

The World Series and Calera's Exports

by Josh Jensen



Written Friday, November 5, 2010, shortly before leaving for a 9-day sales trip to Tokyo (pretty much an annual occurrence) and South Korea (my first visit there).

What, you might ask, do these two topics, baseball and wine exports, have in common? Nothing, actually, they are just the two topics I want to write about.

First, let's talk (I talk, you listen) about the recently completed World Series, an annual baseball ritual. America is a country where we invariably refer to our national champions as World Champions. Chalk it up to our optimistic nature.

Anyway, the World Series baseball contest that was completed last Monday night, November 1st, one night after Halloween, is already considered by residents of Northern California, myself included, to be the Best World Series of all time. We believe it was the World Champion of World Serieses. Our noble San Francisco Giants mowed down the Braves and the Phillies on their way to the World Series, then mowed down the Texas Rangers by 4 games to 1 in the Series itself.

We all believe that our boys established this team, the 2010 S. F. Giants, as one of the Great Teams of all time, to go along with a couple other teams from other areas and eras. It was fantastic – but SO well deserved!

The huge celebratory rally and parade that filled all of SF two daze ago with joyous fans, all wearing the team's colors, orange and black, was a celebration 52 years in the making, as the Giants had never won it all since moving to SF in 1958. Now they have, and I'm pretty sure it's going to

happen on a regular – if not annual – basis.

During their drive along the parade route through SF with the players, managers, team owners, politicians, etc., two of the radio announcers noticed a fan wearing a customized t-shirt that symbolized the joy everyone felt. To explain its meaning, let me first explain that Buster Posey, the Giants' phenomenal rookie catcher, whom we all expect to be named National League Rookie of the Year, is a fresh-faced, clean-shaven 23-year-old. Brian Wilson, his teammate and also battery mate since he's a pitcher, has a full beard, a Mohawk hairdo, and a funky sort of pony tail that comes out the back of his baseball cap. He's also the best closer in the National League, with the highest number of "saves" to his credit this year.

So, what was printed on the fan's t-shirt?

"I LIKE MY POSEY SHAVED AND MY WILSON HAIRY."

That pretty much says it all. Only in San Francisco!

The Giants' triumph this year also served as motivation for me personally. I figured that if these players could become World Champions, I should be able to overcome my procrastination and write the brochure I've been meaning to write for almost a year, and try to get it into your hands before the winter holidays have come and gone. So here goes. I'm trying to become the World Champion of junk mail writers.

The World Series and Calera's Exports

It's Export Time

In last fall's brochure (the essay was titled, "Wine and Communism") I mentioned that our export sales had grown considerably over the years. Now, with ten months of this year behind us, it's astonishing to look back and contemplate the tremendous success that our 30+ year export initiative has become.

I started in our very earliest years, in the late 1970s, trying to sell our wines first in England, where I had gone to graduate school, then in Denmark, then Germany (called West Germany in those days), then Japan. Also in the 1980s we had an abortive try at the Swiss market, where the giant restaurant chain Mövenpick ordered 1,000 cases each of our Central Coast Chardonnay and Pinot Noir in *half-bottles*, which we then bottled specifically for them, whereupon they "changed their mind." To paraphrase the immortal Oliver Hardy of Laurel and Hardy fame, "This is another fine mess you've gotten us into, Mövenpick!" It was no easy task to sell that many half-bottles in all our other markets, and seemingly took forever.

Today we sell wine to about 25 "entities" abroad, and for the first 10 months of this year they have accounted for an incredible 42.7% of our total sales! Last year, 2009, they accounted for exactly 40% of our sales, so the 2010 sales figure is not just a one-year blip. When I say "entities," that usually but not always means one of our exclusive importers in a given country, for instance in South Korea or Taiwan or Denmark. But we also do sell to a number of different "entities" in a single country such as Canada, where each province has its own separate government monopoly alcoholic beverage operation. So we actually sell to the separate

provincial monopolies of Québec (our #4 export customer last year), Ontario (#5), and to the sole free market province, Alberta (#7).

But our biggest export market by far is Japan, which has become, after more than 25 years of work – and some good luck – our giant. There we sell to two importers, and each one is run by a visionary who decades ago saw the potential for top quality California wines in their country, when a wine culture there was still in its infancy. Masaki Inoue, who is responsible for California wines at Vinorum, our #1 importer (on earth), and Hiroaki Yamauchi, who owns and runs the large Yamaya group of the highest quality wine shops, were each way ahead of their colleagues in promoting California wines throughout Japan. Both men are experts in building a brand, and we owe both of them a huge debt of gratitude for the excellence of their work and the big part they have played in our long-term success as an internationally recognized "brand."

