



Part 1. Calera's Totally New Website

On November 11th we launched our upgraded, expanded, more user-friendly website: www.CaleraWine.com. Check it out! You will see dramatic new photos of our expert staff, exciting descriptions of our vineyards, rave third-party (i.e., wine writer) reviews of specific wines, order forms, and other items of surprising and exotic natures too numerous to mention.

We have made ordering our wines via our new website so easy and pleasant that we recommend you give it a whirl. We are also including a paper order form for those like me who prefer the touchy-feely method. Or better yet, feel free to visit us in person – and our happy human beings who always answer such communication outreaches will happily fill your order and perhaps even pour you a glass of wine while you wait.



Part 2. Noise and America

We Americans love loud noises. Loud motorcycles, buses, pickup trucks and cars. Loud motor homes, semi-trucks with trailers, and farm machinery. Loud construction sites, replete not only with ferociously loud jack hammers, arc welders, riveters, electric saws, pile drivers, cranes, elevators, generators and cement mixers, but also hordes of construction workers (humans) screaming at the tops of their lungs.

Loud police cars, ambulances and fire engines, plus their ear-piercing sirens and klaxons. Even our air conditioners, heaters and furnaces are noisy, not to mention vac-

uum cleaners, dishwashers, microwave ovens, kitchen blenders and coffee grinders.

And let's not forget leaf blowers (a pet peeve). How easy it is for one thoughtless leafy suburban homeowner – or more likely, his uncaring gardener – to wreck the peace of mind of 10,000 nearby residents with a single tiny machine that weighs less than 20 pounds and does nothing but blow their leaves onto someone else's property, or out onto a public thoroughfare?

What's a person who loves peace and quiet to do? I'd suggest you visit Tokyo and / or Seoul, as I have done in the last year.

Each of these Asian mega-cities has a far larger population than any U.S. city, and yet they are much, much quieter than our big cities. How is that possible? And why?

First, let's do the numbers...

	Population: City Proper (year)	Population: Metropolitan Area (year)
Tokyo	13,185,000 (2011)	World's most populous: 35,000,000
Seoul	10,500,000 (2010)	World's 2nd most populous: 25,000,000
New York	8,200,000* (2010 Census)	18,900,000

(Source for all the above: Wikipedia)

* N.Y.C. Mayor Michael Bloomberg disputes the U.S. government's 2010 Census figure for NYC, contending that it undercounted the actual number of residents.

So how can it be that, with many more people crammed into them than any of our cities, both Tokyo and Seoul offer their residents such comparatively calm, tranquil, quiet soundscapes? My theory is that it's cultural. The Japanese and the Koreans value tranquility. They have designed their urban experiences to maximize peace and quiet when it comes to decibels produced in the public space. The ability of the individual to make as much noise as he wants is restrained for the greater good of the wider population, in terms of quiet and harmony.

In America, by contrast, we ardently defend the right of the individual to do whatever he pleases, short of murder, growing or smoking marijuana, plus a few other "crimes." (In this short essay I will not use the politically correct "he or she" terminology because "real American" noisemakers are almost exclusively of the masculine persuasion, i.e., guys.) This celebrated right of the individual – "It's a free country!" – is paramount in our culture, and it trumps (pun intended) any collective wish that the wider population may have for peace and quiet. If a guy wants to rig his motorcycle or car with an absurdly noisy engine and no mufflers, even in a city of a million residents, he just goes ahead and does it. Most cities have noise ordinances but they're rarely enforced. If, say, a policeman or a neighbor wanted to stop him from the pleasure he derives from blasting his motorcycle noise, you'd have to pry his motorcycle handlebars from his cold, dead fingers. So to speak. Besides, the policeman's own car generates a lot of noise, so he's not the ideal candidate to tell the noise-offending biker to tone it down. The next time you're alongside a police car at a red light, roll down your window and listen to his engine idling. Those cars are hot rods, with big, beefy V-8s.

