



PLATINUM SERIES



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

It's all about history when it comes to Bien Nacido Vineyards.

The original Bien Nacido Vineyard has become the iconic Central Coast vineyard over the past forty years due to its superb tradition of producing excellent fruit and the continuing dominance of wines that have been produced from those grapes.

The actual vineyard is large, comprising more than two thousand acres. It is nestled almost midway up the Santa Maria Valley, just off Highway 101, a few miles southeast of the City of Santa Maria. Its location is considered a cool growing climate, ideal for growing Burgundian and Rhône grapes such as Pinot Noir, Chardonnay, Syrah and Viognier. Its actual name is *Bien Nacido Vineyards of Rancho Tepusquet*, a testimony to its rich heritage that traces back almost a century and a half.

It all began as a Mexican land grant way back in 1837. The Mexican governor of Alta, California, one Juan Batista Alvarado, deeded the property to Tomas Olivera as part of a 9,000 acre tract from the Santa Maria Mesa ranging upward to the San Rafael Mountains. The land remained in the Olivera Family for many generations until it was reduced in size to a little over 1,400 acres.

In 1969, the enterprising Miller Family bought the Bien Nacido Ranch and subsequently turned it into one of California's really great vineyard locations. In the beginning, the family's intention was to farm the property and sell the grapes to high caliber wineries for their usage. For the next half century, wineries such as Qupé, Au Bon Climat, Fess Parker, Gary Farrell, Byron, Foxen, Longoria and more than 30 other top wineries racked up scores of Gold Medals and high marks for their vineyard-designated wines.

In 2010, the Millers decided to produce some wines for themselves under the name *Bien Nacido Vineyards*.

"It seemed like the smart thing to do," remarked Nicholas Miller, the family's spokesman. "After all, many wineries had been producing extraordinary wines from our fruit with incredible success. We wanted to see if we could duplicate their experiences."

Nicholas Miller had already experimented with fruit from some particular blocks within the Bien Nacido Vineyard. He had produced Pinot Noirs in both 2005 and 2006 that were mostly given away to family and friends.

Then the 2007 vintage came along!

"From the beginning, we all knew this would be a special vintage, capable of producing some really great wines. The fruit was exceptional and everyone knows that great wines begin with great fruit." As the winemaking process was eventually completed, the Miller family realized it was the correct time to launch their new Bien Nacido Vineyards label.

"We had always agreed that we would only make wines under this label that were truly exceptional," Miller continued. "The 2007 vintage was all that and more. We only made around 150 cases of the wine, and it certainly caught everyone's attention."

The first releases of the new Bien Nacido Vineyards made their debuts in the autumn of 2010. As predicted, these wines were immediately showered with plaudits and high scores.

The Miller family also decided on a marketing strategy for the label that was different from their other wineries. Bien Nacido Vineyards became an on-premise brand, and was only made available to highest caliber restaurants. These restaurants were delighted with the prospects and immediately lavished high praise on the wines.

There is no telling how many cases of each wine will be produced at Bien Nacido Vineyards.

"Our intent is only to produce the finest wines we can, and we never know until we finish the winemaking process just how good the wines will be. Some vintages will be more, some less. It is our quality-only commitment to our family and customers, so we are bound by what is actually produced," Miller added.

In this day of commercialized wines and wineries, such intent is definitely a breath of fresh air. Since Bien Nacido Vineyards has no wine club, no specific broad base marketing and only a small cadre of top notch restaurants as customers, this month's

Platinum Series selection is a boon to our *Platinum Series* members. This is a rare opportunity to find a Bien Nacido Vineyards wine for sale outside of restaurants.

It is a tribute to the Miller family that they have chosen this expression as a means of offering their finest wines to more consumers. We welcome this exceptional Syrah to our regal family of fine wines.



The road to great wine begins at your door.



ADD A PLUS! BOTTLE

to your next wine delivery!

Plus! wines are all highly-rated, very small production wines with availability too limited for all regular club members to receive.

