

PLATINUM SERIES

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

She is considered a true citizen of the world and a remarkable success story by her peers within the wine industry. Nevertheless, when the factual story is told, Delia Viader credits her late father Walter with setting the guidelines that have enabled her life's work, known simply as Viader, to gain its rightful place among then world's greatest wineries.

Born in Argentina into a Spanish diplomatic family, Delia Viader took the academic approach to life as a youth. She graduated from the Sorbonne with a philosophy degree and came to the United States where she added several degrees from the likes of MIT, UC Berkeley and finally the agronomic leader, prestigious UC Davis.

She admitted to becoming interested in wine "around the time I became of legal age." Prior to that, Delia's family enjoyed wine as a matter of course with their meals, so her introduction to the grape occurred at an early age.

She had children at an early age, and her tenure at UC Berkeley prompted her to consider the Napa Valley as a plausible setting to raise her family. "I was thinking about a business that would allow me to have my children nearby and that was located in a rustic setting," she admitted. "Yet, I also wanted to be close to the obvious advantages of culture and society. Since there are only a few places that can grow world-class grapes necessary to produce the type of wine I wanted, I really had few choices. Napa fitted the bill perfectly and I made the move in the mid 1980's."

But her father wielded a firm hand and forced her to develop a strategy that could prove successful in a business environment as competitive as the wine industry. He made her produce a 5-year-plan with sales projections and potential costs.

"My father wanted to make sure I really wanted to do it and that I could conceivably make a living for my family," Viader explained. "Remember, the mid 80's was not the trendy time in the wine business that exists today. The economy was not that stable, there was double-digit inflation and the entire decade was considered as near drought stage. He even established a benchmark for progress that I had to meet."

To make things even more difficult, Delia

Viader aspired to produce a wine that rivaled her favorite commune in Bordeaux, St. Emilion. "I wanted a wine that wins you through seduction," Viader admitted. "A wine good enough for a second and third glass."

Pulling a number of strings together, she settled on a piece of property high (1200 feet) on Howell Mountain and began her winemaking career. She emulated a European design for her vines (up and down) on the steep hillsides that required mostly hand farming.

The first Viader release from the proprietary estate of 1200 cases occurred in 1989 and featured a blend of Cabernet Franc and Cabernet Sauvignon, two of the most common grapes utilized in St. Emilion. Viader's first wines were met with critical approval and her march toward world recognition was definitely on its way.

The past two decades have been very kind to Delia Viader and her remarkable winery. Viader wines have been

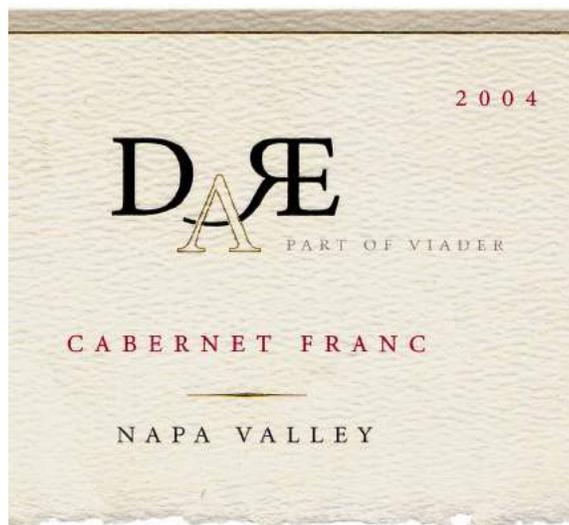
compared favorably to many of the greatest French Chateaux and would be considered a first growth were such a system in existence in the United States.

Production has risen steadily and will surpass eight thousand cases this year. It's possible that Viader will one day reach the 10,000 – 12,000 case level that most French first growths produce, but there is no specific timetable in Delia Viader's grand plan for such an occurrence.

She credits the wonderful vines Howell Mountain has sustained for her success with the adage, "Everything really happens in my vineyards. It's up to me not to mess it all up in my cellar."

Delia Viader is also pleased with the fact that several of her children have followed her into the family business. Son Alan, 27, is the director of operations and his wife, Mariala, is Viader's executive chef. Daughter Janet, 25, handles all the sales and marketing and son Alex, 14, will also join the team, according to Delia, "if he's smart."

The Viader Family is a tight-knit group that has already accomplished a great deal, but continues to seek out even higher goals. To many, their wines are among the finest in the entire world.



TASTING NOTES



VIADER

NAPA VALLEY

Dear *Platinum Series* Members,

Twenty-two years ago in the Napa Valley, I faced several challenges when I decided to plant a small vineyard in the Bordeaux style with vineyard rows that ran up and down the steep rocky hillside on the lower reaches of Howell Mountain. At the time, I envisioned a Bordeaux blend high in Cabernet Franc as in the St. Emilion region of Bordeaux, and I planted this noble "blending grape" to complement the estate Cabernet Sauvignon.

Now several years later, I dared to be different again, creating a new wine that is 100% Cabernet Franc from a property which mirrors the orientation and sun exposure of our own estate, and therefore produces a beautifully ripe Cabernet Franc. As part of VIADER, (pronounced Via-"dare"), the 2004 DARE Cabernet Franc is the second vintage of this single-vineyard project which features contract fruit from Stagecoach Vineyards in Oakville.

The bold bright bing cherry fruit imparts a luscious and silky mouthfeel that has been described as "liquid cashmere" by Master Sommelier Andrea Immer-Robinson. I hope you enjoy the 2004 DARE Cabernet Franc as much as I do.

Sincerely,

Delia Viader, PhD.
Owner/Winemaker
VIADER Napa Valley

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TASTING NOTES

A highly coveted wine from the rocky slopes of Napa Valley's Howell Mountain and the Vaca Range, Viader's 2004 DARE Cabernet Franc emulates the European St. Emilion style that is quite rare in California. This silky Cabernet Franc garnered **92 Points** from *Wine & Spirits* magazine: "If further proof is needed that Napa Valley can produce exceptional, elegant Cabernet Franc, here it is in this second line from Viader. Finely ripe, its soft, red-fruited flavors feel gentle, leaving an impression that's pretty rather than bold or heavy. The light tannins keep it mouthwatering throughout." Also awarded **90 Points** by *Stephen Tanzer's International Wine Cellar*, the 2004 Cabernet Franc is beautiful cherry red in color with a nose that tempts you with aromas of red berries, plums, oak and sweet spices. On the palate the wine shows enticing flavors of ripe black cherries and strawberries supported by velvety tannins. Fully integrated oak flavors and hints of tobacco, vanilla and caramel carry out through the finish. Pair the versatile, food-friendly DARE Cabernet Franc with vegetarian pizza, lasagna, and grilled fish. Aged 16 months in oak. 100% Cabernet Franc. Enjoy now until 2010.

REORDERS

Owner/winemaker Delia Viader's dedication, persistence and attention to high ideals, paired with her European-influenced first growth vineyard property, has prompted Viader wines to be highly desirable since their first release. The DARE Cabernet Franc is an excellent example of Delia's ability and talent to breakaway from the mold, and dare to produce something unique and extraordinary in Napa Valley.

The **Dare 2004 Cabernet Franc** retailed winery-direct for \$42.00 per bottle, when it was available. As a *Platinum Series* member your very special pricing is as follows:

Half-Case-\$36.00 /bottle (\$216.00)

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

[Plus shipping]

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