

NAVARRO

Vineyards

2010 Edelzwicker, *Anderson Valley: Crowning touch*

2009 Chardonnay, *Première Reserve: Clean slate*

2009 Chardonnay, *Mendocino: Vineyard driven*

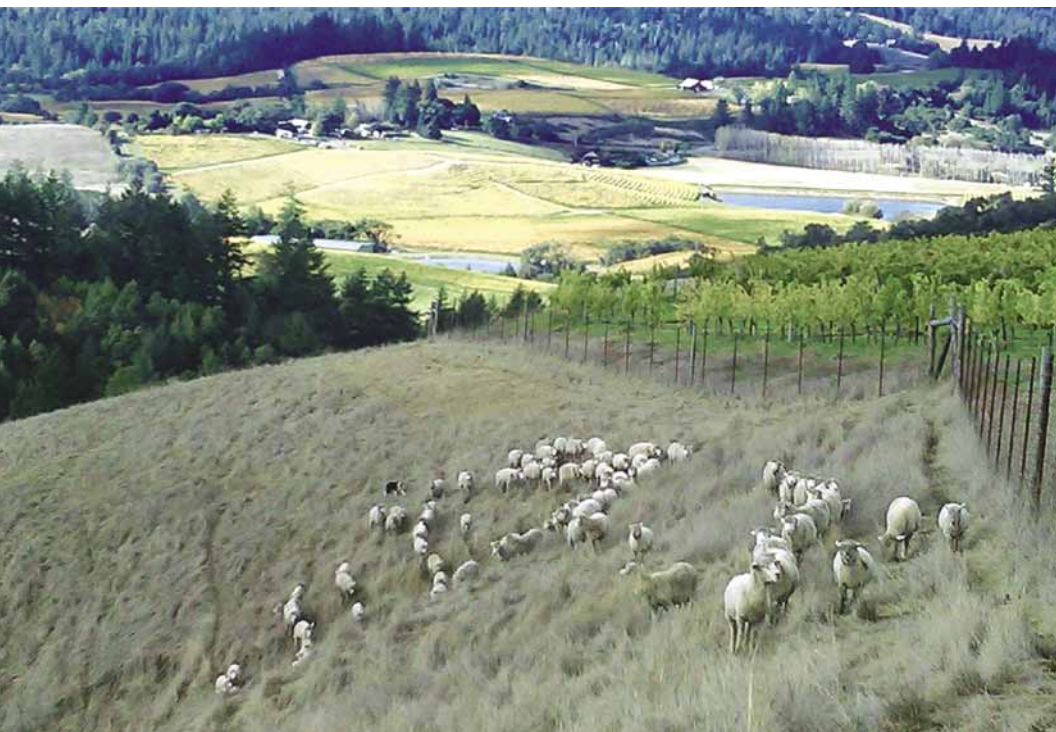
2010 Pinot Grigio, *Mendocino: High and dry*

2010 Riesling, *Anderson Valley: The chill factor*

2010 Rosé, *Mendocino: Nick of time*

2009 Pinot Noir, *Mendocino: Creature feature*

2006 Cabernet Sauvignon, *Mendocino: Pride and joy*



OUR SUMMER 2011 RELEASES

Fresh and local

High oil prices remind us of the obvious advantage of buying food (and wine) locally. The recent tsunami in Japan further confirmed that Mother Nature has the final word, a fact that farmers seldom forget. This summer we are releasing eight new wines from the '06, '09 and '10 vintages and each wine reflects unique characteristics of a distinctive variety and growing season: two Chardonnays from '09, three aromatic '10 whites along with a blushing beautiful dry rosé and two robust reds from '09 and '06. Two value-packed whites, Edelzwicker and Pinot Grigio, are being offered as case specials with price tags as low as \$10.50 and \$12.50 per bottle; modest prices for an explosion of summer flavors. Special pricing on samplers and value-wine case specials as well as *One-Cent ground freight* and reduced air freight for all 12 bottle orders will be available until July 31.

