

PLATINUM SERIES

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

The term *pioneer* is rarely applied to many modern day circumstances, with good reason. When *pioneer* relates specifically to the wine industry, the idiom infrequently appears. Such is not the case with Robert Ashley Young, founder of Robert Young Estate Winery, this month's *Platinum Series* selection.

To adequately describe the Robert Young Estate Winery, it is necessary to go back four generations, to the time when Peter Young left upstate New York to seek his fortune in California's gold fields of the 1840s. Young liked what he saw and decided to remain in California, settling around Healdsburg in Sonoma County. Peter's son, Silas Henry Young, also became a farmer and later fathered Robert Ashley Young, who eventually presided over a large and productive prune operation on the family's rich lands in Sonoma County.

Sometime in 1963, Robert Young decided to make the jump into premium varietal wine grapes, and in particular, Cabernet Sauvignon. Young turned out to be a most innovative farmer and his grapes soon became the premier fruit grown in the area. In 1975, another outstanding young winemaker talent named Richard Arrowood at Chateau St. Jean made Young's grapes famous by making Robert Young's Chardonnay the first vineyard-designated wine produced in the United States.

The story then fast-forwards to the present time, 1997 to be exact, when Robert Young's sons and daughters take the advice of their peers and decide to open their own winery. "It was our family's way of expanding our operation without having to buy any more additional property to grow grapes," explained Susan Young, who now serves as the winery's hospitality coordinator and unofficial historian. "We had been growing grapes for over 40 years and just decided to head in a slightly different direction."

In order to do that, the Young Family had to secure permission from Chateau St. Jean to use the Robert Young name since the name's exclusivity had been established nearly three decades before. Once attained, plans were set in motion to build a modern underground winery on the family's 500 acres near Geyserville.

Robert Young Estate Winery's first release of

443 cases came in 1997, and was aptly called *Scion* in honor of the descendants of Robert Young. That was soon followed by another nearly 1,000 cases of 1999 Chardonnay that positioned the new winery at a specific level.

In addition to Susan, her sister JoAnn, and brothers Jim and Fred, occupy various positions of responsibility at the winery. JoAnn and Susan handle the hospitality and tasting room duties, while Jim manages Robert Young Vineyards and Fred serves as the driving force behind the winery's development and oversees its operation and growth. "Starting up the winery allowed all of us to get involved," related Susan Young. "We have always been of the mind that the Alexander Valley had great potential among the finest wine producing areas in California. Now we have a hand in seeing our fruit reach fruition through our wines."

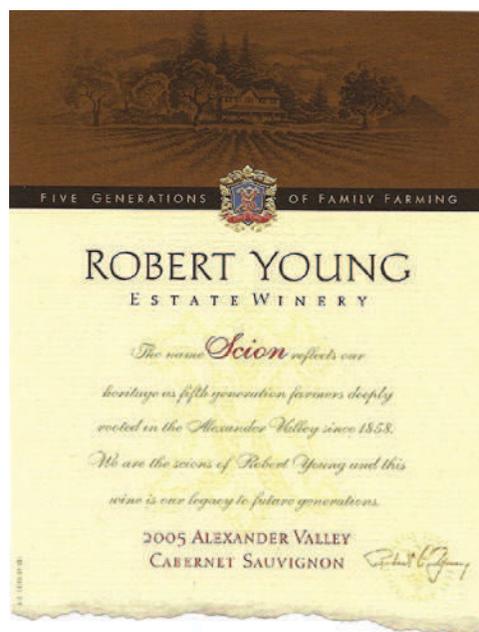
Susan Young also said the Robert Young Estate Winery capacity is around 6,000 cases, and that the company's present production is holding steady to that level. "We don't really intend to get much bigger," Susan Young recently stated. "Around here, it's all about showcasing our wines, making them the very best they can be. It is all very much a community

effort, and everyone has their own part in it."