In September I visited Tokyo, Osaka and Sendai. I actually saw and heard such a crazed American-style motorcyclist roar away from a traffic light in Tokyo, making a huge noise. It was a shock, because that's so, so rare in the large Japanese cities. Cars in Japan run almost silently. As they're idling at stoplights, you virtually can't tell if

the engine's running. Taxi drivers don't honk their horns. That would be uncivilized, and would attract unwanted attention. Japanese taxi drivers are well groomed, often wearing nice little uniforms, with white cotton gloves! Their cabs are spotlessly clean, and don't smell bad. The cabbies can also open and close the rear door of their taxi from their command module in the front seat, to let passengers in and out. And there's better leg-room in their cabs than there is in U.S. taxicabs, which are normal Detroit 4-door sedans with plenty of legroom in front for the taxi driver but little or no leg room in back for the paying customer because of the sliding plastic security barrier, extra padding and what-not. And if you tell a Japanese taxi driver the address you want to go to, he will know where it is and how to get there. He has had to pass tests to be licensed as a cab driver. He does not run red lights, nor does he swerve in and out of lanes like a maniac. Japanese taxi drivers also accelerate slowly, and brake their cars gradually, rather than....well, you get the idea. London cabbies are similarly professional and knowledgeable, and they, too, have to pass stringent tests to get their cabbie licenses.

Construction sites in both South Korea and Japan are very quiet compared to job sites here. For starters, their cement mixers, trucks, bucket loaders, forklifts, cranes, generators and other motors are all designed and engineered to be...very...quiet. Shhh.... The contractors build a temporary fence – a wall, really – around the site, partly for security, but with acoustic panels to absorb sounds and maintain quiet. There's a flagman, in uniform, who opens a gate to let a truck or trucks in or out, then the gate is immediately closed. You can walk right by a 20 story building being built at most times of the day and barely hear any sounds. No yelling. No clanging bells to signify a truck or other machine is backing up.

The only sound that is comparable to an American construction site is the pile driver. I guess that operation can't be converted to quiet mode.

In Seoul, cop cars and ambulances don't use sirens, they just flash their blue exterior roof lights and all the cars pull over to let them pass. How elegant! How civilized! By contrast, in even a smallish U.S. city like San Francisco, ambulance drivers, paramedics, firemen and policemen go into full-on siren mode at any and all times of the day and night. 2 a.m.? 3 a.m.? No problem! Fire up those urban sirens on the move! This lets citizens know that those activities are super-important, top priority, while also waking up the whole town.

Subway networks in both Seoul and Tokyo offer quiet, clean, smooth-riding service. You don't get that simulated Nascar experience that characterizes New York subways in particular: ancient subway cars, loud screeching noises, violent lurching side to side, too-rapid accelerations quickly and abruptly followed by full-bore panic stops, all accompanied by gross smells too numerous to mention.

I am the first to admit that I may be over-sensitive to noises. I live way out in the country, right alongside our winery. In the evenings and early mornings, the only sounds I hear are owls and coyotes, and sometimes the wind, or raindrops pattering on the roof. I've never lived in a house with air conditioning, and the sole source of heat in my house at the winery is a wood-burning stove made of cast iron. So when I travel and find myself in a hotel room with air conditioning cycling on and off, and the heater roaring away, I always try to turn these devices off and just open or close the windows. But as you know, many hotel room windows cannot be opened.

My closest neighbor is a couple hundred yards away. Our country road has very little traffic in the evenings and through the night, until about 5 a.m. when the huge semi-trailer diesel trucks from a commercial dolomite quarry, another neighbor, start rolling. The few homeowners out here have asked the owner of the quarry to politely ask his drivers to accelerate slowly and, most importantly, NOT to use their “jake brakes.” These are compression release engine brakes on very large diesel engines, and truckers like them because they save wear and tear on their regular brakes. If you’ve ever been to Hell you’ll immediately recognize the sound of a jake brake: a deafening, bellowing, pulsating roar that shakes the rafters and makes your fillings vibrate in your teeth. It’s Dante’s *Inferno*, 2011 version. And it comes straight into my bedroom like a tractor beam from the Death Star in *Star Wars*, pulling me inexorably out of my peaceful rural slumber, starting at 5 a.m. Most of the truckers do show us the courtesy of eschewing their jake brakes near the few houses out here, but not always.

So, about these noisy machines in America. I read a fascinating *New Yorker* article by John Seabrook (Sept. 20, 2010 issue) about the brilliant English engineer, inventor and entrepreneur Sir James Dyson and the revolutionary machines his company designs and manufactures, such as the Dual Cyclone vacuum cleaner, Air Multiplier fan and Airblade hand dryer. Seabrook wrote, “According to a Dyson representative, American machines are louder than the model made for Europe and Asia, because Americans associate noise with power and don’t trust a quiet machine.” Voilà! No wonder life in America is so noisy! We don’t trust quiet machines! Manufacturers have to engineer them to make intentionally louder noises or Americans won’t buy them! Goodness gracious, what’s wrong with this picture?