Thanks for supporting
our family farm,

*Ted Bennett and Deborah Cahn
Aaron and Sarah Cahn Bennett*



Edelzwicker may be hard to pronounce but it is easy to enjoy. The term has been used for centuries in Alsace for a blend of the four noble grape varieties: Gewürztraminer, Riesling, Pinot Gris and Muscat Blanc and translates literally into "noble mixture."

SUMMER
SPECIAL!



Buy it by the case
for only \$126.00;
a savings of \$30.00.
That's only \$10.50
per bottle delivered.

Crowning touch

We're always delighted when we discover Navarro's Edelzwicker at a reasonably priced ethnic restaurant; it is the perfect match for spicy foods. The flavors are of crisp fruit rather than heavy oak and delicate unfermented grape sugars soothe the palate after the heat of piquant food. We enjoy working with these four aromatic grape varieties, as each adds its stamp to a blend. We started our 2010 blending trials by adding Pinot Gris to Gewürztraminer. A 33% addition of Pinot Gris maintained the rich core of fruit while toning down Gewürz spice. Then we added 35% Riesling for green-apple acidity to stretch out the finish. The crowning touch was a 4% addition of Muscat with citrus blossom aromatics and exotic tropical notes. No wonder it's one of Navarro's best selling wines. We like it with Indian or Asian cuisines but it's great sipped by itself.

Harvested	Sept.28-Oct.26,'10
Sugars at harvest	24.2° Brix
Bottled	May 2, 2011
Cases produced	1515
Alcohol	13.2%
Residual sugars	1.6%
Titrateable acidity	7.1 g/L
pH	3.27
Price (750 ml)	\$13.00

2009 Chardonnay
Anderson Valley, Mendocino
Première Reserve



The investment in a modern vineyard is substantially more than what was standard in 1979 when we first planted this field. After harvest 2009, we removed all the vines from our Tasting Room block and in summer 2010 buried a large culvert five feet deep across the entire field (top far left). We then installed French drains every 40 feet that flow into the central culvert in order to recycle Navarro's frost protection and irrigation water as well as providing better vineyard drainage. At a depth of three feet we installed irrigation mainlines (lower far left) to each of the six vineyard sub-blocks for individualized irrigation schedules. The soil was amended with over 100 tons of compost which was incorporated to a depth of four feet, simultaneously bringing up old vine roots for removal. After seeding, the field was ready for the winter rain. (left) Last year we were able to plant in May but this year's late rain makes the planting of several chardonnay clone-rootstock combos more likely in June. (below)

Clean slate

Pulling out thirty year old vines from our *Tasting Room* field was painful but provided us a clean slate, an opportunity to plant some exciting Chardonnay clone and rootstock combinations. The fruit from these vines has always been part of our *Première Reserve* Chardonnay but we will have to wait close to a decade until the new vines are mature enough to include their fruit as part of Navarro's flagship Chard. The *Tasting Room* vines account for 15% of this 2009 bottling, so we expect our production of *Première Reserve* will be smaller while we wait. We've slowly been planting

Harvested	Sept.24-Oct.12,'09
Sugars at harvest	23.8° Brix
Bottled	June 24-July 1,'10
Cases produced	2682
Alcohol	13.6%
Titratable acidity	7.1 g/L
pH	3.38
Price (750 ml)	\$25.00
(375 ml)	\$14.00
(magnum)	\$49.00

other small blocks of Chardonnay which are now well established. ENTAV clones 76 and 95 have performed particularly well in Philo and represent respectively 16% and 13% of the 2009 cuvée. 56% of the wine was grown in Navarro's *Hammer Olsen* block. It was planted a bit later than the *Tasting Room* field with FPS "California" clone 17R and has consistently delivered stunning grapes. The *Première Reserve* was fermented and aged ten months in a mixture of 1/3 each new, one year old and two year old barrels made from oak staves air-aged for three years. Tickle your taste buds with citrus blossom, butter, vanilla, cinnamon and baked quince. **Gold Medal winner. Best of Class.**