The "everyone" also included founder Robert Ashley Young, who remained actively involved in many of the winery's ongoing projects until he passed away in 2009 at the age of 90.

Robert Young was considered one of Sonoma's premier community leaders and was given the prestigious Lifetime Achievement Award by the California State Fair in 2004. This latest award is but one in a number that has been given to this most active leader of a most lively and vibrant family. Robert Young was instrumental in changing the way growers and vintners work together, and will be remembered among the world's premier grape growers.

It is fitting that the Robert Young Estate Winery bears his name and that his wines are finally available on a commercial basis. It is the final jewel in a career that has spanned more than four decades and brought both prestige and credit to the California wine industry.



The road to great wine begins at your door.

TASTING NOTES





Dear *Platinum Series* Members,

Year after year, we watched the accolades come in for wines made from our father's grapes. As a family we decided to create our own wines from what have now become world famous vineyards from the property our family has been blessed to live on and work since 1858. In 1997, with winemaker and friend Richard Arrowood, we made our flagship wine and called it Scion to pay homage to the Young family heritage. Today, our winemaker is Kevin Warren, whose meticulous and elegant style showcases the fruit from our property in small batch, premium wines.

The 2005 harvest was the largest in Sonoma County history, and after thinning the vines almost 50%, we were still left with a bountiful crop of intensely concentrated winegrapes, from which Kevin masterfully created our Scion Cabernet Sauvignon of that vintage. The fruit in this wine screams out with the classic qualities of the Robert Young Vineyard's terrior: dark cherry, plum, cassis, and very dark, berry pie fruit. This 2005 Scion is drinking wonderfully right now, and still has years left to be laid down.

It is our pleasure to offer the 2005 Scion Cabernet Sauvignon to the members of the *Platinum Series* of the Gold Medal Wine Club. It is considered one of our favorites here at the winery, and we hope you enjoy it as much as we do.

Cheers!

Fred Young
Winery Founder & Owner

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TASTING NOTES

Robert Young Estate Winery's Scion wines have consistent characteristics: the use of fruit grown on select sections of their estate vineyards where the vines are rooted in well-drained, non-vigorous, volcanic soils; the use of 100% French oak barrels; and the hands-on skills of winemaker Kevin Warren. Consequently, Scion wines have repeatedly received enthusiastic reviews from wine critics, the wine trade, and customers alike. The 2005 Scion is once again an award-winning vintage, garnering **93 Points** from *Wine Enthusiast* magazine who calls it "A fine Cabernet that defines Alexander Valley's bench lands. It's entirely dry, a subtle wine whose herb-tinged blackberries, cherries and cedar turn increasingly complex in the glass." Winemaker Kevin Warren agrees, saying "This wine is all Alexander Valley. The 2005 Scion is fruity, juicy and inviting. It has flesh and a supple, round body with good mid-body supported by fine-grained tannins. The many components of the wine give it a long finish chock full of cherry fruit, clean barrel char and toast." Aged 24 months in oak. 85% Cabernet Sauvignon, 7% Merlot, 6% Cabernet Franc, 2% Petit Verdot. Enjoy now until 2015.

REORDERS

Scion is a word that refers to both the fruiting portion of a vine, and to a descendent or child. Both meanings have special application to Robert Young Estate Winery Scion wine, as Young was the first grower to plant Cabernet Sauvignon in Alexander Valley, and his family has fashioned the winery to feature this grape and their history. Scion is now the benchmark wine at Robert Young, and it is with pride that we feature it to you this month.

The **Robert Young 2005 Scion Cabernet Sauvignon** retails winery-direct for \$58.00 per bottle. As a *Platinum Series* member your very special pricing is as follows:

2-Bottle Members..... \$43.00 /bottle*

4-Bottle Members &

Multi-Series Members.....\$40.00 /bottle*

*2 bottle min. order [Plus shipping]

Call: 1-800-266-8888

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