

Reaching *New Heights* with

THE CLIMBER

CLIF FAMILY WINERY

INTRODUCING OUR NEW LOOK

- Unique wine at a mainstream price
- Food friendly and approachable
- Sourced from sustainably farmed vineyards
- Well known, respected winemakers
- Now line priced to maximize promotional opportunities
- Delivering the best quality and value in every bottle



“The key elements to an extraordinary bottle of wine are not that different than those of a good climb — balance, focus and a connecting of the senses.”

— GARY ERICKSON, FOUNDER OF CLIF FAMILY WINERY

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THE CLIMBER

CLIF FAMILY WINERY

	2009 SAUVIGNON BLANC	2009 RED WINE
VINEYARDS	To create our 2009 Clumber Sauvignon Blanc, our winemakers brought together an amazing selection of Sauvignon Blanc from organic and sustainably farmed vineyards in Lake County, Mendocino County and Lodi.	Our 2009 Clumber Red brings together an amazing selection of organic and sustainably farmed fruit from Mendocino County and Lodi.
TASTING NOTES	Intensely fresh aromatics of tropical fruit, citrus and ripe guava are followed by scents of crisp tangerine, Meyer lemon and hints of melon and pineapple. The citrus notes carry forward into the mouth and end with a crisp clean finish.	Classic Zinfandel aromas of dark cherry and spice intermingle with notes of blackberry pie, and a slight note of pepper on the nose. Flavorful layers of brambly blackberry fruit, red currant and juicy, ripe plum greet the palate and lead to a well structured mouthfeel featuring a long fruit filled finish with soft, subtle tannins.
VARIETAL BLEND	80% Sauvignon Blanc, 13% Pinot Gris, 5% Riesling, 1% Pinot Meunier, 1% Muscat	63% Zinfandel, 21% Cabernet Sauvignon 12% Syrah, 2% Merlot, 2% Petite Sirah
WINEMAKING	Pinot Gris, Riesling and a touch of Pinot Meunier and Muscat were added to Sauvignon Blanc to add complexity and layers of vibrant fruit to the wine. The Clumber is 100% stainless steel fermented and does not go through malolactic fermentation, thus enhancing the purity of the fruit and resulting in classical varietal notes with a crisp, refreshing mouthfeel.	Our Clumber Red brings together our favorite varietals to create a versatile, food-friendly wine that unveils new aromas and flavors with each sip. Fermented separately and then blended prior to bottling, each varietal component adds its own special characteristic to the wine – jammy fruit from the Zinfandel, smoky meat characters from the Syrah, juiciness and deep ruby color from the Petite Sirah and structure from the Cabernet Sauvignon and Merlot.
PRODUCT SPECS	Alcohol: 13.7% Release Date: September 2010 Cases Produced: 3,100 cases Winemakers: Sarah Gott and Bruce Regalia Suggested Retail Price: \$12.00	Alcohol: 14.1% Release Date: September 2010 Cases Produced: 3,500 cases Winemakers: Sarah Gott and Bruce Regalia Suggested Retail Price: \$12.00
BOTTLE UPC CODE	8 58290 00105 0	8 58290 00104 3

“The Clumber wines continue to be about over delivering when it comes to putting high quality wine in the bottle.”

— SARAH GOTT, CONSULTING WINEMAKER