2009 Chardonnay Mendocino

In France, Chardonnays from Chablis typically undergo a different winemaking regime than the same grape variety in Mersault. In the latter, wines are usually barrel fermented in a winemaking protocol similar to how we produce Navarro's Première Reserve with the emphasis on depth and complexity rather than highlighting vineyard aromatics and flavors. This Mendocino is perhaps more like Chablis; it is aged in seasoned barrels and proudly struts its apple-citrus-pear fruit against a subtle back-drop of oak.



Vineyard driven

Navarro's Mendocino Chardonnay pays homage to the Chardonnay grape, considered to be the finest white wine grape variety in the world. Eighty five percent of the grapes in this Mendocino bottling were grown in Philo, where the flavor profile is reminiscent of green apple, poached pear and citrus. The remaining 15% of the grapes were grown in Potter Valley, about 40 miles northeast of the Anderson Valley. Potter Valley is a little warmer and ripe Chardonnay grapes here have melon-like flavors that complement Anderson Valley's apple-pear-citrus profile. The Mendocino bottling has a wider fruit flavor profile because of the Potter Valley fruit addition but the biggest difference between our two Chardonnays is due to the winemaking regime. Unlike the Reserve which was barrel fermented, the Mendocino was cool

fermented in stainless steel tanks; the lower fermentation temperatures help retain more fruit aromatics. The Reserve wine underwent a secondary malolactic fermentation. In contrast, the Mendocino was racked to seasoned French oak barrels, puncheons and ovals after primary fermentation, avoiding buttery flavors generated by a secondary fermentation. Grape flavors

are the emphasis here.

The generous Chardonnay flavors are framed with liberal natural acidity, yielding a wine perfectly matched for grilled fish, poultry and veggies, foods that are better suited to crispness than complexity.

Gold Medal winner.

Harvested	Sept.24-Oct.10,'09
Sugars at harvest	23.6° Brix
Bottled	June 22-25, 2010
Cases produced	4866
Alcohol	13.5%
Titrateable acidity	7.8 g/L
pH	3.26
Price (750 ml)	\$17.00
(375 ml)	\$10.00

Pruning three year old Chardonnay vines. The vertical trunk has already been formed; now horizontal trunks (cordon) are being developed. It typically requires four or five years before the vine's final shape is completely formed.

2010 Pinot Grigio
Mendocino

We prune and bend the cane over the top wire into an arc to encourage better growth in the mid-cane region.



Fruit from Ordway's Ridge vineyard make up the central core of this wine.



High and dry

We've purchased grapes from neighboring Valley Foothills Vineyard since 1978 and we have enjoyed a long term business and personal relationship with owners Gil and Marge Ordway. They operate their ranch in a professional manner, make decisions reflecting their commitment to the environment and we respect that they provide housing for most of their dedicated staff.

When we offered to purchase Pinot Gris grapes under long term contract, our neighbors grafted over a field of Riesling vines in 1991. The wine results were so successful that in 1996, Gil and Marge agreed to create a brand new Pinot Gris vineyard.

The *Ridge* site is on high ground with well-drained Pinole gravelly loam and utilizes an "Alsace inspired" pruning

system developed at Navarro for Pinot Gris and Gewürztraminer. Between ourselves and our

neighbors we now have five blocks of Pinot Gris under cultivation with different clone-rootstock combinations and working with these blocks over the years has led us to the conclusion that clone 52 in Philo, in a typical year (if there is a "typical"), is best suited for a crisp *Grigio* style of wine. This is Navarro's third Pinot Grigio and the *Ridge* vineyard again dominates the cuvée. The balance of the wine is from two other vineyards, not surprisingly, also planted to Clone 52. The wine tastes of key-lime, guava, pineapple and honeydew with a delightfully dry crisp finish.