Only *Plus!* Program participants receive these rare gems!

The *Plus!* Program automatically adds on a special wine to each regular scheduled wine delivery, or as often as you like!

Don't miss out on another shipment!
Join the *Plus!* Program today!
\$35-\$55 each delivery

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

Graton Ridge 2014 Petite Sirah

DOUBLE GOLD MEDAL

– *San Francisco Chronicle Wine Competition*
194 Cases Produced

Learn more at: www.GoldMedalWineClub.com/plus or Call 1-800-266-8888

BIEN NACIDO VINEYARDS

Dear *Platinum Series* Members,

We hope that you are enjoying the arrival of the New Year as much as we are here in Santa Barbara. The 2015 vintage marked our 42nd harvest at Bien Nacido Vineyards and though Mother Nature didn't give us much of a yield, the small amount we did get was choice. As those wines sleep in the barrel this spring, the 2011 Bien Nacido Estate Syrah is wide awake and ready to be enjoyed.

At Bien Nacido, we first planted Syrah back in 1985 at the urging of several forward looking California "Rhône Ranger" winemakers. At the time, we were unsure if Syrah would ripen in the cool Santa Maria Valley and we had no previous experience growing the grape. We decided to look toward the ancestral home of Syrah, in the Northern Rhône, to see how the French grow Syrah there. That inspiration led us to plant these vines high up on a steep, rocky hillside with a view of the ocean in the distance. Additionally, we interplanted the Syrah with a dollop of Viognier, which is also a tradition that hails from the vineyards of the Northern Rhône.

This attention to detail carries through to the wine growing. Details include farming these vines using only certified organic materials, very little irrigation, and meticulous canopy management. With this great foundation in the vineyard, we take a very hands-off approach in the cellar to allow the terroir of our site to do all of the talking. The 2011 Syrah fermented beautifully and aged for 22 months in French oak barrels, 30% of which were new, and was bottled unfiltered, and unfiltered.

The 2011 vintage gave us an elegant Syrah with spicy dark fruit, white pepper, and mocha aromatics. A wine that brings out the carnivore in me at the dinner table. The exotic aromatics and energetic palate pairs beautifully with everything from roast chicken to rack of lamb. This wine has the complexity to age for several more years but is showing beautifully now. The excitement in the glass will be a great pleasure to share over a nice spring meal with friends.

Cheers,

Trey Fletcher
Winemaker
Bien Nacido Estate

4705 Santa Maria Road
Santa Maria, CA 93455
Phone: (805) 937-2506 | Fax: (805) 937-4368



TASTING NOTES

92 POINTS

–Antonio Galloni's *Vinous*

91 POINTS

–Robert Parker's *The Wine Advocate*

91 POINTS +

One of the Year's Best U.S. Syrahs

–*Wine & Spirits magazine*

198 Cases Produced

The Bien Nacido 2011 Syrah was produced from an iconic American vineyard located in the Santa Maria Valley of California's Central Coast. Made in the traditional Old World northern Rhône style, this Syrah is earthy, spicy and powerful with an impressive concentration of aromas and flavors. Inky ruby in color, the Bien Nacido Syrah is seductively aromatic with exotic notes of white pepper, dark fruit, cassis, tar, and violets. The palate is rich and bright with flavors of lively cherry and dark blackberry fruit with hints of olive, earth, wild herbs, and exotic Asian spice. Firm tannins offer a nice balance to the ample acidity and linger on the penetrating finish. Aged for 22 months in oak. 100% Syrah. Enjoy now until 2021.



REORDERS

Bien Nacido 2011 Syrah

Retail Price at the Winery: \$60.00

You Save 18% to 25% off the winery retail price!

Gold Medal *Membership Rewards* Pricing:*

# of Bottles Ordered:	2+	6+	12+
2-Btl. Members:	\$49.00	\$47.33	\$46.50
4-Btl. Members:	\$49.00	\$46.50	\$45.25

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.