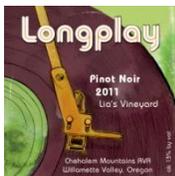




Groove Club Shipment #3 - What's in the Box?

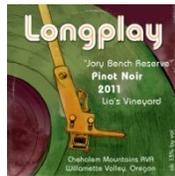
This shipment highlights the new releases of the 2011 vintage pinot noir. 2011 has been dubbed the "miracle vintage" by some because it looked like it was going to be a total bust well into October. We had a late start and progress toward ripeness remained late. The challenge of a late season was compounded by an exceptionally large fruit set, with some sites reporting clusters double their normal weight. There was a lot of dark humor in the vines and on the crush pads as we pondered our collective fate. But then the vintage was saved by a warm, dry October. We finished picking our pinot noir on November 1st - about two weeks later than normal. Our vineyard manager, Javier Marin, and his crew did a lot of work stripping leaves in October and managing cluster counts early to achieve a crop that was cleaner, riper and smaller than most. 2011 also marked our first vintage with Jay Somers as our winemaker as we moved into his facility which is less than half a mile southeast of Lia's Vineyard.

Longplay 2011 Pinot Noir, Lia's Vineyard (2 bottles) 2011 was the third leaf for our 2009 plantings and they



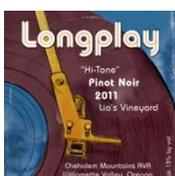
produced a small crop which we included in this bottling. One advantage to young vines is they tend to ripen earlier, which was a real bonus in a cool year like 2011. We also included a bit of Mariafeld, Wadenswil and a splash of Pommard selection. I like this wine for its focus and texture. 268 cases produced.

Longplay 2011 Pinot Noir, "Jory Bench Reserve," Lia's Vineyard (2 bottles) Block 1, my favorite block of



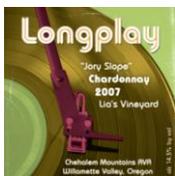
Pommard selection, and Block 5, a six-row block of old Wadenswil selection, make up the bulk of this bottling. I added a few gallons of Mariafeld/Pommard blend that had been in barrel together ahead of bottling to give a bit more complexity. I am surprised by how similar the 2010 and 2011 JBRs taste given the different growing seasons and change of winemakers. 154 cases produced.

Longplay 2011 Pinot Noir, "Hi-Tone," Lia's Vineyard (1 bottle) The block closest to the barn, Block 4, is a bit



over an acre of older Wadenswil planted in 1990. This block has phylloxera and I'm debating digging it up - it just doesn't produce enough fruit and sits on a great spot. I spend a lot of time in this block because it is convenient and it needs attention because the vine health is irregular. Tasting barrels in the cellar, we couldn't believe the juxtaposed completeness and uniqueness of this wine. Blending it would be a crime, so we bottled the three best barrels on their own and called it "Hi-Tone" because of the pretty high notes it hits. 72 cases produced.

Longplay 2007 Chardonnay, "Jory Slope" Lia's Vineyard (1 bottle) 2007 was our first vintage and I actually



bought this wine back from my winemaker at the time, the late Aron Hess, who had purchased the fruit for his Deadalus label. Aron had made a nice Chardonnay from the same block in the 2006 vintage, but he and his partner made a branding decision to focus on Dundee Hills as they were developing a vineyard in the Dundee Hills AVA. The palate shows tropical fruit yet remains austere - despite the 14.5 percent alcohol. I love the purity of this wine. 63 cases produced.