Navarro avoids using SO2 at the crusher in order to preserve the natural yeast and avoid wine astringency. That means we take extra care that the winery is spic and span.



SUMMER SPECIAL!

Buy it by the case for only \$150.00; a savings of \$42.00. That's only \$12.50 per bottle delivered.

Harvested	Sept.30-Oct.2,'10
Sugars at harvest	24.2° Brix
Bottled	April 28, 2011
Cases produced	1200
Alcohol	13.7%
Residual sugars	0.2%
Titrateable acidity	7.8 g/L
pH	3.31
Price (750 ml)	\$16.00

NAVARRO SAMPLERS & GIFTS

Medal winning wines at summer savings

Samplers are pre-packaged and each contains wines in limited supply. All subject to prior sale. Please email, phone or visit NavarroWine.com to order.



Until July 31 our phones will be open extra hours; 8 AM till 6 PM daily to help you take advantage of Full-Case specials, Sampler prices and One-Cent ground shipping. Our website is available 24-7 at www.NavarroWine.com.

No. 3 12 bottles

A Navarro cellar

Eight new releases topped off with four Gold Medal winning prior releases.

- 2009 Chardonnay *Première Reserve*
- 2009 Chardonnay *Mendocino*
- 2010 Riesling *Anderson Valley*
- 2010 Pinot Grigio *Mendocino*
- 2010 Edelszwicker *Anderson Valley*
- 2010 Rosé *Mendocino (Dry)*
- 2009 Pinot Noir *Mendocino*
- 2006 Cabernet Sauvignon *Mendocino*
- 2009 Gewürztraminer *Estate Bottled (Dry)*
- 2009 Sauvignon Blanc *Cuvée 128*
- 2007 Pinot Noir *Méthode à l'Ancienne*
- 2007 Zinfandel *Mendocino*

\$189.00
Savings of \$49.50



No. 1 6 or 12 bottles

Summer six

Choose either one or two bottles each of six delicious value wines; exceptional flavor at family prices.

- 2009 Chardonnay *Mendocino*
- 2010 Pinot Grigio *Mendocino*
- 2010 Edelszwicker *Anderson Valley*
- 2010 Rosé *Mendocino (Dry)*
- 2009 Pinot Noir *Mendocino*
- 2009 Navarrouge *Mendocino Red Table Wine*

#1A—12 bottles

\$149.00

Savings of \$42.00



#1B—6 bottles

\$83.00

Savings of \$12.50

No. 2 6 or 12 bottles

New dry six

Choose either one or two bottles each of six new and dry Navarro wines; three crisp whites, a dry Rosé and two multifaceted reds.

- 2009 Chardonnay *Première Reserve*
- 2009 Chardonnay *Mendocino*
- 2010 Riesling *Anderson Valley*
- 2010 Rosé *Mendocino (Dry)*
- 2009 Pinot Noir *Mendocino*
- 2006 Cabernet Sauvignon *Mendocino*

#2A—12 bottles

\$199.00

Savings of \$50.00



#2B—6 bottles

\$113.00

Savings of \$11.50

Don't be sheepish about rejecting inflated wine prices! Navarro's farm-direct wines always represent an excellent value. Specially priced samplers and case specials feature discounts up to 30% until July 31. So don't delay!



No. 4 6 or 12 bottles

The latest whites

Choose either one or two bottles each of Navarro's five new white wines topped off with a *Best of Show* Gewürztraminer.

- 2009 Chardonnay *Première Reserve*
- 2009 Chardonnay *Mendocino*
- 2010 Riesling *Anderson Valley*
- 2010 Pinot Grigio *Mendocino*
- 2010 Edelszwicker *Anderson Valley*
- 2009 Gewürztraminer *Estate Bottled (Dry)*

#4A—12 bottles

\$175.00

Savings of \$41.00



#4B—6 bottles

\$95.00

Savings of \$13.00

No. 5 6 or 12 bottles

Red and Rosé

Choose either one or two bottles each of five Medal winning red wines topped off with a Mediterranean style Rosé.

