



# PLATINUM SERIES



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

To say that the DuMOL Winery is a work of art would be a gross understatement. The Russian River based winery is a highly specific, state-of-the art winemaking facility that was carefully engineered and constructed to afford maximum quality production and world-class wines.

DuMOL Winery owner Kerry Murphy began his interest in wines early in his life.

"My family was in the tire business and sold Michelin products," he explained during a recent interview. "We traveled to Michelin's headquarters in Clermont-Ferrand, France. Its proximity to France's great winemaking regions of Bordeaux and Burgundy was beneficial to me and they soon became familiar destinations for us. For some reason, I was particularly attracted to Burgundy and its two premier grapes, Pinot Noir and Chardonnay."

Murphy, now a sprightly 74, maintained his interest in wine and decided to enter the business after his family's business was sold to Goodyear Tire Company. He had maintained a small cellar that was home to a number of top-caliber Burgundies.

"I decided to do it right and wanted to emulate the great varieties of Burgundy. I did a great deal of searching and decided that the Russian River Valley of Sonoma was potentially the finest place in the world to grow these grapes. I set out with the idea of making some of the best wines in the world."

Murphy pointed out that the Russian River Valley AVA and its smallish neighbor Green Valley AVA are part of the coolest growing area in Northern California and still subject to the Pacific Ocean's coastal influences. The soils also vary throughout the area, which provide great diversity for the vines planted there.

DuMOL Winery released its first 300 cases (about equal numbers of Pinot Noir and Chardonnay) in 1996 and the rest is history. Excellent reviews and immediate sellouts have propelled the winery to around the 20,000 case level, a figure that is almost misleading.

"The fact is we are still a boutique-style winery that happens to make a wide assortment of wines," Murphy added. "We either own or buy fruit from eighteen different vineyard sites and that provides us with a great amount of miraculous fruit. Everyone knows that great wines originate in the vineyards and *terroir* is incredibly important to us."

Kerry Murphy also explained that his estate vineyards are different than most California plantings. "We use the Burgundian model of 4 X 3 plots as opposed to the larger plots that are common throughout our state. These require more labor and produce smaller berries, but the fruit tends to be more intense. The plots are laid out so that the sun passes directly over the vines and no late afternoon burn affects the berries. We even had to get a tractor from Burgundy to work the plots. It was smaller and fit the rows to perfection."

While DuMOL Winery owns three distinct vineyards for its estate production, it also buys from many of the premier producers in the area. The likes of Dutton Ranch, Larry Hyde & Sons Vineyard and Charles Heintz Vineyard produce grapes that become part of DuMOL Winery's prestigious portfolio.

The old-style winery label reflects its owner's dedication to European-style wines and packaging. It was developed by Murphy's son, Kerry Murphy, Jr.

In 2008, DuMOL Winery constructed an incredible winery facility in Windsor, California. It has much more innovative features than most similar wineries. DuMOL Winery utilizes 50% less water for every gallon of wine produced and is completely solar powered. It is constructed with high tech panels that control the facility's temperature as well as augmenting the winery's nighttime fresh airflow.

For the record, the name *DuMOL* is an acronym of two children's names, Duncan and Molly. Each of DuMOL's releases also contains another relative's name that range from Isobel to Finn to Lia. "We are almost incestuous with our naming," Murphy joked. "But, I don't think we will ever run out of names."

Of all his winery's accomplishments, Kerry Murphy is proudest of the achievements of his vineyards. "I wouldn't treat children like we treat our vineyards," he continued. "Our yields are well below the average of three tons per acre, but look at the quality of what we grow and you will understand the attention we provide our plants."

DuMOL Winery is a magnificent operation that has set itself apart from many of its competitors. It is an excellent example of what prudent planning and extreme dedication to an end can produce.

Enjoy!



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

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This month's *Platinum Series* featured *Plus!* wine:

**DuMOL 2010 'Eddie's Patch' Syrah**

**93 POINTS** – *Robert Parker's The Wine Advocate*

**92 POINTS** – *Wine Spectator*

**91 POINTS** – *Connoisseurs' Guide*

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DuMOL

Dear *Platinum Series* Members,

Since our first harvest in 1996, we have thoughtfully assembled an unparalleled collection of vineyard sites that we individually farm to capture their full beauty. Our viticulture emphasizes soil and vine health through minimal external inputs. Our handwork in the vines is extensive, our crop levels moderate, and our fruit selection strict. Each year we 'follow the vintage,' intensively focused on the perfect day to harvest – neither too early nor too late. Our winemaking is intuitive and concentrates on the needs of each wine, employing the least 'technique' necessary. Our strong stylistic vision is precise and consistent – we strike our own path and do not follow trends. Our quality is evident in every glass, especially the last sip!

Our 2012 'Isobel' Chardonnay was harvested from DuMOL rows in the Charles Heintz Vineyard located on the Sonoma Coast. Charles has been a friend of DuMOL and his vineyard has been an integral part of our wines since our inception twenty years ago. The perfect phrase to describe this vintage is 'bountiful, beautiful, and spectacular.' It was a mellow vintage without any real defining climatic events – not too wet or too dry, not too hot or too cold. The 'Isobel' reflects these traits, as it is very generous and charming with the usual display of stunning elegance, aromatic complexity, and balance – a DuMOL trademark.

At the end of the day, the wines must speak for themselves and you will be the final judge of our efforts. As I have said before to our DuMOL prerelease members, 'I have neither doubt nor fear that you will find them as described.'

Santé,

Kerry J. Murphy  
DuMOL Winery Founder

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## TASTING NOTES

**94 POINTS**

–*Robert Parker's The Wine Advocate*

**92 POINTS**

–*Antonio Galloni's Vinous*

### 980 Cases Produced

Produced from the Charles Heintz Vineyard in the Sonoma Coast, the DuMOL 2012 'Isobel' Chardonnay is one of the most classic, Burgundian-style wines DuMOL has ever produced. The wine opens with aromas of hazelnuts, honeyed lemons, chamomile, grapefruit and lemongrass. On the palate, this Chardonnay is broad, generous and deeply layered with excellent minerality and flavors of peach, nectarine, tangerine, apple blossoms, caramelized citrus, and hints of sage and green olive. A touch of truffle character comes through in the finish – a flavor that will become more pronounced as this wine matures with aging. 100% Chardonnay. Aged 13 months in oak. Enjoy now until 2017.



## REORDERS

DuMOL  
2012 'Isobel'  
Chardonnay

Retail Price at the Winery: \$65.00

*You Save 8% off the winery retail price!*

Gold Medal Wine Club price:

**\$60.00**

[www.GoldMedalWineClub.com](http://www.GoldMedalWineClub.com)  
1-800-266-8888

\*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.