



CRUSHPAD

harvest

2009

**BORDEAUX
VINEYARDS**

Greetings from Crushpad Bordeaux

This document results from hundreds of vineyard visits throughout Bordeaux's three major wine regions. For our inaugural harvest, it was important to find parcels reflecting the diverse nature of Bordeaux's terroir and appellations, as well as the distinct styles of wines which come from the Medoc as well as the prestigious Right Bank. We're working with two of Bordeaux's premier viticultural consultants, Eric Boissenot and Stephane Derenoncourt, to select and manage our vineyards. All wines are made under the guidance of Jonathan Maltus – owner of Chateau Teyssier – whose own wines such as Le Dôme, Les Astéries, Le Carré, Vieux Château Mazerat and Chateau Laforge routinely score 94 to 98 points by the likes of Robert Parker.

As in San Francisco, we focus our attention on growers who apply precision viticulture to old vines located on exceptional terroir, irrespective of appellation. These are vineyards where now you have the opportunity to be a pioneering winemaker.

You are the winemaker

This is Crushpad's sixth harvest, and our first in Bordeaux. Every year, we find a universal enthusiasm in our client base as wine consumption turns into wine collection and then into wine creation. The experience and satisfaction of creating your own wine and the pride of sharing it with others is what winemakers live for. While most of us would like to quit our jobs, sell our house and take our spouse and children to live on the vineyard, it's just not realistic. Crushpad gives you as much of the winemaker lifestyle as possible, wherever you live.

Take your time reading through this vineyard list. If you have any specific questions about the vineyards or the process, feel free to contact Stephen Bolger in Bordeaux at stephen@crushpadwine.com or +33 (9) 60 51 86 83 or Dave Gifford in San Francisco at dave@crushpadwine.com or 415-864-4232, x222.

How It Works

Crushpad has a seven step process for winemaking in Bordeaux that spans anywhere from 14 to 24 months, depending upon the style of wine you produce.

1 Define your wine style and primary blend components

Whereas many of California wines consist of only one varietal, the magic and fun of Bordeaux wine production is found in the blending of your desired product. We work with you to determine the wine style you seek and the appropriate primary blend ratios between the predominant varietals in Bordeaux: Merlot, Cabernet Sauvignon, and Cabernet Franc.

2 Select your fruit

When you place your order, your primary blend can come in any configuration and with any ratio you choose. 70% Cabernet Sauvignon and 30% Merlot? 80% Merlot and 15% Cabernet Franc and a hint of Cabernet Sauvignon? You decide. The question is which vineyards best suits your style. This list gives you an overview on the characteristics of each vineyard. Crushpad will gladly guide you in the process.

3 Construct Plan

Every wine has a detailed blueprint that covers the entire process of growing, fermenting, aging and blending. Every year is different and things can change, so you'll be facing many questions along the way. Will work with you to get the answer right.

4 Monitor Vineyard

Throughout the growing season, we'll provide weather updates, pictures and video interviews with growers to give you insight into the ups and downs of an agricultural life.

5 Create Wine

When the fruit comes in, you can come in and help sort, crush, ferment and press your wine. If you can't be here in person, you get real-time updates and educational content on crushnet.com.

6 Design Packaging

You will receive a Packaging Guide which helps you work with our design team through the process of creating a great label and selecting bottle, cork and capsule options.

7 Finish Wine

The final step in creating your wine is an optional blending process that you can do in Bordeaux (with us individually or at one of our blending events) or at home with a *fusebox* wine blending kit. We produce extra wines for blending purposes. You can make up to a 20% blending adjustment. We then bottle your wine and then it's off to you to enjoy and watch its evolution.



**CABERNET SAUVIGNON
CABALEYRAN, HAUT-MEDOC**

This parcel of 52 and 34-year old cabernet sauvignon vines is perfectly situated on the top of a gravel hill with a deep friable clay and limestone base, typical of the best parcels which run along the left bank of the Garonne. Located immediately north of Saint Estephe, this parcel is adjacent to those owned by Sociando Mallet. The average density of 9000 vines per hectare planted on 3309 and 420A rootstock ensures excellent canopy health with strong competition for water and nutrients. This yields a concentrated and powerful Cabernet Sauvignon producing dark-colored wines with a strong tannin base, whose aroma and flavor emphasize long-lasting dark fruit and mineral components. If you want your Medoc-based Cabernet to emphasize more masculine characteristics, this is your parcel of choice.

BARREL PRICE:
€7,200 per Barrel (€24.00 per Bottle), Crushpad/Bordeaux
\$10,350 per Barrel (\$34.50 per Bottle), Crushpad/San Francisco



**CABERNET SAUVIGNON
ARSAC, MARGAUX**

Owned by Bordeaux visionary Philippe Raoux, this one hectare (2.5 acre) parcel of Cabernet Sauvignon planted on 3309 rootstock exemplifies Margaux terroir : gravel mixed with sand over a thin layer of clay. Confirming his innovative nature, Philippe has since 2004 turned over a small parcel of Aillac to a different renowned wine consultant each year (Michel Rolland, Denis Debourdieu, Andrea Franchetti and Stephane Derenoncourt), giving them carte blanche on viticulture and winemaking to produce The Winemakers' Collection. These have been described by Robert Parker as boasting of "classic richness, deep, smoky, black currant and sweet cherry fruit, a gorgeously opulent texture, decent acidity, high but sweet tannin, and a seamless, full-throttle mouthfeel. This stunning effort competes with some of Bordeaux's finest wines." This gives you an idea of what you can aim for, in this the most 'feminine' of Bordeaux's appellations.