- 2010 Rosé *Mendocino (Dry)*
- 2009 Pinot Noir *Mendocino*
- 2006 Cabernet Sauvignon *Mendocino*
- 2007 Pinot Noir *Méthode à l'Ancienne*
- 2007 Zinfandel *Mendocino*
- 2009 Navarrouge *Mendocino Red Table Wine*

#5A—12 bottles

\$199.00

Savings of \$54.00



#5B—6 bottles

\$113.00

Savings of \$13.50

No. 6 6 or 12 bottles

Pinot Noir and Chardonnay

Choose either one or two bottles each of three different Pinot Noirs and three Chardonnays; Medal winners all.

- 2009 Pinot Noir *Mendocino*
- 2007 Pinot Noir *Méthode à l'Ancienne*
- 2007 Pinot Noir *Deep End Blend*
- 2009 Chardonnay *Première Reserve*
- 2009 Chardonnay *Mendocino*
- 2007 Chardonnay *Première Reserve*

#6A—12 bottles

\$239.00

Savings of \$89.00



#6B—6 bottles

\$135.00

Savings of \$29.00

2010 Riesling
Anderson Valley, Mendocino

These two photos were both taken in March, only a few weeks apart. No wonder the vines were confused.



Navarro's oak ovals were crafted in Germany and add rich texture to Riesling's alluring aromatics.

Chill factor

Mark Twain allegedly quipped “The coldest winter I ever saw was the summer I spent in San Francisco.” Summer 2010, in San Francisco and Philo, proved his point. Each summer, after the vines have blossomed and set their crop, Navarro’s crew inspects every vine, shoot by shoot, and if necessary reduces the number of clusters to an appropriate level to match the vine’s vigor, no small task since there are about three million shoots in our vineyards. By mid véraison in late August, Navarro’s vines were expressing their severe displeasure with the chilly weather and many displayed uneven cluster development. Some clusters were ripening normally with all the berries at the same stage of ripeness.

Other clusters had some berries at a normal stage of ripeness mixed with berries that were still hard and green. We decided to remove all lagging clusters. Navarro’s hardworking crew spent most of September removing the greener clusters from the vines and we anxiously watched the potential harvest diminish. Riesling is the last grape to ripen in our climate and about half of our blocks failed to ripen sufficiently to make the cut into Navarro’s Riesling.

Harvested	Oct. 26-27, '10
Sugars at harvest	22.6° Brix
Bottled	May 5, 2011
Cases produced	812
Alcohol	12.6%
Residual sugars	0.5%
Titrateable acidity	7.6 g/L
pH	3.20
Price (750 ml)	\$18.00

The benefit of the big chill was that the grapes we did harvest were physiologically ripe at lower sugar levels, resulting in ripe flavors at modest alcohol levels: a dry finish with a surprising cascade of aromas of honeysuckle, wisteria and Cecile Brunner roses that enhance wild salmon, smoked trout or a baked goat cheese salad.



2010 Rosé
Mendocino (Dry)

Troy Satterwhite pruning Carignan. (top) We were introduced to Troy and Tia's vineyard by Tia's sister Debbie. (right) We love these gnarled Carignan vines and the luscious tropical notes they usually add to Navarro's "Mediterranean" Rosé blend. The base for this unique wine comes from Debbie's ancient Grenache vines: delightful fresh strawberry and spring herb aromas and flavors.