I’ve decided to buy a Dyson vacuum cleaner – they sell for \$400 and up, way up – but I’ve got to figure out a way to get one of their European or Asian models. It apparently picks up 100% of the dust, with none of that jet engine noise that usually comes with the territory.

I’ve put a lot of thought – probably way too much, if truth be told -- into this matter of America’s love affair with extremely loud sounds and noises. I think part of the explanation stems from our menfolk’s desire for power. A guy may be a complete loser, do nothing but play video games, watch t.v., surf the web, smoke, and sleep all day. He may even live with his parents. But if he has a great big pickup truck with an engine that snorts like a buffalo, a dog that barks all night long, a music system that can break glass and several semi-automatic weapons, and if he argues with everybody, yelling and cussing at the top of his lungs, screams insults and picks fights at sporting events – in his mind, at least, he’s a winner. He thinks people listen to him (they usually have no choice). He thinks he’s being suave. He thinks people envy him, his truck, his barking dog and his weapons.

“Hey, you losers,” he thinks, “I’m not dead yet! I can make as much noise as I always did, maybe even more! Listen to this: ROAR, ROAR! Vroom, VROOM! WEIAEE, WEIAEEEE. SCREECH, SCREECH!”



Part 3. Recent Press Accolades

Our wines have been blessed with some very significant rave reviews in the last 3 months.

The Wine Advocate, in its issue #196 dated August 31, 2011, reviewed 8 of our current release wines, all with excellent comments and scores, which I have directly quoted in the wine descriptions below. Significantly, these were the first-ever *Wine Advocate* reviews of California wines not authored personally by Robert Parker, the founder and owner of TWA. Mr. Parker recently passed the baton for reviewing California and several other of the world's important viticultural regions to Antonio Galloni, so everyone was very curious – beyond curious, actually – everyone was waiting with baited breath to find out how Mr. Galloni views their wines. (Please note: Our 2010 white wines were not bottled in time to be tasted for this issue #196, so notes on the five whites listed below were authored by our esteemed staff.)

The second big deal was our 2007 Selleck Vineyard Pinot, with a suggested retail price of \$75, being named Best American Pinot Noir, with a photo of the bottle prominently gracing the cover, by *Wine & Spirits* magazine, in their *25th Anniversary Buying Guide* dated Winter 2011. They also named Calera one of the world's Top 100 Wineries of 2011. Incidentally, the other bottles also on the cover with the 2007 Selleck had retail price tags of \$500, \$350, \$144 and \$195. So the Selleck was, comparatively, a “steal.”



Calera Winter 2011/2012 Wine Offerings

This Offering will primarily feature our 2010 white wines, our acclaimed 2009 Central Coast Pinot Noir, and our 2008 vintage Mt. Harlan Pinots, plus a few “treats” from our Library for the Holidays.

Sadly, the 2008 crops we got from our own Mt. Harlan vines were tiny, due to the worst frost damage in what was then 33 years of growing grapes up there. Two nights of hard frost in late April that year zapped our vines and many, many other growers’ vines up and down the West Coast. Those of us who had no frost protection capability saw all of our tender green shoots turn black from the freeze. Overall, our Mt. Harlan crops were 80% less than we had two years earlier, when our 2006 crops were the largest in our history. So we’re sorry, but we have to limit some of these 2008 offerings severely. The 2008 Reed and de Villiers both are limited to 2 bottles per customer. And the Selleck – we don’t even have any to sell. Our entire bottling of 2008 Selleck was 24 cases + 7 bottles. It will all go into our Museum.

Hopefully we will go another 33 years (or more) without another such frost disaster.

WHITE WINES

2010 CHARDONNAY Central Coast (*Vino-Seal*) **\$18/bottle, \$216/case**

A terrific vintage, again, for this fan favorite we make from grapes we purchase from outside growers. We raised the price slightly, but still feel it represents an outstanding value, in fact we are already hearing what a wild crowd pleaser it is! We essentially make this wine the same way we make our Mt. Harlan Chardonnay, entirely fermented in French oak barrels, but with fewer brand new barrels.

Bottled: Sept. 1 - Sept. 23, 2011 Produced: 12,635 cases Alcohol: 14.4%

2010 VIOGNIER Central Coast (*Vino-Seal*) **\$16/bottle, \$192/case**

Fruit for this delightful wine is grown by one of our nearby neighbors. We love the vibrancy and we’d love to be able to make more than just a few hundred cases. This lovely Viognier has an inviting bouquet of pear and lilac with notes of jasmine and lemon; and flavors of peach, nectarine and honeysuckle. You’ll want another sip right away upon tasting this gem.

