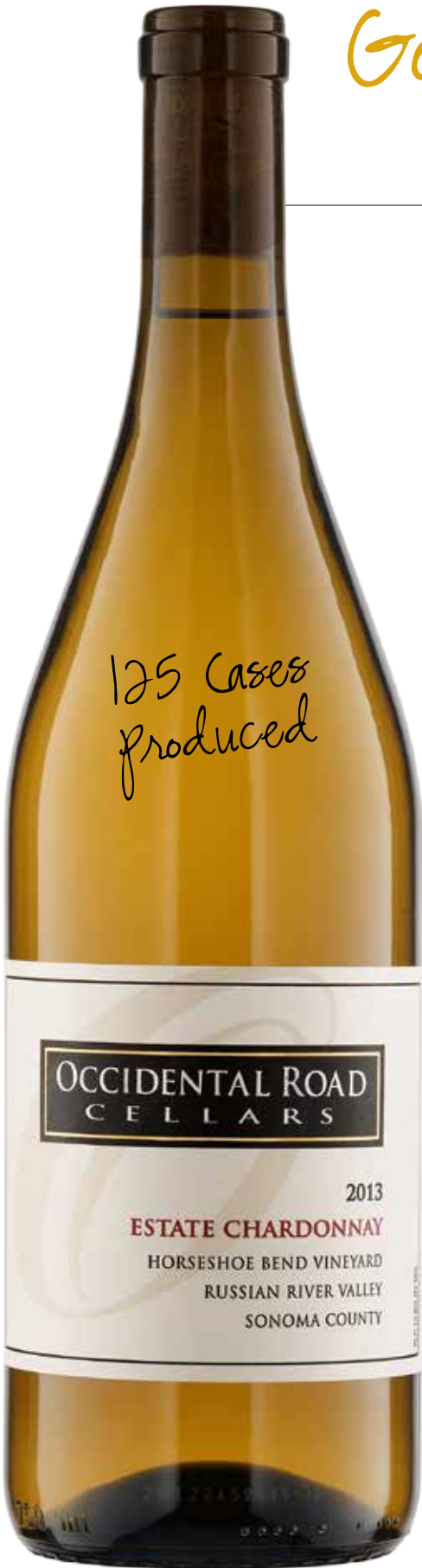




Gold Plus!

OCCIDENTAL ROAD CELLARS 2013 ESTATE CHARDONNAY

Horseshoe Bend Vineyard, Russian River Valley, Sonoma County



With an inspiration to continue a long-standing farming tradition, Occidental Road Cellars was established in 2005 by Richard and Joelle Prather. The exquisite Russian River Valley property has been in the family since 1910, and the Prathers continue to leave their mark with a reputation for beautifully crafted, estate grown wines.

Located about a mile east of Occidental in Sonoma County, the property has always been full of potential and originally caught the eye of Joelle's great grandparents in 1910. After purchasing the site, they cleared the ridges and planted an orchard of Gravenstein apples and Royal Anne cherries. At the time, apples and cherries were abundant in the Sonoma County region, and it was only natural to take part in the prosperous industry. The family farm was named 'El Centro Orchards,' and expanded over the years to include an array of livestock such as horses, chickens, and sheep.

In 1996, Joelle's father, the late Vince Pedroia, made a decision that took the family farming business to the next level. He realized the potential in growing premium wine grapes and cleared a portion of the orchard to plant a small 11-acre vineyard to Chardonnay and Pinot Noir. The vineyard produced outstanding fruit, and for many years, Vince sold the fruit to several prominent wineries in Napa and Sonoma Counties.

Joelle's husband Richard began showing interest in his father-in-law's vineyard, so much in fact that he decided to go back to school at the Santa Rosa Junior College to earn a viticulture degree. He then interned at nearby Dutton Estate Vineyard and eventually became the assistant winemaker under Mat Gustafson. Richard's love of farming and passion for winemaking led him to take over the family vineyard operations in 2003 with his wife Joelle, and the couple produced their first commercial wine release in 2006. Occidental Road Cellars was born!

The winery's estate vineyard has now expanded to its current size of 20 acres and includes plantings of Chardonnay, Pinot Noir, Zinfandel and Syrah. The Prathers have also acquired a 12-acre vineyard down the road. Richard continues to manage all viticultural aspects of the vineyards as well as all of the winemaking operations. Occidental Road's wines are consistently in high demand and always awarded with top medals and lofty ratings. We are pleased to introduce our *Gold Plus! Wine Club* members to this tiny producer, and feature one of their latest achievements. Cheers!

Accolades and Tasting Notes

96 Points + Gold Medal — *Press Democrat North Coast Wine Challenge*
One of the 100 Best Wines of Sonoma — *Sonoma magazine, 2016*

The Occidental Road 2013 Estate Chardonnay comes from the winery's estate vineyard, Horseshoe Bend Vineyard, located in the Russian River Valley of Sonoma County. Here, the foggy, cool nights and warm days produce amazing Chardonnay! Look for aromas of toasted oak, green apple and pineapple. On the palate, the wine is rich and mouthfilling with flavors of ripe pear, crisp Gravenstein apple, and a spicy oak character that lingers on a creamy finish. Aged 18 months in oak. 100% Chardonnay. Enjoy now until 2019.



YOU SAVE 24%-37% off the winery retail price!

Gold Medal Membership Rewards Pricing:*

Membership Level	Retail Price at Winery	Number of Bottles Ordered:		
		2+	6+	12+
2-Btl. Members:	\$29.00	\$22.00	\$20.33	\$19.50
4-Btl. Members:		\$22.00	\$19.50	\$18.25

*Effective per bottle prices after **Membership Rewards** discount is applied at checkout. Shipping and tax (if applicable) not included in above prices. **Membership Rewards** does not apply to Sale or Specials Wines.