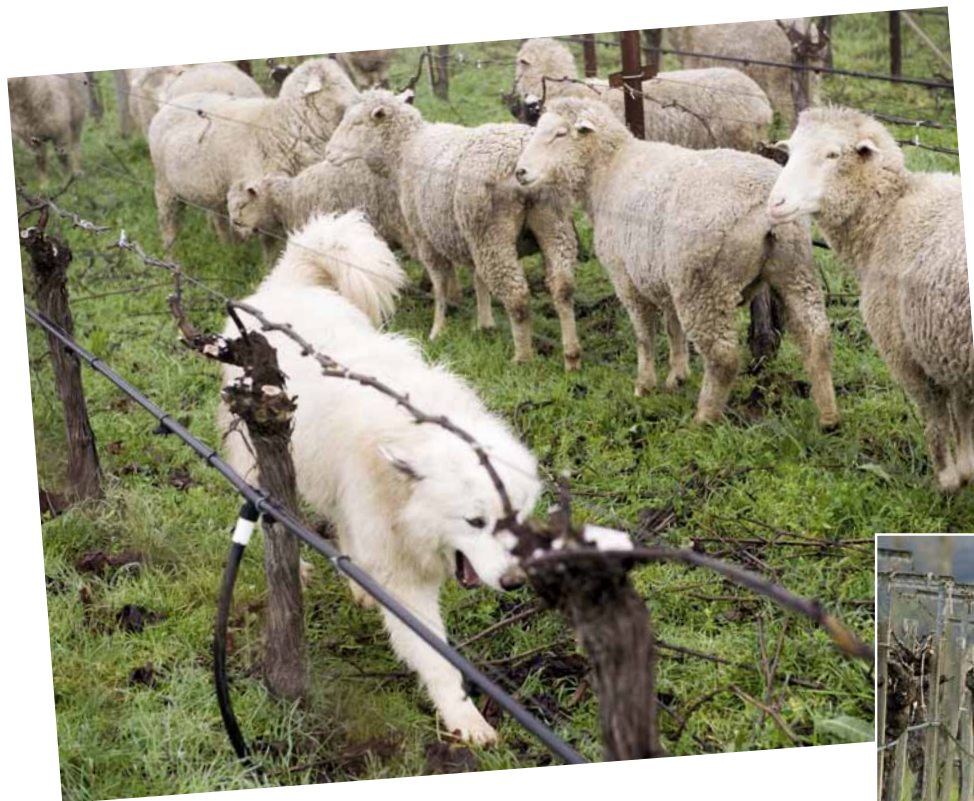
Nick of time

The chilly 2010 harvest came to an abrupt end when a major deluge was forecast for mid-October. We sprang into action and for three intense days harvested all the fruit that was still hanging. In hindsight the decision was a good one since few red grapes survived the storm in decent shape. We harvested all of Debbie Pallini's Grenache *Gris*; a mutant of Grenache *Noir*, which is ideally suited for rosé wines. Fortunately her vines had a light crop in 2010 so the grapes were fully ripe and the resulting wine displays the charming strawberry flavors that these old gnarled vines consistently produce. In the nick of time we were able to snatch up McDowell Vineyards' Grenache *Noir* and Rosewood Vineyards' Carignan before the storm. The McDowell *Noir* fruit was equally ripe and

the juice reinforces Pallini's strawberry flavors while adding some interesting herbal notes. The grapes from the seventy year old Carignan vines at Rosewood Vineyards historically have added a guava element to our blend, but unfortunately the Carignan grapes didn't reach sufficient maturity in 2010 to be included in the final blend. Navarro's Rosé of Pinot Noir was released in

Harvested	Oct. 11-15, 2010	March and sold out by
Sugars at harvest	23.9° Brix	April. We think this
Bottled	May 10, 2011	more traditional Rosé
Cases produced	1069	blend of Grenache
Alcohol	13.6%	grapes will be just as
Titrateable acidity	7.6 g/L	popular with its beguil-
pH	3.20	ing flavors of straw-
Price (750 ml)	\$16.50	berry-rhubarb, papaya
		and watermelon. Think
		pink for summer.

2009 Pinot Noir Mendocino



We use sheep in the vineyard to eat weeds rather than using herbicides. Navarro employs three Italian livestock guard dogs to protect sheep and lambs from predators. Chickens are rotated into the fields after the sheep to eat insects and stir up the soil.



