

PLATINUM SERIES

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

The story behind Napa Valley's Showket Vineyards is not entirely singular, but actually relates to a number of wineries and their owners. Kal (Kalvin) and Dorothy Showket's specific involvement in the winery business began when the couple attempted to set up their retirement.

"We were both just plain old wine lovers," explained Kal Showket. "We wanted to retire and began looking at properties around Napa Valley in the late 1980s. We finally settled on a 42 acre parcel that we thought had the best view in all of Napa; in fact, we bought it first for its beautiful view. The property was on a hillside and afforded a seldom found western exposure. We bought it with the idea of becoming farmers and selling our grapes to our neighboring wineries. This was before hillside vineyards became the vineyard buzz words for much of Napa Valley and the surrounding areas."

These neighbors included the likes of Caymus Vineyards, Dalle Valle Vineyards and Shafer Vineyards, all iconic wineries with great reputations for magnificent wines. For the next ten years, the Showkets replaced a number of existing vineyards on their land and supplied their neighbors with what became known as truly superb fruit.

"We started getting reports from just about everyone that our fruit was among the finest in the entire valley, and finally we decided to produce some estate wines for ourselves," Kal Showket added. "The timing was about right and the wines were well received and highly scored by the industry periodicals and the top wine competitions."

The first release of about 700 cases came in 1999 and was quickly absorbed by the wine trade. Gradual growth occurred over the next decade until the present annual level of around 3,000 cases was reached. The Showkets son, Zip (an industrial designer from San Jose State), even designed the striking label that was put up on the winery's website for everyone to choose.

For the next decade, sales and accolades continued to accumulate for the smallish Showket Vineyards entity. With an expert team of winemakers producing award-winning wines, the future was bright for the family oriented business. "Both Thomas Bocker and Russell Bevan brought individual skills to our wines. Thomas loved being in the cellar and performing the winemaking functions and Russell shared an equal

passion for the theoretical part of the process. He was responsible for the subtle nuances our wines always contained. It was a remarkable collaboration in that both men were considered as winemakers. Our winery's amazing results in competitions speak for themselves."

When the national recession caused a large number of California wineries to tighten their belts several years ago, Showket Vineyards quickly fell under its cold claws.

"We were a completely hands-on operation," explained Showket. "Dorothy and I did practically everything around the place ourselves. We were both starting to get a bit older, and the national downturn made our jobs even harder. Selling our wines became a chore rather than an exciting experience."

The Showkets started asking around and, within a short time, found a buyer for their prized property. The couple sold the vineyards in late 2009 to dynamic winery and vineyard owner Peter Michael who assured the couple that their vineyards would remain producing at the highest levels.

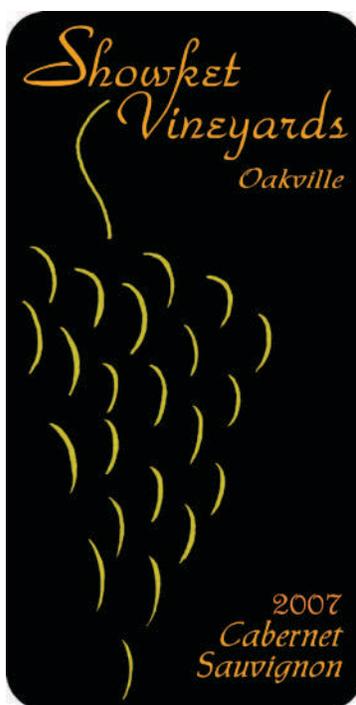
But, that's not really the end of the Showket Vineyards story. It could easily be called its new beginning.

At present, Kal and Dorothy Showket are living in Portland, Oregon and actively looking at vineyard properties in the Willamette Valley, around the towns of Dundee and Wilsonville. Kal Showket explained his recent efforts thusly: "We hated leaving Napa Valley,

because it had been so good to us. Our place had become a literal jewel in Napa Valley's tiara and the lifestyle there was second to none. Over time, I had become interested in the mysterious Pinot Noir grape and had seen some remarkable things done with the grape up in the Willamette Valley. Not too long ago, we decided to investigate the area for ourselves. There is some outstanding property available up here and I can see us back in the business in no time at all."

To be sure, Showket Vineyards will be an outstanding addition to Oregon's growing winery population.

For a man who professes to "not know a great deal about winemaking," Kal Showket possesses a rare ability to get the very best out of what he grows and this is reflected in the marvelous wines of Showket Vineyards.



The road to great wine begins at your door.

TASTING NOTES



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920 Cases Produced

Showket Vineyards' 2007 Cabernet Sauvignon is 100% Estate Grown from the winery property in the Oakville District of Napa Valley. With an ideal growing season in 2007 (viewed by many as "the vintage of the decade"), Showket Vineyards was blessed with perfectly ripe fruit and, in turn, the most complex Cabernet Sauvignon they have ever made. Rich cherry, blackberry and plum fruit aromas exude from the glass, complimenting the hallmark cassis flavors and notes of chocolate, mocha, allspice and cedar. The small addition of Cabernet Franc to the wine adds distinctive aromas of violets as well as a rounder, richer mouth feel on the seductive palate. Fine-grained tannins linger on the finish, and compliment the complex, richly textured wine. *Wine Spectator* awards the Showket 2007 Cabernet Sauvignon **92 Points**: "Rich, complex and full-bodied, with supple tiers of black cherry, plum and currant woven together with anise, spice and cedary cigar box notes, ending in a smooth, graceful finish." Aged 20 months in oak. 90% Cabernet Sauvignon, 10% Cabernet Franc. Enjoy now until 2017.



Dear *Platinum Series* Members,

Our Showket Vineyards 2007 Cabernet Sauvignon is our pinnacle, our pride and joy. We have waited a long time to produce such a gem! This is the one we have been dreaming about making! '07 was truly "a very good year." (Thank you Russel Bevan and Thomas Broker, winemakers.)

This wine is very seductive and approachable and will continue to develop well over the next decade. We are delighted that we will be able to enjoy this wine a long time. We hope you enjoy drinking it and remembering: "This is Kal and Dorothy's dream wine."

Enjoy in good health and happiness!

Cheers!

Kal & Dorothy Showket

Showket Vineyards Oakville Ca.

REORDERS

Napa's Oakville District is known to be one of the top winegrowing regions in the world for Cabernet Sauvignon, and the concentration of cult wineries in this area is a true testament to the quality of wines this part of the world can produce. Showket Vineyards continues to shine among these legendary estates, and their 2007 Cabernet Sauvignon is perhaps their best bottling to date. Enjoy!

The Showket Vineyards 2007 Cabernet Sauvignon retails winery-direct for \$70.00 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.....\$49.00 /bottle*
*2 bottle min. order [Plus shipping]

Call: I-800-266-8888
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Website: www.GoldMedalWineClub.com