

# PLATINUM SERIES

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

As part of one of the most inclusive and prestigious small production AVAs in Napa Valley, tiny Dyer Vineyard continues to produce exceptional wines from its diminutive 2-and-a-half-acre vineyard located on mid-Diamond Mountain.

With the likes of Diamond Creek, Diamond Terrace, Von Strasser and Reverie as its closest neighbors, Dyer Vineyard is most certainly in the major league of fine wine production. And its two owners, Bill and Dawnine (pronounced Daw – neen) Dyer, can surely be considered as prominent winery owners.

Both are from California, Bill from Berkeley and Dawnine from San Francisco. The couple met in Santa Cruz where they attended college. Bill majored in philosophy and Dawnine was a biology major, with heavy emphasis on Bio-Chemistry.

How did they get interested in wine? Dawnine Dyer put it this way.

“We were a little older when we finished college. We both enjoyed wine and Bill’s sister lived in France. We were able to visit her and saw most of Europe, and the lifestyle associated with wine. Everyone there seemed to appreciate wine with food and we took notice of that fact.”

When the Dyers returned home, they visited Napa Valley and saw the early stages of the modern California wine phase beginning to take root. Again, Dawnine Dyer explained how this affected the couple.

“Napa Valley at that time was beginning to explode, the signs were everywhere. There was a good bit of building going on and the place seemed alive with expectations and predictions for the future. By then, we both had a little wine experience and almost everyone in Napa Valley was looking for good help that was willing to work. We were both quite lucky. Bill had worked at Bargetto Winery down around Santa Cruz, so he had a little experience. He was able to get a job with Charles Krug almost right away. I went to work for Zelma Long at Robert Mondavi Vineyards in their lab and enjoyed it immensely.”

After several years, Bill wound up with Sterling Cellars and Dawnine with Domaine Chandon. Both had long term situations and decided to make the wine industry their careers.

In the early 1990s, they started looking for a

property of their own. The couple’s first thought was to find a site on which to build a house, and the prospects of planting vineyards came second.

They decided to take a tour of existing hillside properties and were shown a beautiful parcel on Diamond Mountain that was completely undeveloped. It tested out well and was thought to provide a home site and four plantable acres.

“We bought the property right away,” she recalled. “And it was so compelling that we decided to plant it immediately in Cabernet Sauvignon. Diamond Creek was already incredibly well known and we wanted to see what we could grow on our own.”

That was in 1993 and the rest is history. The first release of the 1996 vintage was a microscopic 70 cases, and was met with instant success. In the resulting 18 years, the entity known as Dyer Vineyard has only grown to between 300 to 350 cases. Only two and a half of the original acres remain under vine, but the Dyers’ dream of a home came to fruition in 1995.

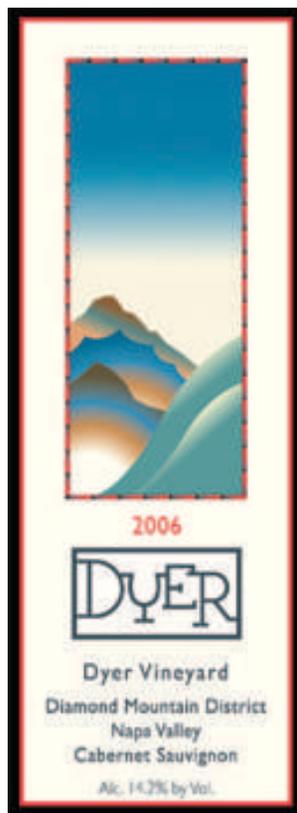
“We take whatever the vineyard gives us,” Dawnine continued. “We even planted a small amount of Petit Verdot and Cabernet Franc to balance the original Cabernet Sauvignon. The Cab Franc is particularly important because it lifts the natural mineralogy of the mountain to the fore. It allows us to give as much expression of our *terroir* as is possible, something really important to Diamond

Mountain wines.”

While the Dyers are aware of their area’s pedigree, they are remarkably clear about their winery’s future. They expect to work the property for at least another twenty years and are content with the fact that they have not built an empire. They consider the property more important than the brand itself, a somewhat singular viewpoint in the incredibly competitive California and Napa Valley wine industry.

