



Platinum Wine Club

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

Collier Falls Winery | Dry Creek Valley AVA

The story behind Collier Falls Winery and its owner Barry Collier is straight out of a Hollywood film, just in reverse.

Collier was a successful movie producer in Hollywood for more than 13 years before he and his wife Susan made a decision to leave Tinseltown for the bucolic confines of Sonoma County's Dry Creek Valley. Both parties had long expressed a true fondness for wine and Susan even pursued her dream and achieved her viticultural degree while they searched for property.

The search ended in 1996 when the Colliers purchased a portion of the fabulous Ferrari-Carano Winery that had become available, a setting that already had some eight acres under vine. They immediately set out to produce fruit and wines and their dream of living and enjoying the wine industry became a realization. For the first three years, the Colliers sold most of their fruit to other wineries.

An incredibly beautiful 30-foot waterfall on the property became the inspiration for their new venture and Collier Falls Winery became a reality. The company's first release in 1998 (a 1997 Zinfandel) received a 90 rating from the *Wine Spectator* and the rest of the story is, as they say, history.

Today, Collier Falls Winery farms some 20 acres in Dry Creek Valley's stepped environs and their wines have continued raking in numerous awards and accolades from both competitions and in trade publications. Sadly, Susan Collier passed away in 2007, but her legacy has remained intact through the remarkable wines Collier Falls Winery has produced.

"I had initially set a goal of around 1,500 cases a year for us to produce," explained Barry Collier. "We have been very fortunate to have maintained that goal and remain a small, boutique-style winery. It has always been my main passion to grow great grapes, while making wines has always been a secondary concern. Today we sell almost 50% of our grapes to our neighbors and I'm totally fine with that. We have also become a sustainability-oriented company and have received an official designation last year for Certified California Sustainable Winegrowing."



To that end, Collier Falls winery has designated 63 acres of its land as protected Open Space to ensure the ongoing preservation of wildlife corridors and its diverse forest habitat.

Part of Collier Falls Winery's success can be attributed to the fact that all of its vineyards lie above 1,000-foot level and are therefore above the fog line that envelopes much of Dry Creek Valley each morning. "Our vineyards get plenty of great sunshine each day and then are cooled during the night," continued Barry Collier. "During the warmer parts of the day, our southeast facing vineyards get early shade that creates an ideal temperature balance for the grapes — sun develops ripe flavors and cooler periods help the fruit achieve balance and complexity. It's definitely a win-win situation for us."

Barry Collier is also quite proud that his son Joshua has remained a part of the business. Joshua handles all the company's internet sales, keeps up the winery's website and produces all Collier Falls Winery's newsletters. Regrettably, his other son Adam, a Naval Academy graduate and Marine Colonel is no longer with us. It had been hoped that Adam would also become a part of Collier Falls Winery.

His greatest winery accomplishment?

"I guess it would be to have the ability to have survived the competitive wine business as a tiny, boutique winery and not to have succumbed to or been distracted by others' successes as wineries," he verbalized. "I'm 77-years-old at this time and growing grapes has always been my greatest passion. I feel fortunate that this has allowed me to enjoy the real fruits of my labor — and for my customers and close friends to have enjoyed drinking my wines."

To show how successful Barry Collier's wines have remained, the likes of Thomas Keller (The French Laundry), Wolfgang Puck (Spago), Emeril Lagasse (Emeril's), Charlie Palmer (Aureole) and Gordon Ramsey (Restaurant Gordon Ramsey) carry and feature his wines. To any serious wine drinker, that array of famous chefs and restaurant owners is hard to beat.

Enjoy this incredible Zinfandel from Collier Falls Winery in the manner it was intended by its gracious owner, Barry Collier. Cheers!



90 POINTS
— Robert Parker's
The Wine Advocate

90 POINTS
— Wine Enthusiast

GOLD MEDAL
— SF Chronicle Wine
Competition

293 cases produced

First thing apparent is this wine's magnificent deep crimson, almost black color. Its nose features a complexity of aromas with red licorice, blackberry and an earthy, forestry undertone that provides an insight to its taste. The palate-flavors are those of strawberry and fig with prominent hints of eucalyptus and powered sugar to boot. A long finish allows hints of cola, tobacco, toasted wood and black pepper to remain with you for some time.

An excellent companion to any cut of steak and even a roasted duck for the adventurous.

100% Zinfandel. Alcohol 15%. Aged for 22 months in American Oak (33% new).

 **INSTANT
Membership Rewards Pricing***

Winery Retail Price \$40.00/btl.	2+ btls.	6+ btls.	12+ btls.
2-Bottle Members:	\$34.00	\$32.33	\$31.50
4-Bottle Members:	\$34.00	\$31.50	\$30.25



**You Save 15% to 24%
off Winery Retail Price**

Add a Plus! Bottle to your next wine delivery
\$45-\$55 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:**
**TW Ferm Co., 2015 'Straight Cab'
Cabernet Sauvignon
Pasa Robles AVA**

94 Points - Wine Enthusiast
43 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.