Bottled: June 22, 2011 Produced: 843 cases Alcohol: 13.6%

2010 ALIGOTÉ Mt. Harlan “*Organic grapes*” (*Vino-Seal*) **\$20/bottle, \$240/case**

A subtle bouquet of honeysuckle and Asian pear waft from our 2010 Aligoté. This graceful, lithe, soft wine tastes of classic Mt. Harlan mineral, meringue and grapefruit zest. This is an intriguing ethereal wine sure to bring pleasure. It’s also lower in alcohol than any wine we’ve ever made.

Bottled: June 22, 2011 Produced: 189 cases Alcohol: 11.1%

2010 MT. HARLAN CHARDONNAY “*Organic grapes*” **\$30/bottle, \$360/case**

This stunning Chardonnay is young but with a long, full life ahead. Still, it is captivating now with its aromas of pippin apple, Meyer lemon, mandarin and vanilla cream. It glides across your palate with sensual softness, lively tartness and firm structure all at once. The spice and minerality underscore a hint of light caramel and white peach custard, then trail off slowly and gracefully.

Bottled: Aug. 22 & Dec. 2, 2011 Produced: 1,612 cases Alcohol: 14.4%

2010 VIOGNIER Mt. Harlan “*Organic grapes*” (*Vino-Seal*) **\$30/bottle, \$360/case**

Stone fruit, jasmine and slate waft from this gorgeous Mt. Harlan Viognier. Silky and smooth, it boasts beautiful, bright, layered flavors of Asian pear and gooseberry with soft tartness, sleek minerality and a creamy, pear accented finish.

Bottled: Aug. 2 - Aug. 3, 2011 Produced: 1,012 cases Alcohol: 14.3%

PINOTS

2009 PINOT NOIR Central Coast (Vino-Seal) \$24/bottle, \$288/case

From *The Wine Advocate*, by Antonio Galloni: "The 2009 Pinot Noir bursts from the glass with expressive red fruit, flowers, spices and mint. It shows lovely mid-palate juiciness and an elegant, polished finish. At \$24 a bottle, it may very well be the single finest value in American Pinot Noir. I was hardly surprised to learn Emirates chose to serve this wine in their business class cabin last year. This is a dazzling wine from start to finish. It is also one of the two Pinots made from fully destemmed fruit. Wow! 92 points."

Bottled: Sept. 8 – Oct. 1, 2010 Produced: 12,868 cases Alcohol: 14.3%

2008 de VILLIERS VINEYARD Mt. Harlan Pinot Noir \$35/bottle, Limit 2 bottles

From *The Wine Advocate*, by Antonio Galloni: "The 2008 Pinot Noir de Villiers Vineyard flows from the glass with layers of dark cherries, menthol, licorice and tobacco. It is a wonderfully fleshy, expressive Pinot to drink now and over the next decade. Despite the richness of the fruit, there is more than enough structure for this to drink well for quite some time. 93 points"

Bottled: April 1, 2010 Produced: 462 cases Alcohol: 14.9%

2008 RYAN VINEYARD Mt. Harlan Pinot Noir \$40/bottle, \$480/case

From *The Wine Advocate*, by Antonio Galloni: "The 2008 Pinot Noir Ryan Vineyard comes across as soft, delicate and perfumed. Sweet red berries, crushed flowers, licorice and tobacco are the some of the notes that flow from this understated Pinot. The Ryan Vineyard is already a touch forward, suggesting it is best enjoyed sooner rather than later. 91 points."

Bottled: March 31, 2010 Produced: 972 cases Alcohol: 14.9%

2008 MILLS VINEYARD Mt. Harlan Pinot Noir \$45/bottle, Limit 6 bottles

From *The Wine Advocate*, by Antonio Galloni: "The 2008 Pinot Noir Mills Vineyard takes shape beautifully in the glass, with layers of bright red fruits, flowers, spices and tobacco. It is an impeccable, polished wine from start to finish. This is one of the wines that shows more stem character than some of the others. A textured, multi-dimensional finish of considerable elegance sets the Mills Vineyard apart. Here too, there is a slightly fleeting quality, but there seems to be enough fruit for the wine to drink well for another handful of years, perhaps longer. 93 points."