BARREL PRICE:
€7,650 per Barrel (€25.50 per Bottle), Crushpad/Bordeaux
\$10,950 per Barrel (\$36.50 per Bottle), Crushpad/San Francisco



**MERLOT
PEY LABRIE, CANON FRONSAC**

Located on a hilltop overlooking the Dordogne and Isle rivers, this parcel represents the very best of Canon Fronsac. These 33-year old vines are planted on clay-limestone duplex soil over a rock limestone plateau (calcaire sur asteries) that regulates water stress, not unlike the best Saint Emilion terroir situated eleven kilometers to the west. Stephane Derenoncourt highly recommended that we select this 0.65 hectare (1.6 acre) parcel for its ability to produce wines of great richness, elegance and concentration. These Merlots typically produce aromatic, dark ruby colored wines with a solid tannin structure, emphasizing red currents and raspberry which age wonderfully over time.

BARREL PRICE:
€6,750 per Barrel (€22.50 per Bottle), Crushpad/Bordeaux
\$9,750 per Barrel (\$32.50 per Bottle), Crushpad/San Francisco



MERLOT **LE RUISSEAU, COTES DE CASTILLON**

This 1.8 hectare (4.4 acre) clay over limestone parcel is located a stone's throw from the demarcation line separating the Saint Emilion and Cotes de Castillon appellations. It has nothing to envy of its neighbor. Le Ruisseau sits on the uppermost section of a south-facing slope, with excellent drainage and perfect exposure to sunlight. Cropped to ensure very low yields (we are targeting 30-35 hl/hectare), the result is a Merlot that strongly emphasizes its fruit characteristics of nearby Saint Emilion, yet with a combination of depth and subtle tannins that provide the perfect complement to our parcel of Pey Labrie. The grower, Philippe Emile, is as passionate as they get, applying precision viticulture honed through years of working closely with Stephane Derenoncourt. Stephane's own wine, the Domaine de l'A, comes from adjoining vineyards.

Barrel Price:
€6,750 per Barrel (€22.50 per Bottle), Crushpad/Bordeaux
\$9,750 per Barrel (\$32.50 per Bottle), Crushpad/San Francisco



MERLOT **GRAND PONTET, SAINT EMILION**

Owned by our winemaking partner, Château Teyssier, this one hectare (2.5 acre) parcel of Merlot lies in the middle of a number of Saint Emilion Grand Cru Classes – including, as the name suggests, Chateau Grand Pontet. Situated a stone's throw from the centre of the village of Saint Emilion, the old vines rest on clay over limestone – classic Saint Emilion. Cropped to extremely low yields, the fruit from this vineyard goes into Jonathan Maltus' Château Laforge – a rich, powerful wine with velvety tannins and ripe black fruit.

Barrel Price:
€13,500 per Barrel (€45.00 per Bottle), Crushpad/Bordeaux
\$18,900 per Barrel (\$63.00 per Bottle), Crushpad/San Francisco



CABERNET FRANC **LABRIE, VIGNOBLES MALTUS, AOC SAINT EMILION**

Owned by our winemaking partner, Château Teyssier, this one acre Cabernet Franc parcel is cropped very low – four bunches to the vine. The vineyard is situated on the plain of St. Emilion on predominantly sandy soil with a little gravel and a vein of “crasse de fer” (iron oxide) around two feet down. The vines were planted over forty years ago and contribute to the blend of Château Laforge, a rich wine where Cabernet Franc provides its backbone.

BARREL PRICE:
€13,500 per Barrel (€45.00 per Bottle), Crushpad/Bordeaux
\$18,900 per Barrel (\$63.00 per Bottle), Crushpad/San Francisco

PRICING

Barrel pricing (approximately 25 cases or 300 bottles) is all inclusive: fruit, materials, winemaking, packaging and oak (new, neutral or a blend from top French and American coopers – your choice).

Because blending is such an important component of making a fine Bordeaux, we don't want to restrict your options. As such, your final barrel price will be calculated based on the vineyards you select and the amount of fruit required from each source. Here's an example:

80% Cabernet Sauvignon from Cabaleyran at €7,200 a barrel
20% Merlot from Le Ruisseau at €6,750 a barrel

Your barrel price: $(€7200 \times .8) + (€6750 \times .2) = €7,110$, or the equivalent of €23.70 a bottle.

You will see that we have two prices. The first is a price in euros, where the wine will be available from our winery in Bordeaux, France. This price does not include VAT (value added tax), since this is subject to the tax rates of the destination country. The second price is for our North American customers. We have prepared a US dollar price which includes shipping of your wine to our San Francisco winery. It does not include sales tax. In both cases we will work with you to determine pricing for delivery to your final destination.

PAYMENT OPTIONS & VOLUME DISCOUNTS

Installment payments are 1/3 at time of signing, 1/3 October 1st and the final 1/3 February 1st 2010.

5% Pre-payment discount for cash payment. Pre-payment discount offered until June 1st 2009.

Payment is due within 10 days of contract signing to secure fruit source.

VOLUME DISCOUNTS

5% discount for 2 or 3 barrels

10% discount for 4 to 7 barrels

20% discount for 8-20 barrels