After aging 10 months in seasoned French oak barrels a powerful blend from this warm harvest was selected and bottled.

Creature feature

During the '70's and '80's Navarro experimented with clones and trellises for Pinot Noir. By 1990, with some experience under our belts, we began planting new Pinot Noir vineyards. We now have over 40 acres of Pinot Noir and have reached the point where most of our Pinot Noir is estate grown, including this modestly priced bottling. This bottling is 100% Anderson Valley and 92% of the grapes were grown by Navarro. The other 8% came from our next door neighbor. As harvest approaches, we sample each field every two or three days, tasting the fruit, inspecting the seeds and stems and then, in the lab, measuring sugars, acid and pH.

We harvest, ferment and age each picking separately because each lot has a different flavor profile. Blending between fields, clones and rootstocks gives us the ultimate opportunity to practice the winemaking art. Thirty percent of the grapes were the *Pommard* clone, which is the most successful of the clones propagated by FPS at the University of California at Davis. In Philo it has a very distinct flavor profile of cherry and cassia (cinnamon) bark. Eight percent is the *Martini*

Harvested	Sept.21-Oct.12, '09
Sugars at harvest	25.6° Brix
Bottled	Sept. 1-3, 2010
Cases bottled	3365
Alcohol	14.3%
Titrateable acidity	6.2 g/L
pH	3.69
Price (750 ml)	\$19.00

clone, another FPS clone which has strong berry flavors and mouth-coating tannins. The balance was produced from five EN-TAV selections which are highly regarded clones recently imported from Burgundy, France. After 10 months in seasoned French oak barrels the wine bursts with flavors of juicy Bing cherries with whiffs of chocolate and roasting coffee beans. **Gold Medal winner.**



2006 Cabernet Sauvignon Mendocino

Ed Berry hiking his Rattlesnake Canyon Cabernet field. (left) Jim Klein and Casey Hartlip at Eaglepoint Vineyards, where we've purchased Cabernet since 1978. (right) Both of these vineyards are well tended so when we receive their grapes we don't have to add sulfur dioxide to kill yeast and other not-so-desirable organisms. We let the de-stemmed grapes macerate for several days allowing the natural yeasts to start the fermentation. We then add some cultured yeast to assure that the wine ferments dry. The wine typically finishes both the primary and secondary fermentation in the barrel when the weather warms in the spring.



Pride and joy

There are 2,477 acres of Cabernet Sauvignon in Mendocino County, yet in the 30 years we've been producing Cabernet we've only identified a handful of vineyards that produce Cab up to Navarro's standards. The most obvious predictor of wine quality is the site which reflects the effects of climate and soil. Navarro only purchases if the site has potential for making good wine, but we haven't always been pleased with the results. It also requires the skill and diligence of a good grape-grower for a good site to yield good wine. This wine is a product of two special sites and two special growers: half came from Red Hill at Eaglepoint Vineyards which is managed by Casey Hartlip and half came from Rattle-

Harvested	Sept.30-Oct.25, '06
Sugars at harvest	26.0° Brix
Bottled	August 26, 2008
Cases produced	936
Alcohol	13.8%
Titratable acidity	6.4 g/L
pH	3.70
Price (750 ml)	\$29.00
(magnum)	\$59.00

snake Canyon at Berry Vineyards where Ed Berry keeps close tabs on the vines. Both Casey and Ed understand they are not simply growing grapes but rather helping to craft a wine and consequently they make different viticultural decisions than many growers. For example they always thin heavy crops before *véraison* so all clusters are at the same level of ripeness at harvest. These growers work hard to grow evenly ripe, deliciously sweet fruit and at harvest both Casey and Ed take pride in personally driving their flatbed trucks over the hill to deliver their year's work. Who wouldn't be proud? Eaglepoint's distinctive character of cloves, black currants and cigar tobacco complement Berry's deep flavors of dried plums and leather. **Silver Medal winner.**