Bottled: March 30, 2010 Produced: 510 cases Alcohol: 14.9%

2008 REED VINEYARD Mt. Harlan Pinot Noir \$50/bottle, Limit 2 bottles

From *The Wine Advocate*, by Antonio Galloni: "The 2008 Pinot Noir Reed Vineyard is a plush, deep wine endowed with gorgeous textural richness and depth. Sweet herbs, licorice and mint develop in the glass, adding further complexity and nuance. The Reed Vineyard is another superb, beautifully balanced, harmonious wine. 93 points."

Bottled: April 1, 2010 Produced: 74 cases + 8 Bottles Alcohol: 14.9%

2008 JENSEN VINEYARD Mt. Harlan Pinot Noir \$70/bottle, Limit 6 bottles

From *The Wine Advocate*, by Antonio Galloni: "The 2008 Pinot Noir Jensen Vineyard bursts onto the palate with a rush of intensely perfumed fruit. It shows fabulous balance of fruits, structure and acidity as it covers the palate with dazzling purity and breathtaking sense of balance. A soft, caressing finish rounds things out in style. This is a super-refined showing from Josh Jensen. 94+ points."

Bottled: March 30, 2010 Produced: 829 cases Alcohol: 14.7%

...AND 3 TREASURES FROM OUR LIBRARY

We've aged these treats for you so you won't have to...

2004 MILLS VINEYARD Mt. Harlan Pinot Noir \$57 bottle, Limit 6 bottles

From *The Wine Advocate* (August, 2007), by Robert Parker: "2004 Pinot Noir Mills Vineyard boasts a deep ruby/purple color along with seductive, sweet aromas of black raspberries, black cherries, spring flowers, and spice. It possesses beautiful red and black fruits, good acidity, full body, and more tannin, but less spice than the Reed. This complex, fruit-driven Pinot Noir will benefit from 1-3 years of cellaring, and should drink well for 10-15 years. 93 points."

2005 JENSEN VINEYARD Mt. Harlan Pinot Noir \$79/bottle, Limit 6 bottles

From *Stephen Tanzer's International Wine Cellar* (December, 2008), by Josh Reynolds: "Light red. Ripe raspberry and cherry aromas, with subtle, smoky floral and herbal notes. Dry and focused, offering lightly chewy red currant and black raspberry flavors and an undercurrent of smoky minerals. The floral quality repeats on the finish, which is admirably precise and persistent. This became sweeter and more floral with air, picking up exotic spicecake and candied cherry character. 92 points."

2003 SELLECK VINEYARD Mt. Harlan Pinot Noir \$90/bottle, Limit 6 bottles

This amazing wine received several notable reviews: *Wine & Spirits Magazine* (April, 2007) designated 2003 Selleck as its #1 Pinot Noir. 94 points. *The Wine Enthusiast* (June, 2007), by Steve Heimoff: "You'll fall in love with this pinot right away for its softly luscious flavors and balanced harmony. 93 points." *Food and Wine Magazine* (October, 2007) selected 2003 Selleck as "Best Pinot Noir over \$20." *The Wine News* (May, 2007): "A lovely wine from the outset. 95 points."



Ordering and Shipping Information

TO ORDER

- 1) Go to our website, www.calerawine.com, and fill in the relevant information. You should receive your shipment in a few short days. Or,
- 2) Fill out the order form and mail to:
Calera Wine Company, 11300 Cienega Road, Hollister CA 95023, or
- 3) Call in your order to 831-637-9170, or
- 4) Fax your order to 831-637-9070.

PAYMENT

You can do one of two things:

- 1) Use the order form to calculate the total amount due (please use freight and tax rate chart listed next to your shipping state) and mail a check with the order form, or
- 2) Provide us with a Visa, Mastercard, or American Express.

WINE CLUB

Wine Club members receive a 15% total discount on current releases. (Wine Club memberships are verified). To join our Wine Club, please call us for information or visit our website, www.calerawine.com.

SHIPPING GUIDELINES

We can only ship directly to the states listed in the chart on the next page. If your state is not listed please call us, as we do have a third party shipper that can ship to most states.

Wine may only be shipped to, and received by, adults at least 21 years of age. Adult signature will be required at time of delivery. Please note some states require age verification. Please state your Date of Birth.

We recommend you ship to an office, or to an address where someone will be available during business hours so that your wine may be delivered on the first attempt.

SHIPPING CHARGES

For shipping rates please see the chart on the next page. Air shipment is available, and mandatory in some states.



