

PLATINUM SERIES

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

It isn't very often that you find a pair of Oregonians owning a winery in Northern California, but that's exactly the case of Richard and Leslie Mansfield of the emerging Mansfield Winery of Napa Valley.

Richard met Leslie when she visited him while writing one of her eighteen cookbooks (to date). She wanted to feature him and his Garden Valley Winery in a chapter of her book on Oregon wineries. Richard took immediately to the attractive writer and even told a close friend the next day that he intended to marry her sometime in the future.

The couple married in 1995 and made their home in Napa Valley where Richard operated a consulting business for top Napa wineries.

Mansfield's own career has stretched for nearly three decades and included a three-year stint at the prestigious Geisenheim Wine School, located on the Rhine River in Germany's Rheingau Region. Mansfield also earned his masters in Viticulture and Enology at Geisenheim and eventually returned to his native Oregon where he founded his own winery and saw it grow to be the state's sixth largest. After being forced to close due to a problem with a partner, Mansfield moved in 1995 to Napa Valley and took a job handling the Cabernet and Merlot at Stag's Leap Winery on Napa Valley's eastern side.

Three years later, he accepted a position as winemaker/general manager at Bill Hambrecht's new Dry Creek facility named Bradford Mountain Winery in Sonoma County. By 2005, Mansfield was named winemaker/operations manager for the prestigious new Palmaz Winery back in Napa.

During this period, he had begun making small amounts of his own wine, Mansfield Winery, as early as 2000, using a custom crush facility and actually making the wines with the help of Randy Dunn and other noted winemakers.

His initial production was a minute 125 cases that was released in 2003. Mansfield Winery has now doubled its production and will bottle around 1500 cases during the current year. A modest goal of around three thousand cases has been projected by the year 2015.

"We really aren't interested in growth for growth's sake," Richard Mansfield informed. "We are

much more concerned in maintaining our quality and completing our current project."

The "project" referred to involves the restoration of the last remaining "ghost" winery in California. The old winery was located almost 2-1/2 years ago and was basically a collection of old stone buildings and neglected acreage. The property dated back to 1876 and was the original site of the Franco-Swiss Winery that operated with much success prior to the turn of the twentieth century but was left to decay a number of decades ago.

"When we first saw the old place, we were unsure of its historic nature," Mansfield added. "When we walked through the building it was basically stone walls and little else. One room even had a resident owl that didn't seem to like intruders."

The restoration will take several years to complete, but the upside for the new home of Mansfield Winery is remarkable.

"We hope to be able to restore our place to its former elegance. We know it will take some time and a lot of TLC, but we are prepared to do whatever it takes."

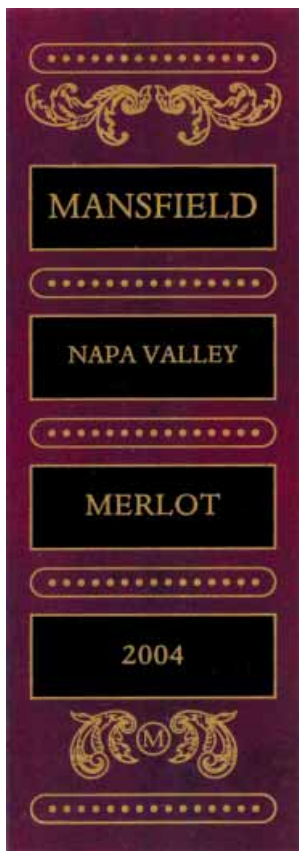
Leslie Mansfield, who is also originally from Oregon, handles all the sales and marketing for Mansfield Winery, but continues her career as a noted cookbook author. Her new *Lewis and Clark Cookbook, Historic Recipes from the Corps of Discovery and Jefferson's America*, is the official cookbook of the Lewis and Clark Bicentennial Celebration and is already in its third printing. She

has also authored a nine-part series on wine country entertaining, pairing delicious foods with exquisite wines.

