



# Platinum Wine Club

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

## Otra Vez Winery | Calistoga

The words *otra vez* mean once again in Spanish and it just happens to be the name of this *Platinum Wine Club* Selection. Otra Vez Winery was founded in 2013 by Vincent Arroyo, a grower and vintner that has been around the Napa Valley for close unto fifty years. He also owns Vincent Arroyo Winery, but Otra Vez Winery is his new darling and from all appearances, his newest success in the wine industry.

Now in his mid-70's, Vincent Arroyo had specific plans for his new winery. Otra Vez Winery only produces a single wine each year, sourced from two vineyards Arroyo knows like the palm of his hand. Rattlesnake Acres (you read the name correctly) is a hilly vineyard that Arroyo has farmed for more than three decades and produces some of the finest fruit found within the Calistoga AVA. The other vineyard is the Collins Vineyard that just happens to border the Vincent Arroyo Winery property.

"These are two great grape sources," confessed Arroyo. "I always wanted to put the fruit together and make a wine out of them. I knew the resulting wine would be a success; both vineyards have great pedigrees."

Vincent Arroyo definitely knows about which he speaks. He started in the business back in 1973 after a colleague mentioned an ad for some property that was available in Calistoga, not exactly a wine byword or destination at that time. He eventually purchased that property (the Greenwood Ranch) and spent several years learning about grape farming and obtaining high yields from specific sites around the Calistoga area. He commuted from his home in Sunnyvale (where he held a job as a mechanical engineer) to Calistoga (some 112 or more miles away) for several years and eventually took his grapes to the Napa Valley Co-op where he was at the mercy of large wineries who exploited the smaller growers to their own ends.

He finally obtained a winery permit and built his own operation in an old redwood barn that stood on his property. A late harvest fire in 1989 destroyed much of the barn as well as wine that was being stored inside the building.

But Vincent Arroyo was undeterred and built the present-day winery and tasting facility on the same

property. He also added a number of small parcels of land that he quickly converted to top quality producing vineyards. Today he owns some 75 acres in Napa Valley of which 65 are planted to vine.

The unique formula Arroyo uses for selecting each vintage of Otra Vez Winery depends on Arroyo's determination of which grapes will make the best combination for that particular year. It's a formula that has worked successfully over the past half-decade. His single annum editions have garnered numerous awards and accolades in the highly-competitive Napa Valley wine arena.

The Otra Vez Winery label is simplistic and informative at the same time. The label reflects a crest that depicts the four different aspects of Vincent Arroyo's life that he is most passionate about; dogs, grapevines, olive trees and a triangle denoting his former career as a mechanical engineer.

The marketing method Vincent Arroyo employs for his Otra Vez Winery is also somewhat unique. He utilizes a large mailing list (compiled over his many years in the wine business) and minute distribution in both the Napa Valley itself and the San Francisco Bay Area. A few restaurants feature Otra Vez Cabernet Sauvignons including Press in Napa City and Ad Hoc Restaurant (part of Chef Thomas Keller's famous restaurant group) in nearby Yountville.

It is almost amazing that Vincent Arroyo has accomplished what he set out to do with Otra Vez Winery. Many wine insiders scoffed at the idea of a winery featuring a single wine each year could become a success, but Vincent Arroyo and Otra Vez Winery have made believers of everyone. It is even more important when you consider how many vintners have tried new and auspicious ideas in the wine business, but have failed in their efforts.

It is an honor and privilege that we introduce this amazing Cabernet Sauvignon to our *Platinum Wine Club Members*. This wine is on the cutting edge of adventuresome products and worthy of any true oenophile's attention and admiration. We know you will truly enjoy the experience of tasting this finely conceived and produced Cabernet Sauvignon.





