

A Little Something Extra

We are always looking for ways to give our wine club members more value. Rather than just send out the same old tasting note sheets that will be read and then discarded, we thought that it would be fun to make your wine club release newsletter something that you could use, so we have included some bottle neck hangers for each of the wines in your shipment. Not only will these neck hangers help you easily identify your Alexandria Nicole Cellars wines in your cellar, they are also reusable and give you a way to get more mileage out of the printed materials that come in your shipment. You will also notice that each neck hanger features a QR Code (the bar code-like

box). If you scan this code with a QR reader app on your smartphone you will be taken to a website that features information about each wine, including a special video about the wine from winemaker Jarrod Boyle. We are really excited about this new feature of our tasting notes, and we hope that you find them handy.

2010 Rock Star Red

Deep, dark purple in color, this wine is heaven in a bottle. The wild blackberry and spice of Grenache, blended with the bold strength of our Syrah and the refining structure of Mourvedre, combine to rock your world. Loads of spice, with wild vine berries and hints of pepper combine with a fruit-forward nose that fills your senses like the opening song at your favorite rock concert. Like many Rockstars, this wine is young and bold, but will continue to improve with age. If consumed prior to 2013, please decant.

Vineyard: Destiny Ridge Vineyard, Horse Heaven Hills
 Aged 20 months in 60% new French Oak barrels & 40% 2 year old French Oak
 62% Syrah, 30% Grenache, 8% Mourvedre
 Release Limited to 223 cases

\$42 / 750ml. bottle (Retail)

2010 Lemberger

Also known as Blau Frankisch in Austria, this rich, dry red is deep in color with purple hues, showcasing hints of blueberries, plums, and black pepper aromatics. It received limited aging in French Oak to express and protect the fruit profiles. This variety is relatively rare in Washington State and was hand selected from one our Estate Vineyard, Destiny Ridge. This young, lively red has full flavor profile of bright, pure fruit with hints of coffee, dried herb, spice, and a judicious amount of acidity to go well with the lengthy finish. Pairs well with beef and lamb

Vineyard: Destiny Ridge Vineyard, Horse Heaven Hills
 Aged 14 months in 2 Year old French Oak Barrels
 Release Limited to 168 cases

\$35 / 750ml. bottle (Retail)

2009 Tempranillo

This is the fifth vintage for this rare Washington Tempranillo from Alexandria Nicole Cellars and it continues to be a real crowd-pleaser. Dark Ruby-red in color the nose is filled with rich, smoky aromas of black cherry, cassis, cola, and espresso. Medium-bodied, with excellent concentration, the warm red fruit flavors are distinctly ripe and fleshy but are nicely invigorated by bright mineral and floral qualities. The long and juicy finish is an endless display of sweet, lush blackcurrant, vanilla and spice, with fine and dusty tannins adding focus and balance. Needs another year or two in the bottle to soften and unite, but is quite enjoyable right now.

Vineyard: Destiny Ridge Vineyard, Horse Heaven Hills
 Aged 20 months in 2 year old French Oak barrels
 96% Tempranillo, 2% Malbec, 2% Cabernet franc
 Release Limited to 89 cases

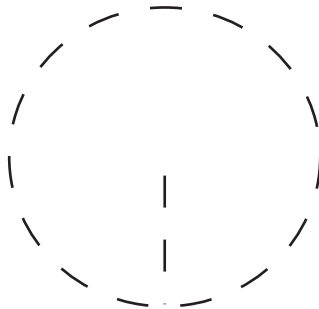
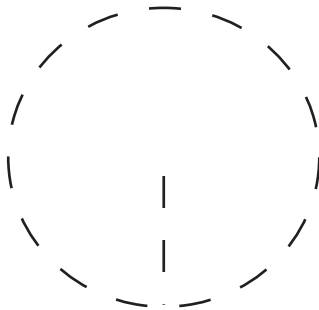
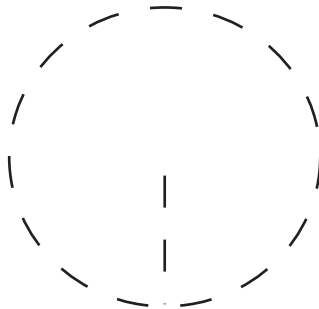
\$55 / 750ml. bottle (Retail)

2010 Grenache

Our 2010 Grenache provides great aromatic complexity with dark, ripe fruit and a burst of spice to go along with a rich, compelling mouthfeel, and well balanced acidity. The palate is packed with black cherry, wild raspberry and strawberry notes along with hints of licorice, cassis, and black pepper. This wonderful Rhone varietal and the excellent Horse Heaven Hills growing conditions combine to produce a wonderful medium bodied wine that dances in your mouth and lingers on your tongue.