Tax and Shipping Rates by State

State	Tax Rate	Ground	Fedex 3 Day Saver		Fedex 2nd Day Air	
		1-12 Btls	1-6 Btls	7-12 Btls	1-6 Btls	7-12 Btls
CA	7.25%	\$18	n/a	n/a	\$25	\$40
CO	none	\$18	\$35	\$65	\$50	\$90
CT	6.35%	\$35	\$65	\$115	\$90	\$155
FL <small>age verif. req.</small>	customer pays	\$35	\$65	\$115	\$90	\$155
GA <small>age verif. req.</small>	6.00%	\$35	\$65	\$115	\$90	\$155
IA	none	\$35	\$65	\$115	\$90	\$155
ID	6.50%	\$18	\$35	\$55	\$40	\$65
IL	6.25%	\$35	\$65	\$115	\$90	\$155
MD <small>UPS only!!!</small>	9.00%	\$35	\$65	\$115	\$90	\$155
ME	5.00%	\$35	\$65	\$115	\$90	\$155
MI <small>age verif. req.</small>	6.00%	\$35	\$65	\$115	\$90	\$155
MN	none	\$35	\$65	\$115	\$90	\$155
MO	none	\$35	\$65	\$115	\$90	\$155
NC	6.75%	\$35	\$65	\$115	\$90	\$155
ND	7.00%	\$35	\$65	\$115	\$90	\$155
NE	6.50%	\$35	\$65	\$115	\$90	\$155
NH	8.00%	\$35	\$65	\$115	\$90	\$155
NM	5.13%	\$18	\$40	\$65	\$50	\$90
NV	6.35%	\$18	\$25	\$50	\$40	\$65
NY	8.00%	\$35	\$65	\$115	\$90	\$155
OH <small>age verif. req.</small>	6.50%	\$35	\$65	\$115	\$90	\$155
OR	none	\$18	\$35	\$65	\$40	\$65
SC	7.00%	\$35	\$65	\$115	\$90	\$155
TN	9.25%	\$35	\$65	\$115	\$90	\$155
TX	6.25%	\$35	\$65	\$115	\$90	\$155
VT <small>FedEx only!!!</small>	7.00%	\$35	\$65	\$115	\$90	\$155
WA	6.50%	\$18	\$35	\$65	\$50	\$90
WI	5.00%	\$35	\$65	\$115	\$90	\$155
WY	12.00%	\$18	\$35	\$65	\$50	\$90

~ We Do Not Recommend Shipping in Extreme Hot or Cold Weather Conditions ~

Winter 2011-2012 Order Form

	Bottle	Quantity	Case	Quantity	TOTALS
CURRENT RELEASES					
2010 Chardonnay Central Coast	\$18		\$216		
2010 Viognier Central Coast	\$16		\$192		
2010 Aligoté Mt. Harlan	\$20		\$240		
2010 Chardonnay Mt. Harlan	\$30		\$360		
2010 Viognier Mt. Harlan	\$30		\$360		
2009 Pinot Noir Central Coast	\$24		\$288		
2008 de VILLIERS Vineyard Pinot Noir	\$35		LIMIT: 2 BOTTLES		
2008 RYAN Vineyard Pinot Noir	\$40		\$480		
2008 MILLS Vineyard Pinot Noir	\$45		LIMIT: 6 BOTTLES		
2008 REED Vineyard Pinot Noir	\$50		LIMIT: 2 BOTTLES		
2008 JENSEN Vineyard Pinot Noir	\$70		LIMIT: 6 BOTTLES		
LIBRARY SELECTIONS					
2004 MILLS Vineyard Pinot Noir	\$57		LIMIT: 6 BOTTLES		
2005 JENSEN Vineyard Pinot Noir	\$79		LIMIT: 6 BOTTLES		
2003 SELLECK Vineyard Pinot Noir	\$90		LIMIT: 6 BOTTLES		
BOOKS					
<i>The Heartbreak Grape</i> (New Edition), by Marq de Villiers			\$14.95		
<i>The Great Wines of America: The Top Forty Vintners, Vineyards and Vintages</i> , by Paul Lukacs			\$29.95		

Visa MC Amex Check

Card # _____

Expiration Date: ____ / ____

Wine Club Members receive a 15% discount on all orders.

Subtotal	
Sales Tax <i>(see rates)</i>	
Shipping <i>(see rates)</i>	
Total Due with Order	

MAILING / BILLING ADDRESS

Name _____ Phone _____

Address _____

City _____ State ____ Zip _____

SHIPPING ADDRESS *(if different)*

Name _____ Phone _____

Address _____

City _____ State ____ Zip _____



CALERA WINE COMPANY

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PRESORTED
FIRST CLASS
US POSTAGE
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Wine Offering ~ Winter 2011-2012