

# PLATINUM SERIES

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

Bob Hartwell first started enjoying wine when he was in his mid twenties (the mid-1950s) at a time in our country's history when, in his own words, "wine wasn't considered a big thing."

Hartwell can now be considered as coming full circle in his continued passion for wine and his personal pursuit of producing the finest Cabernet Sauvignon in California.

Hartwell is a third generation Californian, whose grandparents settled in Southern California in the 1870s. His family traces their origins back to Massachusetts where his ancestors came to this country from England in the 1600s.

Hartwell is currently entrenched in his second official career, this time as a winery owner. His first line of business was manufacturing plumbing equipment and is where he made his fortune. He continues to be involved in that initial concern but his real heart and focus these days is on his Napa Valley treasure that is named Hartwell Vineyards.

When he finally became serious about entering the wine business, Bob Hartwell wisely decided on hiring a consultant to aid his search for the perfect site and climate for his new venture. By the mid 1980s, he was busy scouring many parts of California's wine domain, including locations around Santa Barbara and Carmel and all the way up to both Sonoma and Napa Valleys. He finally settled on the classic soils of Napa and in one of its more specific areas, now officially known as the Stags Leap District of eastern Napa Valley.

"My consultant felt that the closer you are to San Pablo Bay, the more chance the Cabernet will have to mature on the vine," Hartwell recently related. "We found some really beautiful hillside property owned by Harry Sees of the noted candy family. I was fortunate to be able to close escrow in early January of 1986."

Hartwell Vineyard's initial plot consisted of some sixty acres. Hartwell chose to plant but one original acre, opting to "take my time and learn what

there was to know about planting and growing. I really wanted to see what kind of quality grapes I would be able to grow there."

After several years and opportunistic findings, another 19 acres were planted. In 1990, Hartwell Vineyards released the first two hundred cases of wine to exceptional reviews and plaudits.

The rest is now part of Napa Valley lore. Hartwell Vineyards has grown slowly and currently makes somewhere in the neighborhood of 3,000 to 4,000 cases per year. There are no immediate plans to enlarge the winery according to its self-effacing owner.

"I think we will stay right where we are at," he smiled. "We are at a most comfortable level at present and we sell out of our wines each year. I see no reason for changing anything right now."

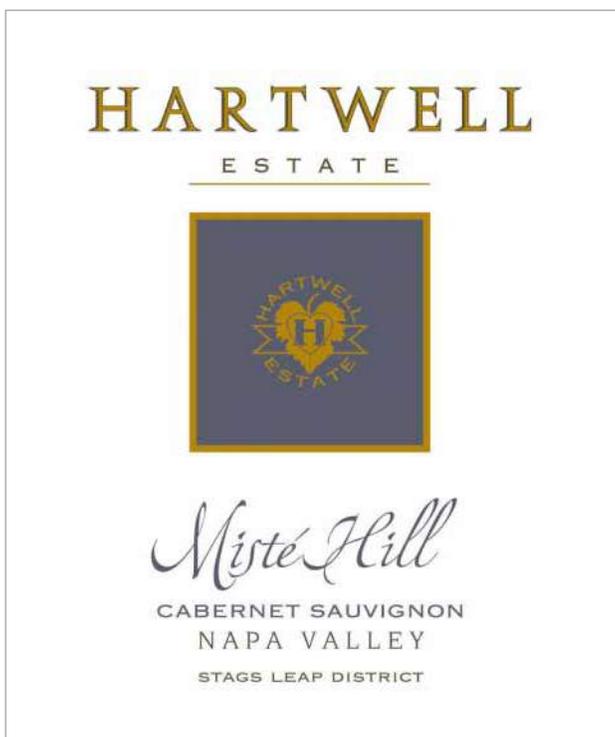
Hartwell Vineyard's state-of-the-art winery was completed in 1999 with the help of Bob's wife Blanca, a noted designer with a national reputation. Bob Hartwell is particularly proud of his

underground tasting room, a candlelit affair that offers three wines, three cheeses and chocolate truffles filled with Hartwell wines. It is all very picturesque, including the strange herd of cattle that grazes Hartwell's hillside domain.

"There's a real explanation to all of this," Bob Hartwell continued. "When we first bought the property it was all knee-high in weeds and difficult to control since it is mostly hillside. We found a couple of Scottish Highland Cows that can eat anything, including poison oak and poison ivy. They eat everything and keep the area well groomed."

Crafted in the old-world tradition in limited quantities, Hartwell's wines are highly sought after, having earned high marks and an incredible following among discerning wine buyers, sommeliers and wine critics.

We know that you will really enjoy this month's *Platinum Series* selection from Hartwell Vineyards.



*The road to great wine begins at your door.*



TASTING NOTES

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Blank lined area for writing tasting notes.

HARTWELL ESTATE

Dear Platinum Series Members,

We are thrilled to present to you our 2005 Misté Hill Cabernet Sauvignon. It is produced entirely from our estate vineyard in Napa Valley's Stags Leap District, a very special and unique site within the district that produces some of the most intensely fruit-forward wines, with depth, richness and incredible concentration.

Our 2005 Misté Hill Cabernet Sauvignon comes from a special selection of barrels and shows a softer side of our estate grown grapes. The wine is blended, racked, and bottled without filtration and then it is aged 22 months in new French oak barrels.

Blanca and I are very excited about this vintage and hope you will enjoy it! Visit us at our winery for a tour and a wonderful sit-down pairing to taste our current releases. And don't forget to bring a camera as we have a terrific view!

Enjoy,

Blanca & Bob

Blanca & Bob Hartwell

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1,100 Cases Produced

Hartwell Estate's 2005 "Misté Hill" Cabernet Sauvignon hails from Napa Valley's Stags Leap District, and more specifically, from an estate vineyard planted on the slope of an actual dormant volcano. The site's unique combination of soils produces some of the district's most intense fruit, which in turn yields wine of uncommon depth, richness, concentration and longevity. Although produced in a "stressful" environment, the Misté Hill Cabernet is a wine that shows the softer side of the Hartwell Estate. During the aging process, a special selection of barrels are chosen that show the most desirable brightness of fruit, soft tannins, and approachability, and they are handcrafted into this exceptional wine. The Misté Hill 2005 Cabernet was awarded **93 Points** by *Wine Spectator*: "Super rich, broad and expansive, with layers of ripe currant, blackberry, cherry and plum notes, framed by spicy, toasty, jazzy oak. Finishes with a long, mouth-coating aftertaste that keeps pumping out the rich fruit flavors." Rich, but well balanced, and fully ripe but with great varietal definition, the Hartwell Misté Hill Cabernet is deliciously drinkable now, but will age well for many years to come. Aged 20 months in oak. 100% Cabernet Sauvignon. Enjoy now until 2014.



REORDERS

Hartwell Estate has become a benchmark name for Napa Valley Cabernet Sauvignon, and the latest 2005 Misté Hill Cabernet is yet another single varietal bottling of world-class distinction from this renowned winery. A true reflection of the vintage with persistent, luscious flavors, this limited release is already sold out at the winery, and is quickly disappearing from our shelves as well.

The **Hartwell Estate 2005 "Misté Hill" Cabernet Sauvignon** retails winery-direct for \$60.00 per bottle. As a *Platinum Series* member your very special pricing is as follows:

- 2-Bottle Members . . . . . \$51.00 /bottle\*
- 4-Bottle Members &
- Multi-Series Members . . . \$48.00 /bottle\*
- \*2 bottle min. order [Plus shipping]

Call: I-800-266-8888  
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