

PLATINUM SERIES

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

While Saul Levine is considered by many as an industry pioneer, he is quick to point out that this laudatory designation was earned in another business—the FM Radio industry. When the Northern Michigan native first came to California in 1945, the fledgling FM radio domain was in its infancy. In Southern California, only a third of all radios were able to pick up the few FM signals that existed. Even though he knew little about the FM field, in 1959 Levine jumped right in and soon became an FM leader through his Mt. Wilson FM broadcasters, an operation he continues to run today.

At one point during the late 1960's, a close friend introduced Levine to some of his favorite French Burgundies and Saul Levine became interested in wine. That interest grew into a fascination that turned toward California wines and by 1971, Saul and his wife Anita knew they wanted to grow grapes and become part of the wine business.

After seeking help from a number of sources including the late Karl Wentz, the Levines decided on a 30-acre parcel in the Salinas Valley, in the town of Greenfield to be exact. Saul Levine recalled he liked the “lay of the land” and the fact that it was almost entirely covered with river stones left by an ancient river ions ago.

“It was from the stones (3 – 4 inches in diameter and also known as Greenfield Potatoes) that we got the name for our operation,” Levine related. “Of course, at this time there weren't many plantings so it was all quite primitive. But everyone thought it was the growing place of the future, so we took our chances.”

Levine's vineyards (which have grown to 50 acres at this time) became part of the storied Arroyo Seco Appellation in 1983 and are considered one of the true prime growing areas on the Central Coast.

After trying some red varietals on the property with little success, Saul Levine replanted the entire acreage in Chardonnay. The vines prospered and soon Cobblestone Vineyards were supplying the likes of Napa Valley giants Robert Mondavi and Hess Selection

to name a pair. At the same time, the Levines began a 32-year quest to find a suitable vineyard in the Napa area that was finalized with the purchase of a 25-acre piece in 1997. Located just north of the fashionable Silverado Resort and Country Club, the property was part of the Atlas Peak Appellation and incredibly well suited to growing Cabernet Sauvignon, Saul Levine's favorite Bordeaux varietal.

When the grapes became mature enough to use, Saul made the decision to begin making a small amount of wine under the name of Cobblestone Vineyards. The company released its first wines in 2001 (around 800 cases) and the rest is history. Bolstered by exceptionally high ratings on its wines, Cobblestone Vineyards quickly became a buzz winery in the area and also by the national wine media.

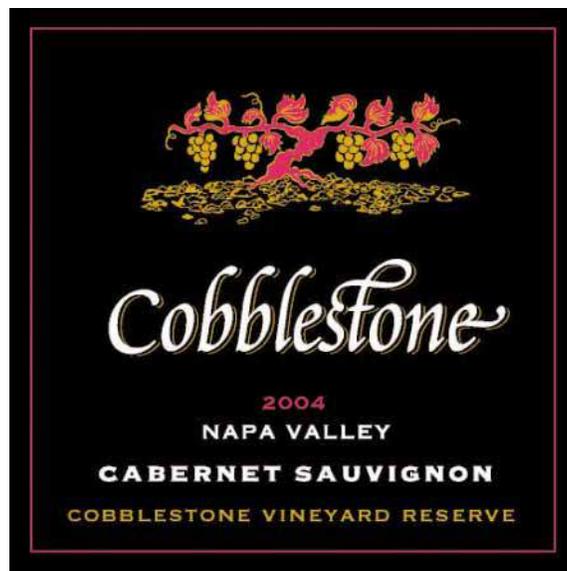
“I was just naïve enough to believe we would be successful,” declared the modest Levine. “I had been fortunate to hire an excellent vineyard manager (Jess Madrigal) and a marvelous young winemaker (Sam Baxter) and have some of the finest fruit

you could ever imagine. What I did not realize was just how truly competitive the wine business is.” Yet, Cobblestone Vineyards has continued to dominate.

“We have a wonderful relationship with Terra Valentine (Winery) on Spring Mountain. They custom crush our fruit and provide us the facilities and space to make our wines. It's an excellent arrangement that has served both our needs very nicely for nearly a decade.”

Saul Levine feels a tasting room in proximity to the vineyards is his next goal and is actively looking for the correct location. He hopes to be as lucky with it as he has been with his first two vineyard choices.

“I was told early on that the harder I work the luckier I get,” he added with a chuckle. “Well, I'm still working hard if you get my meaning.” Through their winery, the Levines have also supported a number of charities in the same spirit as many other Napa Valley entities. Cobblestone Vineyards is truly one of Napa Valley's authentic shining assets.



The road to great wine begins at your door.

TASTING NOTES





Dear *Platinum Series* Members,

It's with great pleasure that through the Gold Medal Wine Club we are able to share this very rare and special wine with you.

Cobblestone is a family owned and operated labor of love.

We make limited-production wines from only our own single-vineyard estates, which are situated in what we consider to be the ultimate locations for the grape varieties we grow.

Case in point – our Napa Valley Cabernet Sauvignon. Napa Valley Cabernet is superlative among New World wine and arguably the finest marriage of appellation and varietal in America. More specifically, we're partial to Napa's mountain sub-appellations, which we find to deliver even greater fruit structure and complexity. So we found a 25-acre property 1500-feet high on Napa Valley's Atlas Peak, which became (with the help of some dynamite) the birthplace of our Cabernet.

The 2004 Reserve Cabernet represents a barrel selection from the juice of our Estate Cabernet, and we made just 300 cases. Also note the vintage. We pride ourselves on an extended aging program, not releasing our wines until they are entering their age of approachability. So you can thoroughly enjoy this wine now, or cellar it for many years to come.

I wish you many happy sips.

Cheers,

P.J. Ochlan
General Manager
Cobblestone Vineyards

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TASTING NOTES

300 Cases Produced

The Cobblestone Vineyard 2004 Reserve Cabernet Sauvignon represents the best of the best from the winery's estate vineyard on Napa Valley's Atlas Peak. As the Cabernet matured, winemaker Sam Baxter set aside what he considered the finest barrels and from that juice he crafted this luscious, Reserve Cabernet, possessing incredible structure and showcasing the exceptional characteristics of the vintage. Cobblestone's 2004 Reserve Cabernet is bursting with intense black fruit, spice, and minerality, beautifully balanced and enhanced by the winery's extended barrel aging program. *Wine Enthusiast* awarded this Reserve Cabernet Sauvignon **91 Points**: "This Cab is quite soft and dry, and the fruit is beginning to show development. It's changing from fresh blackberries and cherries to dried fruits and currants, with a dusty quality. The oak brings in sweetly welcome notes." Try pairing Cobblestone's 2004 Reserve Cabernet Sauvignon with braised beef short ribs, grilled lamb chops, and chicken breast stuffed with Asiago cheese. Aged 24 months in French oak. 100% Cabernet Sauvignon. Enjoy now until 2012.

REORDERS

Cobblestone Vineyards' 2004 Reserve Cabernet Sauvignon is the winery's premier release. A rare, special wine (with just 300 cases produced!), this Cabernet delivers elegance, complexity, and incredible fruit structure – one to enjoy now or cellar for many years to come!

The **Cobblestone 2004 Reserve Cabernet Sauvignon** retails winery-direct for \$69.00 per bottle. As a *Platinum Series* member your very special pricing is as follows:

2-Bottle Members \$55.00 /bottle*
4-Bottle Members &
Multi-Series Members . . . \$52.00 /bottle*
*2 bottle min. order [Plus shipping]

Call: 1-800-266-8888
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