

PLATINUM SERIES



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

Tom Eddy's career in the wine business began when he was only fourteen, when his penchant for cooking prompted his parents to persuade him to add wine tastings to dining events at their home.

His father was a banker who had been transferred to Davis, California, home of the iconic UC Davis. One of his father's friends was a colleague of oenology professor Ralph Kunkee, who ultimately described the wonders of the wine world to a fascinated Tom Eddy. When he graduated from high school, Eddy went immediately to UC Davis and was a classmate of the likes of Tim Mondavi, Michael Martini, Eric Wente and Randy Dunn.

"I guess you could say I was hooked on wine from the beginning," Eddy related. "After we graduated, I went to work the 1974 harvest for Wente. When it was over, Carl Wente wanted me to stay but there were just too many family members before me and I turned down the job. I asked his help in finding me a job and, thankfully, his efforts were successful."

Thus began a work odyssey that brought Tom Eddy to practically every wine producing region (and then some) in California. Starting with a large co-op in the south, he worked his way northward toward Napa and Sonoma and finally, at 29, won the job of General Manager/Winemaker at well respected Chateau Souverain in Sonoma. He moved to Christian Brothers in Napa but decided to go it on his own when Christian Brothers was sold to industry giant Heublein in 1989.

"It was a big decision for me at the time," Eddy recalled, "and many of my friends encouraged me and felt I had the talent to go out on my own." Eddy helped start and develop a number of top wineries, including Goose Creek in Napa, Kunde in Sonoma, and Pepper Bridge in Walla Walla, Washington. For a while he worked with actor Bill Cosby to attempt to buy a winery, but the deal finally fell through. He also developed a vineyard for San Diego Chargers owner Alex Spanos that will eventually become another winery. While at Goose Creek, he asked permission to begin making his own brand that he simply called Tom Eddy Wines.

"Our first production in 1991 was just 240 cases," he added. "We were fortunate that the wine was

really well received. We have developed rather slowly; in fact we call ourselves the 'escargociant' because our development was so very slow." Eddy feels that maintaining quality is preferable to rapid growth, and has held steadfast to that winemaking philosophy.

Eddy's wife of twenty-three years, Kerry, is also active in the business in sales, marketing and development. Her family emigrated from Canada in the mid 19th Century and still owns a small winery called Nevada City Winery in the Sierra Foothills.

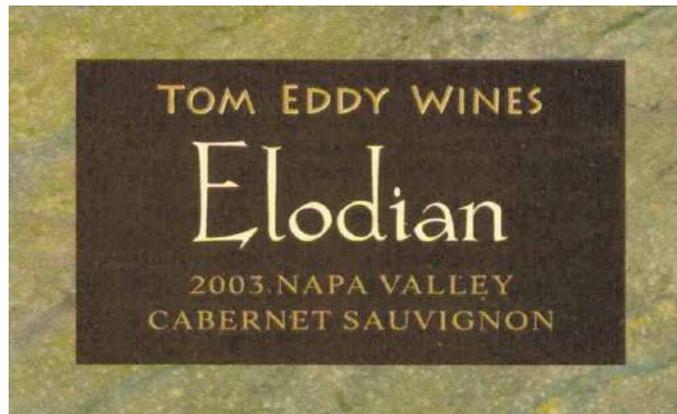
Tom and Kerry's desire to unite their families' history has brought about the evolution of Elodian as part of the Eddy Family Wines portfolio. An Elodian is a sea turtle that was instrumental in Kerry's family coming to the United States. While

becalmed on a Nova Scotia schooner in the Galapagos Islands, the family was forced to eat Elodian Sea Turtles to survive. When the ship and its passengers finally arrived in San Francisco, the turtle meat that was left proved very profitable and allowed the next two generations of Kerry's early family the means with which to attempt to find gold.

Only a small amount (1200 cases) of the Eddy Family Elodian Cabernet Sauvignon was produced and has already met with huge raves in the national wine press and in active competitions.

Next on Tom Eddy's plate is the development of a prized piece of property located on coveted Diamond Mountain just above Calistoga. Work has already begun on the property and the caves development will start this summer. The Eddys anticipate utilizing green techniques for the planting and gardens (Kerry is also a master gardener) that will be environmentally friendly and make the new winery proactive in the farming world.

Tom Eddy is a genuinely good guy winemaker that has finally made a big success in the wine world. His legacy, wherever he has gone, was to help produce extremely good wines for whomever he happened to consult. We are delighted Tom Eddy is finally doing it for himself through the Eddy Family of wines and through this month's *Platinum Series* selection, Eddy's Elodian Cabernet Sauvignon. Enjoy!



The road to great wine begins at your door.

TASTING NOTES





Dear *Platinum Series* Members,

My wife, Kerry, and I are so pleased to share with you our family estate wine, the Elodian Napa Valley Cabernet Sauvignon.

The name Elodian, a type of sea turtle, recalls the true story of Kerry's Nova Scotia ancestors, who set sail November of 1849 during the California Gold Rush. Rounding the "Horn" of South America and finally reaching the Galapagos Islands, they took on fresh water and "a deck load of immense turtles". And while they encountered numerous storms, periods of dead calm, and the eventual rationing of supplies, the saga ends happily, thanks to the deck load of Elodian!

So in the spirit of preservation and adventure, we offer a supple, handcrafted Cabernet Sauvignon from some of the finest hillside vineyards in the valley. The 2003 Elodian Cabernet, with its long hang time is elegant and ready for consumption but with aging potential. The essence of cherry and green olives subtly coat the mouth while the vanilla nuance of fine French oak accompanies the finish.

We hope you enjoy this wine as much as we do.

Ahoy and cheers.

Tom Eddy
Winemaker and Owner

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TASTING NOTES

Tom Eddy's 2003 Elodian Cabernet Sauvignon exudes a balanced, approachable style characteristic of the alluring Napa Valley Cabernets. A medal-winning wine at the *California State Fair Wine Competition*, this favorite "family wine" of the Eddys was awarded an outstanding **94 Points** and a **Gold Medal**. This polished, delicately flavored Cabernet Sauvignon proceeded to delight judges at the *Los Angeles International Wine Competition*, taking home yet another **Gold Medal**. The Elodian Cabernet Sauvignon is among the softer and more refined wines blended for the Tom Eddy Cabernet program, with the smooth tannins complementing, never overpowering, the elegant plum, cassis and blackberry fruit flavors. Bright cherry, green olive, and complex French oak characters help develop an intricate, yet silky texture, making the 2003 Cabernet Sauvignon a delightful addition to dinner. Try pairing Tom Eddy's Elodian with savory roast beef dishes and red-sauced pastas for a tasty indulgent. Aged 25 months in oak. 81% Cabernet Sauvignon, 19% Merlot. Enjoy now until 2013.

REORDERS

The Tom Eddy 2003 Elodian Cabernet Sauvignon is a special blend to the Eddy family, and we're convinced you'll understand why. A famed award-winner with a history of classically balanced wines, this handcrafted Cabernet Sauvignon is one that brilliantly shows the family's passion and dedication for winemaking.

The **Tom Eddy 2003 Elodian Cabernet Sauvignon** retails winery-direct for \$40.00 per bottle. As a *Platinum Series* member your very special pricing is as follows:

Half-Case-\$34.00 /bottle (\$204.00)

Full-Case-\$32.00 /bottle (\$384.00)

[Plus shipping]

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