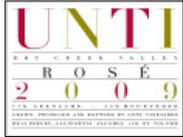


Getting Serious about Rosé 2009 ROSÉ



California Rosé made the right way... he said.

I recently spoke about Rosé at a panel discussion for the Rhone Rangers. It was videotaped, which means I'm able to review my take on Rosé. It painfully reminds me of a weak imitation of Mr. Pink's (Steve Buscemi) rant on tipping servers in *Reservoir Dogs*.

Essentially I argued -- in my usual condescending manner --that the world's best Rosés are from Provence. Come to find out, not everyone agrees with me, as panel moderator Jon Bonné quickly opined. So perhaps it is best to say my favorite Rosés are from Provence and Tavel in the Southern Rhone. They are made from Grenache, Mourvedre and Cinsault, have a pale salmon color and, despite the light color, are dry and full-bodied.

You can take the boy out of the South of France, but you can't take the South of France out of the boy?

Sébastien Pochan, whose family resides in the South of France, has a deft hand at making Rosé. He interned at Chateau Pibarnon, one of Bandol's best wineries. From our first "saignée" in 2001, to this beautifully balanced 2009, Sébastien has kept Unti Rosé firmly within "Camp Provence." But as good as our Rosé has been in the past, this 2009 represents a nice step forward.

Oddly enough, it was our experiment with making white wine that created the impetus for making better Rosé. In 2007, we needed a new press for our white grapes, since our basket press was designed for making red wines. We purchased a small bladder press and, at Sébastien's urging, harvested some of our Grenache and Mourvedre at lower sugars than what we would for our red. We then made the Rosé by directly pressing the grapes. To obtain the lovely color of a classic Rosé, Sébastien had to keep the skins in the press for a few extra hours (sort of the reverse of the saignée technique).

Since then, we have increased the amount of Rosé made via direct press to over eighty five percent of the total. This allows us to make a Rosé that is naturally lower in alcohol and correspondingly retains a higher level of acidity than when using the saignée (bleeding juice from a red fermentation tank) method. The wine still features aromas and flavors that are beyond simple strawberry fruit because it comes from low-yielding Grenache Noir and Mourvedre. It is simply better balanced than our first efforts. Thank you, Sébastien.

Stay thirsty, my Provence-style Rosé loving friends

By making a Rosé of this type, some might say we are simply living vicariously through our wine (contrary to the Dos Equis Most Interesting Man in the World, who lives vicariously through himself). While this might not be too far from the truth, it really doesn't matter. If we make Rosé, why wouldn't we use our favorite version as a model? Furthermore, here in California we live a life as if we were living in the South of France: celebrities, nude beaches, beautiful people, a bounty of locally grown specialty foods, fancy restaurants, and incredibly warm sunny weather. Not to mention the odd amalgam of farmers, immigrants, and trustafarians here in H-town. It stands to reason that the ultimate California Rosé would be Provençal in nature.



Sébastien Pochan: "I don't often directly press grapes, but when I do, it's for great Rosé."

April mailing list discount offer:

20% discount on 2009 Rosé and 2008 Segromigno when part of a 12-bottle case purchase.

Offer valid through June 15th.

Our take on Rosé reminds me of a beautiful song recorded by two great guitarists, Jim Hall and Bill Frisell. Both men are revered for their distinct styles and thoughtful improvisations. Though I know their music well and think both artists are brilliant, even I was shocked upon hearing them cover Bob Dylan's Masters of War. To hear Dylan sing this blunt and biting condemnation of war, one couldn't possibly imagine it ever sounding beautiful. Yet, Hall and Frisell take this simple protest song to unbelievable heights without losing the emotional verve Dylan put into its lyrics. Amazing.

So whether you love Rosés from the South of France ("where the ladies love to dance") or you appreciate dry, flavorful and fun wine during a warm summer afternoon, this Unti 2009 Rosé is for you.

77% Grenache, 23% Mourvedre; 1,150 cases produced.

\$19/bottle, or \$15.20 when part of a case purchase.

Rosé Raves

Since I've clearly consumed the Provençal Kool-aid, maybe it's best to hear why other folks, like some of our most ardent supporters, think Provençal-style Rosé is bomb:

Jenn Piallat, the affable owner of Zazie: *"I can tell by looking at the color of a Rosé whether I'm going to like it or not. If it is too dark, or bright pink, I know it's going to suck. I love the Unti Rosé because it is the most Provençal-like Rosé from California- both in light salmon color and on the palate."*

Sam Magonnam, nicest guy in the world and owner of BiRite Market in SF: *"This 2009 is the most Bandol-like you've ever done. It's your best one yet. Everything okay with you, man? How's George?"*

Rob Hunter, owner of the now defunct restaurant Pangea and North Coast Guerrilla Chef: *"I like some of the other notable California Rosés made from Pinot Noir, but I prefer yours. It is made from the right grape varieties. I think it's #*%#ing great! And it goes great with the pre-eminent cash crop up here."*

David Lynch, former Sommelier at Babbo, now Wine Director at Quince in San Francisco, and author of *Vino Italiano*: when I introduced myself to David at a recent Quince dinner he said, *"Oh. We need more Rosé."*

Arnie Plowe, wine guru at Whole Foods Market Oakland: *"Your Rosé is delicious. I think it may be the best domestic pink ever made. We kind of have a bad Rosé addiction around here."*



Hey bud, let's party!!

Pushing Tin... out

You'll notice our 2009 Rosé is so immersed in Provençal culture that it is topless. Contrary to some of the beach patrons in Cannes, this is actually a good look. Even if it wasn't aesthetically pleasing, not using a foil is also a good thing.

