

PLUS!*Platinum Series Selection*

Bon Niche Cellars
2009 "L'Entrée" Malbec
 Paso Robles
150 Cases Produced!

Bon Niche Cellars began in 2005 when Wally and Joyce Murray began their quest to find vineyard property on the Central Coast of California. They fell in love with the quaint Paso Robles community and found their dream destination on a beautiful sloped hilltop, ten miles east of the town of San Miguel, with spectacular views of the distant hills of Westside Paso Robles. The rich soil, hot days, and brisk nights are perfect for French varietals, which is why the Murrays chose to plant their 10-acre site to Malbec, Petit Verdot and Cabernet Franc. By sourcing additional fruit from nearby vineyards, the Murrays found they could produce a number of Bordeaux and Rhône inspired wines for their little boutique winery. Bon Niche, French for *good niche* – or as Wally and Joyce like to think of it, "*A Very Good Place*" – aptly describes the Murrays' current niche in life. They were thrilled to release the first Bon Niche Cellars vintage just this past year (in 2010), and the wines garnered an incredible response from the press – each wine that was entered into competition received an award! This incredible accomplishment for newcomer Bon Niche Cellars marks a promising start. From this remote Paso Robles vineyard and new boutique winery, we are proud to introduce our *Platinum Series Plus!* members to Bon Niche's most sought after first release, the 2009 "L'entrée" Malbec. Cheers!

ACCOLADES & TASTING NOTES

Bon Niche's 2009 harvest of Malbec provided beautiful fruit for the *entrance* into their first commercial wine production. The "L'Entrée" Malbec, named as such, is a smooth, full-bodied wine with distinct fruit notes and excellent tannins. Alluring scents of nutmeg and vanilla provide wonderful complexity, while the rich color invites the eye to indulge, and the taste buds to savor. As said by Wally and Joyce Murray, Enter and enjoy! Bon Niche's 2009 Malbec is in high demand after its rave reviews at recent wine competitions – the wine garnered an impressive **90 Points** at the *California State Fair Wine Competition*, in addition to a **Gold Medal** at the *San Francisco International Wine Competition* and a **Gold Medal** at the *Orange County Wine Society Commercial Wine Competition*. An excellent accomplishment for a first release! Try pairing the Bon Niche 2009 "L'Entrée" Malbec with calzones, grilled pork chops, or chicken with a creamy mushroom sauce. Aged 20 months in oak. 100% Malbec. Enjoy now until 2015.

REORDERS

2009 "L'Entrée" Malbec
 Winery Direct: \$45.00 /bottle

Gold Medal Wine Store price:

2-Bottle Members: \$35.00 /bottle

4-Bottle/ Multi-Series Members: \$33.00 /bottle

*2 bottle min. order. Availability is extremely limited.
 (plus shipping)

www.goldmedalwineclub.com

800-266-8888