**91 POINTS**  
—*tastings.com*  
(Beverage Testing Institute)

**646 cases produced**

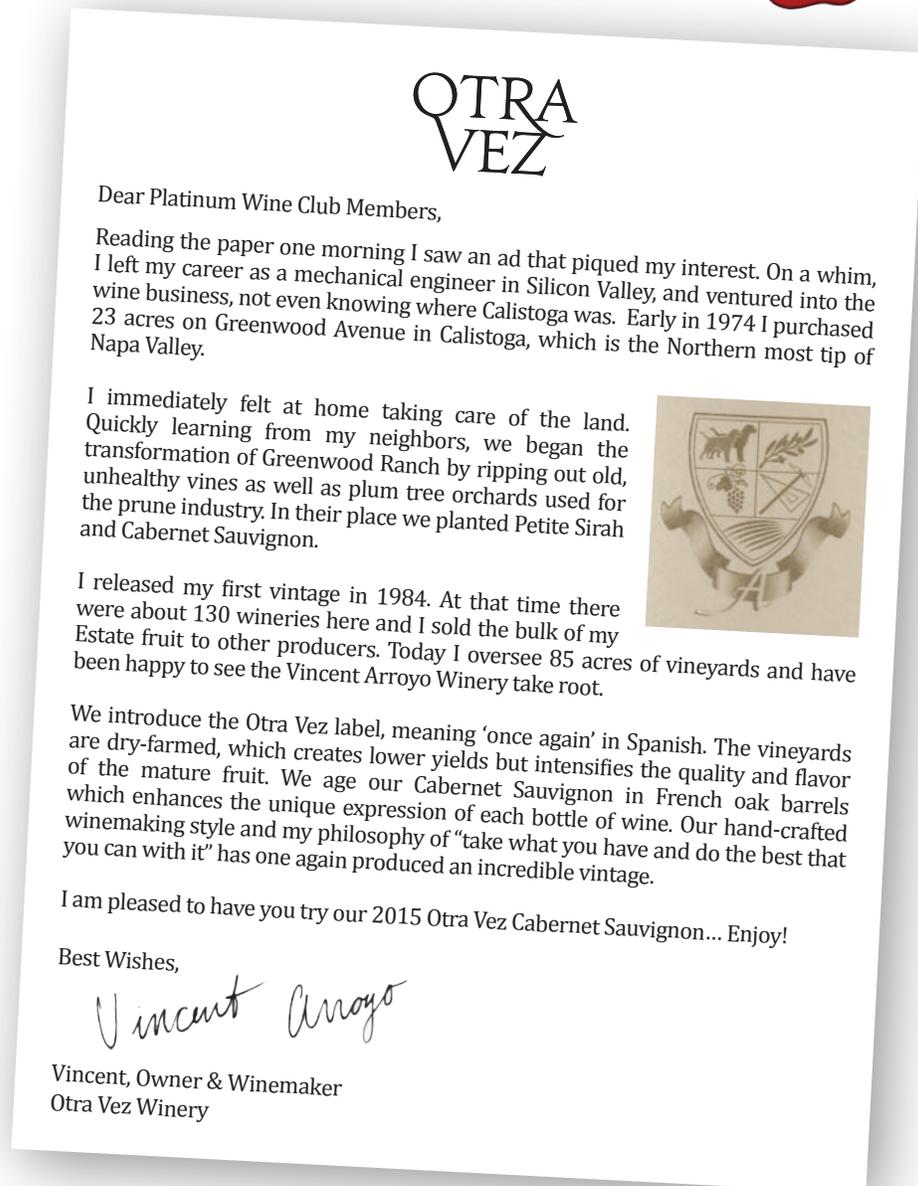
Made with fruit from two widely differing vineyards, the hillside Rattlesnake Acres Vineyard and from Napa Valley floor Collins Vineyard, both in the newly established Calistoga AVA. The differences in the fruit from various locations within the Calistoga AVA, bring forth the best of each terroir, culminating in this rich Cabernet.

Juicy blackberry-like fruit on the nose with a hint of coffee and cocoa in the background. Very soft tannins on the palate and a dark plum aspect that provides additional texture to this meaty Cabernet. Excellent finish and a lingering aftertaste. For best results, try a good steak or lamb dish with this exceptional wine.

100% Cabernet Sauvignon. 14% alcohol. Aged 2 years in French oak.

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Winery Retail Price <del>\$50.00/btl.</del>	2+ btls.	6+ btls.	12+ btls.
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4-Bottle Members:	\$43.00	\$40.50	\$39.25



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**This month's Platinum Plus!  
Featured Wine:**  
**Macauley Vineyard  
2017 Zinfandel, Napa Valley**  
91 Points - *tastings.com*  
(Beverage Testing Institute)  
900 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.