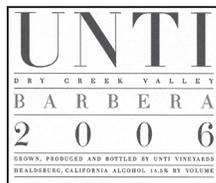


2006 BARBERA Barbera Takes a Starring Role



If Barbera were running in this year's Presidential elections (and I'm beginning to think that a Hanna-Barbera cartoon character might actually lift the intellectual debate), it would certainly be a write-in candidate. In fact, Barbera is so far off the public's radar screen, it makes the Libertarian Party seem mainstream. However, there is now a groundswell of support building for this likeable and versatile red wine.

Barbera is the most heavily planted grape in Piemonte because it thrives in a variety of vineyard sites. The opposite is true for Nebbiolo, the grape exclusively used for the region's most prestigious wines, Barbaresco and Barolo. The best Nebbiolo wines come from only very specific hillside sites. This drastically limits supply and unfortunately results in high prices. Barbera has always taken a distant second to Nebbiolo (sort of like Boo Boo was to Yogi Bear or Baba Looey was to Quick Draw McGraw). Thus, the wines were not as appealing to consumers. That has changed.

Over the past 20 years the best Piemontese wineries have stopped treating Barbera as a secondary easy-to-drink wine. They started making more concentrated wines, from specific vineyard sites, that are aged in new French oak barrels. Furthermore, they are selling them at higher prices (\$25 to \$50 a bottle) and are finding a willing market in the US. I'm not sure if those wineries are exploiting an opportunity to increase revenues, because quality Barbera grapes are more available than Nebbiolo, or are beginning to discover the grape's compatibility with current wine tastes.

Our Dry Creek Barbera seems to be right in line with a large segment of today's wine drinkers who want dark and fruity wine that is low in tannin. In fact, if it were a politician, Barbera would be the perfect bipartisan wine, capable of "reaching across the aisle" and appealing to serious wine drinkers and novices alike. I'll leave it for someone else to decide which party more closely identifies with which wine drinker.

Thanks to our naturally well-drained vineyard site, a low-vigor root-stock and crop thinning, the yield is only 5 to 7 pounds of Barbera per vine. This, combined with our Dry Creek climate, gives concentrated and ripe flavors with solid acidity. It is slightly more full-bodied than most Italian Barberas.

Our 2006 is very similar to both the 2003 and the 2004 Barbera. It has a bit more ummph and is more complex than our 2005, yet it retains the lush juicy quality that makes Barbera so darned appealing. It is the kind of wine you can bring to any dinner party and not worry about it being inappropriate for the food. We only have 1.8 acres of the stuff planted, so while demand continues to rise for our Barbera, the supply is still around 750 cases.

2006 BARBERA	
Harvested 10/13/06 and 10/22/06	Blend: 100% Barbera
Total Acidity: 0.73g/100ml	Alcohol: 14.5%
pH: 3.48	Bottled: 9/10/07
Aging: 11 mo. in French Oak, 25% new	Cases Produced: 760

2006 SEGROMIGNO A Household Name



If I had to choose one of our less-than-mainstream wines that epitomizes small business, it is Segromigno. Not only is Segromigno a blended Cal-Ital, which should be the kiss of death in the marketplace, it is quite difficult to pronounce (Segro-mee'nyo). What were we thinking???

Well, as most of you probably know, because we repeat it like trained seals when pouring the wine, Segromigno has Unti significance because it is the village where my dad's father was born. Additionally, it has much in common with the wines of that area, which is near Tuscany's regal city of Lucca. We use Segromigno as a proprietary name for our medium-bodied Sangiovese blended with Syrah and Barbera. It is lush, fruity and ready to drink relatively soon after the vintage. Sounds good, but hearing many of our customers pronounce the name doesn't. It's not exactly a name that would have "traction" in the marketplace.

But true to our experience with this business, Segromigno has become a popular wine in spite of the name, both at the winery and in restaurants. Perhaps the name is just quirky enough that people remember it because they *can't* pronounce it. Or maybe they aren't laughing with us but *at* us thinking we mistakenly used Segromigno instead of Sangiovese. Fortunately, the wine itself transcends any marketing faux pas we've applied to it.

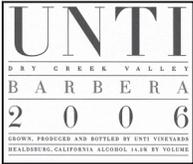
This 2006 Segromigno is almost exotic in its fruit profile. 2006 was one of the coolest vintages we've experienced and it shows in this bright, lush and intensely fruity wine. A bit more forward than the 2005, this wine is already starting to drink well. If you have liked previous vintages of Segromigno (regardless of how you pronounce it), acquiring the 2006 is a no-brainer. 570 cases produced.

2006 SEGROMIGNO	
Harvested 9/25/06 through 10/27/06	Blend: 92% Sangiovese, 4% Barbera, 4% Syrah
Total Acidity: 0.56g/100ml	Alcohol: 14.9%
pH: 3.72	Bottled: 9/10/07
Aging: 11 mo. in French Oak, 15% new	Cases Produced: 570

Mick

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Today's Date ___ / ___ / ___

Shipping Information:

Residence (add \$4/box Shipping) Business

Name: _____

c/o Business: _____

Address: _____

City: _____

ST: _____ *DOB req'd for HI & WI* ___ / ___ / ___

Zipcode: _____

Phone#: _____

Email: _____

Payment Information:

Charge to Credit Card below or Check enclosed

Visa/MC # _____

Expiration Date: ___ / ___ / ___ Ver#: _____

Signature: _____

Billing Address (if diff. from Shipping Info. above): _____

New Releases:	# Bottles	Price	Extension
2006 Barbera	<input type="text"/>	@ \$26 =	<input type="text"/>
2006 Segromigno	<input type="text"/>	@ \$20 =	<input type="text"/>
Current Releases:			
2005 Zinfandel	<input type="text"/>	@ \$25 =	<input type="text"/>
2005 Grenache	<input type="text"/>	@ \$30 =	<input type="text"/>
2004 Syrah	<input type="text"/>	@ \$26 =	<input type="text"/>
2004 Syrah Benchland <i>Limit 6</i>	<input type="text"/>	@ \$35 =	<input type="text"/>
2004 Syrah Magnums	<input type="text"/>	@ \$65 =	<input type="text"/>
Total # of Bottles	<input type="text"/>	Subtotal =	<input type="text"/>
		(6-11 bottles = 5%, 12-35 = 10%, 36+ = 15%) Discount =	(<input type="text"/>)
		New Subtotal =	<input type="text"/>
		(CA = 7.75%; Other states, call for rate) Taxes =	<input type="text"/>
		(Use chart +\$4/box for Residential address) Shipping =	<input type="text"/>
		TOTAL =	<input type="text"/>

SHIPPING TO A BUSINESS RATES (Subject to change)		
State	6 Pk Box (4-6 btls)	12 Pk Box (7-12 btls)
Northern CA	\$14 - Ground	\$19 - Ground
So. CA, CO, ID, NM, NV, OR, WA, WY	\$17 - Ground \$25 - 3Day \$28 - 2Day	\$25 - Ground \$42 - 3Day \$49 - 2Day
IA, MN, MO, NE, ND, TX	\$21 - Ground \$34 - 3Day \$43 - 2Day	\$33 - Ground \$58 - 3Day \$71 - 2Day
CT, DC, FL, GA, IL, LA, NC, NH, NY, OH, VA, WI	\$23 - Ground \$38 - 3Day \$43 - 2Day	\$38 - Ground \$64 - 3Day \$74 - 2Day
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*Purchasers must be 21 or older.
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