Vineyard: Destiny Ridge Vineyard, Horse Heaven Hills
 Aged 18 months in 35% new French Oak barrels & 65% neutral French Oak
 98% Grenache, 2% Syrah (Block 43)
 Release Limited to 188 cases

\$35 / 750ml. bottle (Retail)



New Wine Club Cards are Finally Here!

We are very excited to announce that, after fighting an epic battle with our technology to get your new "Members Only" wine club cards printed; they are finally finished! We apologize for the delay in delivering the new cards, and we very much appreciate your patience.

The new cards will make your visits to the Alexandria Nicole Cellars tasting room even more convenient than they have been in the past. With a simple swipe of your card at the register, we will be able to pull up your wine club membership, as well as information about your wine purchase history and your wine club pickups and shipments. The new cards will also get you quick and easy access to our exclusive wine club rooms in both our Prosser and Woodinville locations.

In addition to all of the other benefits of the new cards, you will find a QR code on the back of the cards. For those of you who are wondering, "What the heck is a QR code?", it is the little barcode-like box on the back of your card. The QR (or "Quick Response") code is surprisingly easy to use, and we believe that by saving us paper, and you time; it's a match made in online heaven. Plus, think of how cool you will look the next time you're wondering what percentage of Syrah is in the newest release of Rock Star Red and you take out your card, and snap a picture of the ANC QR code with the QR reader application on your smartphone, and "Tah-dah!, you are on our site and accessing the most recent tasting notes and have the answer to your question within 10 seconds. It is guaranteed to make you feel "in the know" QUICKLY, which is key these days. If you don't already have a QR reader on your smartphone, now is the perfect time to take a minute and search for the free download in your smartphone application store, and start snapping. You'll quickly see why these codes are a rapidly growing trend that can keep us even more easily connected.

We greatly appreciate all of our Club 1000 members, and we hope that the new card will help to make your wine club experience a more convenient one.

Harvest Party Tickets on Sale Now!

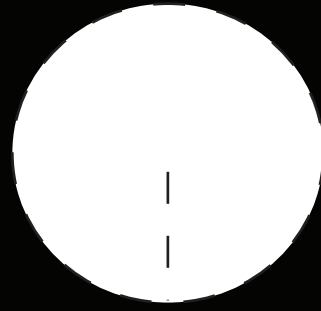
One of the hottest tickets of the year is the famous Alexandria Nicole Cellars Harvest Party. Those of you who have attended our party in the past know what a great time it is, and this year is sure to be no exception. For all of you who have been watching for Harvest Party tickets to go on sale, the time is now!

Join us for an evening of food, wine, and fun. In addition to the beautiful setting in the vines of our estate vineyard, Destiny Ridge Vineyard, there will be a variety of Alexandria Nicole Cellars wines, a delicious surf'n' turf menu from Chef Frank Magana, and lots of fun and games, including a Wine Balloon Toss, Skeet Shooting, and a Grape Stomp.

The festivities will take place on Saturday, September 29th at Destiny Ridge Vineyards. Tickets are \$75 each, and round-trip bus tickets are available for an additional \$25 from Prosser, the Tri-Cities, and Yakima.

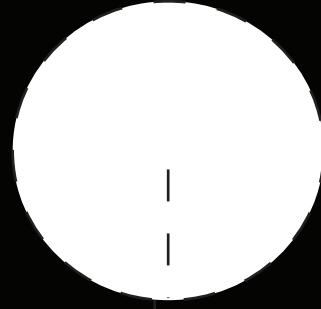
These tickets always go fast, so visit our website at www.alexandrianicolecellars.com for information and to purchase tickets, or call us at 509-786-3497.

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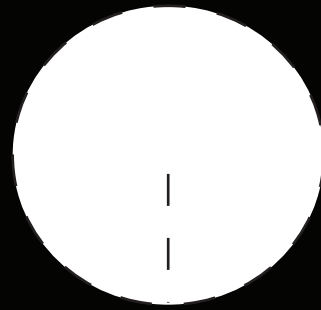
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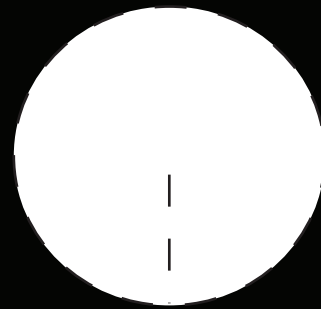
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