

PLATINUM SERIES



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

Ted Hall's evolution into the wine business began when he was a youngster on his family's farm in Beaver County, Pennsylvania. His mother was a practicing organic agronomist as early as the 1940's, at a time when few in our country even knew the meaning of an organic approach to growing.

Ted was an undergraduate student at Princeton, where he majored in electrical engineering, and then moved on to graduate study at Stanford, where he garnered a degree in business. One of his projects at Stanford involved making a small financial case for establishing a working winery.

"I have always been a farmer at heart," Hall stated recently. "And, I have always been interested in the making and selling of wine."

From 1971 to 1986, Hall partook of a secondary avocation to his numerous business ventures. He made amateur wines, first in a garage and later in a semi-commercial facility located in Sonoma County. He felt that some of the wines weren't so great, but a large number seemed to be well received by his friends and acquaintances and were rewarded by numerous awards and honors in competitions.

In 1989, Hall acquired a remarkable piece of property located high on a Mayacamas Mountains ridge that serves as Napa Valley's western boundary. The land was part of an 1872 land grant and had been used for a variety of agricultural purposes since its inception. When Hall acquired the property, he found it mostly overgrown and in a state of disarray.

"We believe it was abandoned around the time of prohibition," he added, "but the land itself was perfectly suited to our vision of being able to one day grow and produce an elegant, fruit-oriented wine that was organic in its origin."

Long Meadow Ranch's first release came in 1999 with slightly more than 900 cases, which was immediately hailed by the wine press and was extremely successful in open wine competitions. Long Meadow Ranch has grown in the succeeding years and today tallies out at around 7,000 cases.

"A further increase to around 10,000 is possible," informed Hall, "but over a period of the next few years."

From the original 115 acres, today's Long Meadow Ranch (yes, there really is an exquisite long,

rolling meadow on the property) comprises some 650 acres and has numerous usages. To Hall's surprise and pleasure, he also found on the property an abandoned overgrown olive grove that comprised more than 1,000 olive trees. Local speculation said the trees were abandoned in the 1920's. He quickly refurbished the olive groves and began producing some extraordinary olive oil to compliment his fledgling wine business.

"The two businesses (wine and olive oil) are quite complementary," opined Hall. "In 1994, we decided to go into the olive oil business as well as the wine business. We can most certainly utilize our field equipment and also share a small amount of our stainless steel capacity. It also seems very attractive to stores and restaurants who feel they can utilize both our wine and olive oil at the same time."

Ted Hall's plans for his enterprise were all encompassing from a natural perspective. After boring out a cave, the soils became

the base of the new winery with 99% dirt and 1% Portland cement. The design calls for the thermal mass of the building to maintain the temperature. The width of the walls, therefore, range from six feet to 32 inches and are probably the most energy saving that is possible.

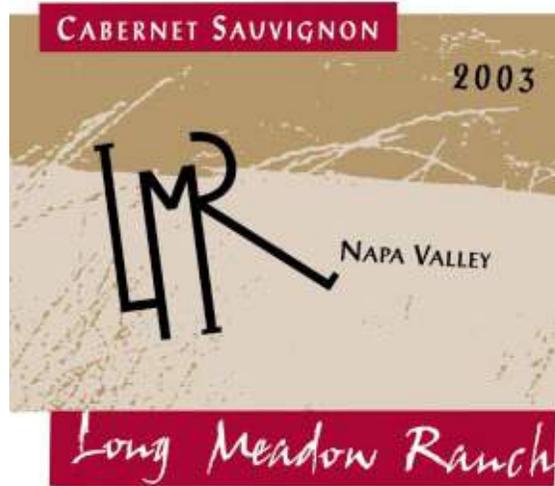
The beams inside the winery are made with recycled timbers and the electrical fixtures are also comprised of used electrical parts and pieces.

"Long Meadow Ranch is a genuine reflection of everything my family believes in," Hall stated proudly. "We tried to make a specific statement and many people think we achieved our goal."

Ted Hall is accompanied at Long Meadow Ranch by his wife, Laddie, who was instrumental in the development of the winery and also oversees the family's organic gardening enterprise that supplies most of the finer restaurants in Napa Valley.

Their son Chris is an expert horseman and outdoorsman who handles all the marketing chores for Long Meadow Ranch and is also active in the ownership and growing of the organic vegetables that supply a number of end users in the area.

With a remarkable following for their expansive product lines, Long Meadow Ranch is a wonderful statement of expression from a family that sincerely believes in their self-appointed mission.





TASTING NOTES



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The 2003 Cabernet Sauvignon is among an awe-inspiring procession of award-winning Long Meadow Ranch Cabernets. Honored with **91 Points** from *Cork'd Online*, the 2003 Long Meadow Ranch Cabernet Sauvignon is deep garnet in color with Bordeaux-like characteristics of tea, tobacco, cedar, and ripe black fruit. The *Los Angeles Times* also named this 100% organically grown 2003 vintage one of the **Top California Cabernets**: "A food wine through and through, with scents of black cherries and bay leaves. The dark red cherry flavors are supported by hints of olive and a mineral grounding with a dusting of cocoa in the finish. The olive and herbal notes make it a great wine for lamb." A balance of powerful tannins, complex earthiness, and a smooth finish make this wine a tasty compliment to rib-eye steaks and rich and creamy penne pastas. Aged in oak for 18 months. 95% Cabernet Sauvignon, 5% Cabernet Franc. Enjoy now until 2013.



Dear *Platinum Series* Members,

Our family arrived at Long Meadow Ranch nearly twenty years ago to fulfill my vision: to make elegant, balanced wines which truly complement food from mountain-grown fruit while using only sustainable, organic farming methods.

From my first wines made more than 35 years ago - with pointers from the winemakers at mountain fruit specialists Ridge and David Bruce - I knew that elegant wines could be made using fruit grown where the sunshine was long - above the fog - and the nights cool. In these conditions, grapes ripen fully without the need for the long hang times and resulting high sugars that seem to predominate among wines today.

The 2003 Cabernet Sauvignon fulfills my dream. The wine has deep garnet color with beautiful purple edges and the nose carries bordelaise characteristics with tea, tobacco, cedar, and ripe black fruit. On the palate there are powerful tannins giving a rich full-bodied mouth feel including briar patch and dried black tea. Yet, it finishes smoothly with a complex earthiness and a long lingering finish. Try it with grass-fed Highland beef, with lamb, or with roasted game.

Ted Hall
Proprietor

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REORDERS

Long Meadow Ranch's 2003 Cabernet Sauvignon is sophisticated, balanced, and food-friendly. Sommeliers at some of the finest chef-lead establishments feature the wine on their award-winning lists and it is a pleasure to offer this fine selection to our *Platinum Series* members.

The **Long Meadow Ranch 2003 Cabernet Sauvignon** retailed winery-direct for \$38.00 per bottle when it was available. As a *Platinum Series* member your very special pricing is as follows:

Half-Case-\$33.00 /bottle (\$198.00)

Full-Case-\$30.00 /bottle (\$360.00)

[Plus shipping]

Call: 1-800-266-8888

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