The Dyers will never replant their vines, but are content to watch and learn as their vineyards continue to mature and develop more depth and complexity.

Dyer Vineyard is that rare jewel in the crown of wines that constitutes Napa Valley. Would that there were more like Dyer Vineyard, content to be small and great and determined to make wines that mature correctly and contain good fruit integrity.



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

## TASTING NOTES



## TASTING NOTES

### 369 Cases Produced

Dyer Vineyard favors a restrained, balanced style of winemaking that cultivates the unique characteristics of their small 2.3 acre Diamond Mountain vineyard site. Over the past 15 years, the Dyers have refined their varietal selections to Cabernet Sauvignon, Cabernet Franc, and Petit Verdot, which, when blended together, craft a beautifully balanced, aromatic, and flavorful wine that has put this small family winery on the map. Dyer's 2006 Cabernet Sauvignon was awarded **92 Points**, a **Gold Medal**, and named "**Exceptional**" at the *Beverage Tasting Institute's World Wine Championships*: "Dark garnet color. Coffee gelato, spicy smoked nuts, and blackberry crème brûlée aromas and flavors with a soft silky dryish medium body and smooth, polished tannin finish. A sleek, elegant Cabernet that will shine at the table." American wine critic *Matt Kramer* is a loyal fan of Dyer's award winning Cabs, stating "Simply put, these are great Cabernets. They brim with the characteristic cocoa and blueberry scent of Diamond Mountain Cabernet/Merlot. Ditto for the soft, ripe tannins. Quantity is obviously minute; quality superb. If you can find it, get it." Aged 20 months in oak. 83% Cabernet Sauvignon, 11% Cabernet Franc, 6% Petit Verdot. Enjoy now until 2016.



Dear *Platinum Series* Members,

Nearly 20 years ago, in 1992, two over employed winemakers with a combined 40 years experience under their belts kicked the dirt at an undeveloped piece of property on Diamond Mountain and decided to plant a vineyard.

That was Bill and I – Bill was winemaker at Sterling and I, winemaker at Domaine Chandon. It's been a fabulous journey – clearing the land, speculating on the source of the boulders that we found (probably an ancient land slide), refining the varieties in the vineyard (now mostly Cabernet Sauvignon, but 15% Cab Franc and 5% Petit Verdot), developing the "perfect" canopy for the site, and finally making the wine. Our first vintage was 1996 when we made 75 cases and it wasn't until 2001 that the 2.5 acre vineyard topped a ton an acre and gave us 120 cases.

We've always loved the wines from Diamond Mountain and have taken great pleasure in refining the version of minerality and fruit, refined tannins and structure that reflects this specific piece of Napa Valley. Yes, we are unapologetic "terriorists."

Now, it gives us great pleasure to share the results of our 2006 Dyer Vineyard Cabernet Sauvignon with you.

*Sante!*

Dawnine S. Dyer  
Partner & Winemaker  
Dyer Straits Wine Co.

1501 Diamond Mountain Road, Calistoga, CA 94515 • T: 707.942.5502 F: 707.942.5061

## REORDERS

Dyer Vineyard makes just one wine: a definitive Cabernet Sauvignon blend from their Diamond Mountain vineyard in Napa Valley's famed Mayacamas Range. Handcrafted with long established classical methods and produced at fewer than 300 cases per year, the Dyer Cabernet Sauvignon is one of the Valley's best kept secrets and a seriously sought-out bottling. Enjoy!

The Dyer 2006 Cabernet Sauvignon retails winery-direct for \$85.00 per bottle. As a *Platinum Series* member your very special pricing is as follows:

2-Bottle Members..... \$55.00 /bottle\*

4-Bottle Members &

Multi-Series Members.....\$50.00 /bottle\*

\*2 bottle min. order [Plus shipping]

Call: 1-800-266-8888

Fax: 1-800-266-8889

E-mail: [orders@goldmedalwine.com](mailto:orders@goldmedalwine.com)

Website: [www.GoldMedalWineClub.com](http://www.GoldMedalWineClub.com)