Since its initial releases, Mansfield Winery has been the recipient of numerous awards and medals including a number of Best in Show awards that has made the fledgling company a remarkable success. In addition, the nation's wine press has taken a liking to the Mansfield Winery evolution that added great exposure to the company's wines.

Yet, it seems that Richard Mansfield himself is unfazed by his winery's relatively rapid emergence onto the national wine scene.

"If you look at our label," he pointed out, "you will see a collection of old antique books. It's like I've always said, 'old books, old wine and old friends— they are the best.' I really believe in the adage and I hope that others do too."





TASTING NOTES



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300 Cases Produced

Richard Mansfield, a veteran winemaker of twenty-eight vintages, produced the 2004 Mansfield Winery Merlot from the Vaca Mountains' classic Moore Ranch Vineyard in Napa Valley. This old-vine flavored Merlot received a **Best of Class** and a **Gold Medal** from the *West Coast Wine Competition*, as well as a **Gold Medal** from the *California State Fair Wine Competition*. The Merlot exhibits an extremely intense density of flavor. Black cherries and dark blackberries are the dominant aroma notes with intriguing undertones of terroir-based herbs, chocolate mocha and toffee. Hints of mountain sage and cherry pie become expansive and supple on the palate while the chewy black fruit is balanced by strong and mature tannins that provide an outstanding framework for this flavorful wine. The finish is rich, intense and irresistibly velvety. Try pairing the exquisite 2004 Mansfield Winery Merlot with roast leg of lamb and char-grilled beef filets. Aged 22 months in oak. 98.5% Merlot, 1.5% Cabernet Sauvignon. Enjoy now until 2014.

Mansfield Winery

Dear *Platinum Series* Members,

Thirty-eight years ago, as a young lad of fourteen and without a single concept of how life would unfold, I visited a winery in the Napa Valley. On that day the die was struck. The rows of gleaming tanks, the stacks of quietly slumbering barrels, and the blend of science and art signaled my future life's path. University studies in Chemistry, an apprenticeship with a German Master Winemaker and finally double Master's degrees from the German Institute of Viticultural and Enological Research at Geisenheim, Germany capped my academic studies. The pursuit of great wines began in earnest!

Fast-forward twenty years. A new endeavor is quietly unfolding on a hidden back road just off of Napa's Silverado Trail. Together with my beautiful and talented wife Leslie, a wonderful chef, cookbook author and my soul mate, we are embarking on the restoration of the last "Ghost Winery," built in 1876 in the Napa Valley. Hand-cut keystone arches, massive stonewalls, and a real ghost from time long past gives us the link to a bygone era. It will become the home of our most outstanding wines.

But today I am pleased to offer you our 2004 Mansfield Winery Napa Valley Merlot. It hails from a small vineyard overlooking Napa's Lake Hennessey. The soils are thin, the vines are mature, and the crop was minuscule. Not a site for tonnage, but one for quality. We handpicked the grapes on a cool but sunny morning, waiting only for the warmth of the day to dry the dew off the clusters. The crush was completed by noon and a regimen of thrice-daily hand punch-downs extracted rich flavors from this amazing vineyard. It was pressed directly to 60 gallon French oak barrels and twenty-two months later was drawn to bottle. It is with utter pleasure that I now offer you this wine.



Richard Mansfield

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REORDERS

Just the second vintage release under Richard Mansfield's personal label, the award-winning Mansfield Winery 2004 Merlot powerfully upholds the admirable reputation this veteran winemaker has built over the last 30 years. Few California winemakers carry the experience and European influence Mansfield has obtained throughout his career and it's evident in the consistent Gold Medal winning Merlots he's regularly turning out.

The Mansfield 2004 Napa Valley Merlot retails winery-direct for \$31.00 per bottle. As a *Platinum Series* member your very special pricing is as follows:

Half-Case-\$25.00 /bottle (\$150.00)

Full-Case-\$22.00 /bottle (\$264.00)

[Plus shipping]

Call: 1-800-266-8888

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