Truth be told, tin foils are useless. Bottles contain wine, corks provide a seal, and labels tell you who and what you are drinking and how it is the best thing since sliced bread. But the entire "raison d'être" of a foil is based on a very subjective sense of aesthetics and an arbitrary urge to hide the cork. No other reason. It's just tradition, history, and our fear to stray from wardrobe correctness.

In the old days, bottles were often sealed with poor quality corks. So wax was used to provide extra protection from bugs or a dry environment. In the early 1900's, lead capsules replaced wax. Once lead was deemed toxic, tin became the foil material of choice. By then cork or alternative closures were completely capable of keeping wine in the bottle. Foils then became solely decorative.

We decided to try bottling our Rosé sans capsule for a few reasons. We've always struggled with finding a capsule that works with our Rosé bottle size and color. Often times our capsules made the bottle look like it's wearing inappropriate shoes. In fact, most of the problems we encounter when bottling wine are directly attributed to capsules not fitting on the bottles properly. More importantly, our Rosé poses an elegant simplicity and humble forwardness that calls for a more natural and unpretentious look. So it was an easy decision to expose our 2 inch cork.

2008 SEGROMIGNO
Hello Rosso Piceno



Sangiovese and Montepulciano are seamless dance partners in Le Marche. There, they call the wine Rosso Piceno. Like any great partnership, the two grapes complement each other. Sangiovese brings bright fruit and acidity, while Montepulciano has dark color, full body and a chocolate earthy character.

2008 is the second vintage we have blended Montepulciano into our Sangiovese to make Segromigno. Obviously, we like the results, which is why these grapes will comprise Segromigno in vintages to come.

Why? As many of you know, the Sangiovese we use for this blend tends to be more fruit forward and less structured than the grapes used for our 100% Sangiovese. As such, the Montepulciano naturally rounds out the Sangiovese with color, depth and richness.

In 2008, blending Montepulciano was especially necessary. A late spring frost disrupted the grape set in the Segromigno section of our Sangiovese vineyard. This caused a bit of uneven ripening. Montepulciano helps with some of the green tannins that come from uneven ripening. But our Montepulciano is a big boy, so this Segromigno is a little more full-bodied and tannic than previous vintages. It should really be hitting its drinkability stride in a year or so.

We made 640 cases, which seems like a lot. But seeing as how this Segromigno is the “House Red” for Delfina Pizzeria in San Francisco, it won't be around here for long.

92% Sangiovese, 8% Montepulciano, 640 cases produced.

\$24/bottle, or \$19.20 when part of a case purchase.

Customer Appreciation Party 2010

When: Saturday, June 19th, 11am - 5pm

Where: At the Winery - 4202 Dry Creek Road, Healdsburg, CA 95448

Why: A summertime celebration for our loyal mailing list

What: New Release wines, food by DL Catering, horseshoes, ping-pong, and good tunes.

How: This event is free of charge. Please **RSVP by June 1st** by calling the winery at (707) 433-5590 or e-mail alex@untivineyards.com



Hard to believe they come from good families, isn't it?

UNTI VINEYARDS

4202 Dry Creek Road
 PO Box 1899
 Healdsburg, CA 95448

2009 Rosé
2008 Segromigno

Ordering Information: Mail this form to **Unti Vineyards, PO Box 1899, Healdsburg, CA 95448**; or, fax it to **(707) 433-5591**; or, order through our Store page at www.untivineyards.com; or, call us at **(707) 433-5590**.

Today's Date ___ / ___ / ___

Shipping Information:

Residence (add \$4/box to Shipping) Business

Name: _____

c/o Business: _____

Address: _____

City: _____

ST: _____ DOB req'd for OH, MI, WI & HI ___ / ___ / ___

Zipcode: _____

Phone#: _____

Email: _____

Payment Information:

Charge to Credit Card below or Check enclosed

Visa/MC/AMEX/Discover # _____

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

Signature: _____

Billing Address (if diff. from above): _____

*Purchasers must be 21 or older.
 An adult signature will be required at delivery.
 Shipping only to states where permitted by law.*

* 20% off wines marked with asterisk when part of a 12-bottle case purchase.

Available:	# Bottles	Price	Extension
2009 Rosé *		@ \$19 =	
2008 Segromigno *		@ \$24 =	
2007 Grenache		@ \$30 =	
2007 Zinfandel		@ \$26 =	
2006 Syrah		@ \$26 =	
2005 Syrah Benchland		@ \$35 =	
2005 Syrah Reserve		@ \$50 =	
2007 Petit Frere		@ \$20 =	
2007 Grenache Magnum		@ \$65 =	
2005 Syrah Benchland Mag...		@ \$75 =	
		Subtotal =	
(6-11 bottles = 5%, 12-35 = 10%, 36+ = 20%) Discounts =			()
New Subtotal =			
(CA = 9%; Other states, call for rate) Taxes =			
Use chart (+\$4/box for Residential address) Shipping =			
TOTAL =			

SHIPPING TO A BUSINESS ADDRESS 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, AZ, CO, ID, NM, NV, OR, WA, WY	\$17 - Ground \$26 - 3Day \$32 - 2Day	\$25 - Ground \$45 - 3Day \$54 - 2Day
IA, MO, ND, MI, MN, TX	\$21 - Ground \$37 - 3Day \$49 - 2 Day	\$33 - Ground \$65 - 3Day \$79 - 2Day
CT, DC, FL, GA, IL, IN, LA, NC, NH, NY, OH, RI, VA, WI	\$23 - Ground \$42 - 3Day \$52 - 2Day	\$38 - Ground \$73 - 3Day \$89 - 2Day
AK, HI	\$55 - 2Day	\$89 - 2Day
Add \$4/box if shipping to a Residential address. *If your state is not listed, call for options.		