cases Produced

Produced from Blue Rock's 46-acre hillside vineyard in the Alexander Valley, the 'Best Barrels' Cabernet Sauvignon is a flagship offering consisting of only the best barrels from each vintage. The 2010 Best Barrels went from barrel to bottle with all the promise to be a fantastic wine and perhaps Blue Rock's finest Cabernet Sauvignon to date. There's a classic style to this Cabernet Sauvignon that's reminiscent of the great wines of Bordeaux. Enticing aromas of cassis, black cherry, and liquorice complement the lush, silky palate with a complex core of black cherry fruit. Nicely structured, the Blue Rock 2010 'Best Barrels' Cabernet Sauvignon has a sense of restraint plus a balance of acidity and softness. Aged in oak. 100% Cabernet Sauvignon. Enjoy now until 2020.

REORDERS

Blue Rock
2010 'Best Barrels'
Cabernet Sauvignon

Retail Price at the Winery: \$70.00

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