



# PLATINUM SERIES



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

It all started simply enough with a job offer from a friend and wound up a near perfect example of a successful boutique winery.

Back in 1978, Steve Hill was a recent graduate of Cal Poly at San Luis Obispo on California's Central Coast. With a major in agricultural business, the new former student looked forward to a career in a friendly agricultural business. Where and what he would do were up in the air. When an old family friend named Ed Durrell bought some property in Sonoma County, Hill was asked if he would be interested in running the operation.

Durrell intended to convert the former 500-acre cattle ranch in Southwest Sonoma County into vineyard property, but there was a slight hitch. Hill, it seemed, knew practically nothing about planting and growing grapes. Durrell was confident Hill could learn on the job and a wonderful partnership ensued. For the next 31 years, Steve Hill managed the fortunes of Durrell Vineyards during its rise to greatness.

The vineyards flourished and their production was sold to existing wineries that soon began to vineyard-designate the grapes from the Durrell operation. In no time, the grapes were being considered among Sonoma's finest, and were consistently rated among the top five in Sonoma County.

In 1994, Steve Hill began acquiring some acreage in the vicinity of Durrell Vineyards with the plan in mind that he would also become a grower for other wineries. "All I wanted was to grow luxury grapes to sell to the better wineries," he recalled. "The thought of making our own wines wasn't even a consideration."

Today, the concentration of vineyards that Hill owns personally numbers about 70, with roughly half of that total under vine. Approximately 80% of the fruit is sold to the likes of Patz & Hall, Loring Winery, Ran's Gate and a host of other small wineries under long-term contracts.

*So, just how did the Parmelee-Hill brand of wines finally develop?*

"My son Ned made the observation that a lot of wineries were using our name for their vineyard-designated wines with great success. We decided that we would make a small number of cases (65) from some of our fruit and the result was simply spectacular.

The wines became an almost instant success and we decided to continue our production," Hill added.

That was in 2003, and Parmelee-Hill Vineyards has continued to flourish. This year, just 800 cases will be produced from the exceptional fruit that grows on the Sonoma County property.

"Whether we continue to grow will be up to the future generations," declared Hill.

*Was he surprised at the accolades Parmelee-Hill wines have gathered?*

"No, we were not really surprised," he continued. "With the property we had to work with, we sort of knew we could grow great grapes. We are extremely proud of our accomplishments, and the honors are just a part of that accomplishment."

Hill also believes that the quality of his wines goes hand in hand with the fact that he only grows the highest quality grapes. "One feeds off the other," he countered. "The fact that we raise superior fruit for others makes the same quality fruit available for our own wines. Without our winery customers, I doubt there would even be a Parmelee-Hill portfolio of wines."

Hill's wife of many years, the former Gwen Parmelee, lends her business talents to the operation along with her name. Gwen serves as the company's bookkeeper, offers moral support and helps with wine tasting events.

If there is continued growth at Parmelee-Hill, such growth will be slow and steady. Steve Hill is deeply committed to quality and knows that growth can be a hindrance to a really top-notch operation.

"We are satisfied with where we are," he concluded. "My son Ned is in the vineyard management business and we are one of his clients. There are already four grandchildren to think about and who knows what will happen in the future. I intend to be around for some time and just let nature take its course."

Wineries like Parmelee-Hill are the backbone of Northern California's enduring wine industry. They offer insight into the owner's personalities and present artisan wines that are hand produced to the

finest standards. Without the tiny operations that are considered boutique, the industry would soon lapse into a number of large, high production facilities with little spirit and subsiding quality.

Thank Heaven for the likes of Parmelee-Hill Vineyards!



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

## ADD A PLUS! BOTTLE

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**Gamba 2012 Starr Road Ranch Zinfandel**  
**94 POINTS + GOLD MEDAL**

— Beverage Testing Institute

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## PARMELEE - HILL WINES & VINEYARDS

Dear *Platinum Series* Members,

I proudly grew the world-renowned Durell Vineyards Chardonnay grapes for 35 years. Since 1994, our family has owned Parmelee-Hill (my wife's maiden name is Parmelee) in the southwestern foothills of Sonoma Valley.

We have been making small amounts of luxury wine with the help of our consulting winemaker, Don VanStaavern, since 2001. It is our pleasure to introduce the 2013 Parmelee-Hill Estate Chardonnay for your enjoyment.

Grapes were hand harvested at 5:00am (the coolest time of the day) on September 18th, 2013 into small pans (so they wouldn't be crushed before arriving at the winery). After pressing and settling, the juice was gently placed in French oak barrels (40% new) for fermentation and aging. 175 cases were bottled on January 23, 2015. Nothing is hurried along.

This handcrafted wine is a result of our total commitment to grape growing excellence. Enjoy!

Steve Hill, Owner and Wine Grower

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## TASTING NOTES

**91 POINTS**  
**+ GOLD MEDAL**  
— Beverage Testing Institute

### 175 Cases Produced

Produced from the 70-acre Parmelee-Hill Estate Vineyard in Sonoma Valley, the 2013 Estate Chardonnay is a rich and extravagantly styled wine that is sure to please the palates of our *Platinum Series* members. Bright golden in color, this Chardonnay offers lively and creamy aromas and flavors of toasty vanilla nougat, pineapple, apple cake, and spicy praline. The wine is full-bodied, silky and bright with lingering notes of spiced melon, kiwi, lemon tart, and moderate oak. Aged in oak. 100% Chardonnay. Enjoy now until 2018.



## REORDERS

### Parmelee-Hill 2013 Estate Chardonnay

Retail Price at the Winery: \$45.00

*You Save 20% to 28% off the winery retail price!*

Gold Medal Membership Rewards Pricing:\*

# of Bottles Ordered:	2+	6+	12+
2-Btl. Members:	\$36.00	\$34.33	\$33.50
4-Btl. Members:	\$36.00	\$33.50	\$32.25

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\*Effective per bottle prices after  
Membership Rewards discount is applied at checkout.

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Membership Rewards does not apply to Sale or Specials Wines.