The table below shows how our sales to Japan and to our other export markets grew from tiny beginnings to today's position as pillars of our business. I couldn't locate any records further back than 1991 – that's 19 years ago. You can see that after a significant purchase from us in 1991, the Japanese market bought little or no wine from us for the next few years. But we hung in there with them. Their country was starting into their "lost decade" of terrible deflation, caused by the collapse of their real estate market.

Bear in mind also that the table shows percentages of our total sales, which today are roughly 4 times our 1991 sales total. So the percentage increases are that much more impressive.

	1991	1992	1993	1994	1995	~	1997	1998	~	2008	2009	2010*
Japan	1.7%	-0-	0.2%	0.4%	0.5%		6.3%	15.6%		22.6%	29%	26%
All other export markets	5.5%	5.4%	5.5%	9.5%	7.5%		7.6%	12.1%		8.2%	11%	16.7%
Sales in U.S.	92.8%	94.6%	94.3%	90.1%	92%		86.1%	72.3%		69.2%	60%	57.3%

* 2010 figures are for Jan. 1 through Oct. 31

The World Series and Calera's Exports

It's Export Time *(continued)*

The luck I referred to above was a fabulous mention of our Pinot Noir in 1996 by a very widely read *manga* – a cartoon strip in a major Japanese daily newspaper that is written for adults, not children. The strip was then and is still today called *The Sommelier*, and as hard as it is to believe, that one mention put us on the map in Japan. So that was pure luck.

Since then our two wonderful Japanese importers

and our winery team have worked hard to build on that early recognition. I travel to Japan every time they ask me to, which is usually once a year, to keep the forward momentum going.

The explosion of our export sales the past few years was the result of continually working at it for decades, and cooperating closely with our fine importers around the world.



Recent Press

At the end of August we were fortunate that Mr. Robert Parker gave our current lineup of wines brilliant reviews in his publication, *The Wine Advocate*. I have quoted those reviews extensively in the section of this mailer that describes the

wines. Writing this brochure is easier if I don't have to come up with all those descriptions, and besides, I figure people will believe him more than me since I'm biased.

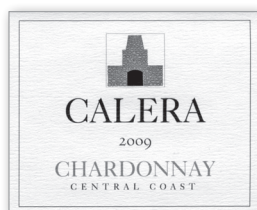
A Note On Availability

I want to apologize for the fact that two of our 2007 Single-Vineyard Pinot Noirs, the Reed (production in 2007 was a mere 190 cases) and the de Villiers, our newest one, have already sold out. It's my fault because I took so long to write this offering. We are re-offering the 2006 REED

in this mailer, for those who love the wines from that tiny vineyard. And we will be offering the 2008 de Villiers in about a month, long before we offer the rest of the 2008s, so those of you who want to try this exciting new vineyard will be able to do so.

Calera Winter 2010-2011 Wine Offerings

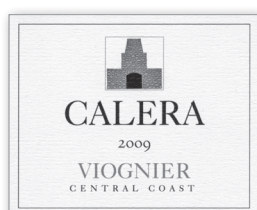
White Wines:



2009
CHARDONNAY CENTRAL COAST
\$16 / bottle (Vino-Seal)
\$173 / case
Bottled: July 27th – Aug 4th, 2010
Produced: 12,388 cases
Alcohol: 13.9%

Bright, fresh varietal aromas are accented with subtle undertones of citrus and pineapple. On the palate this Chardonnay shows excellent structure and balance that promote a flavorful combination of ripe fruit flavors.

As with all previous vintages, this wine was 100% fermented, by native yeasts, in imported French oak barrels. It also underwent the secondary (malo-lactic) fermentation in those same barrels.

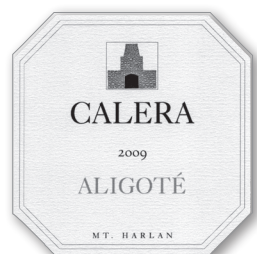


2009
VIOGNIER CENTRAL COAST
\$16 / bottle (Vino-Seal)
\$173 / case
Bottled: May 13th, 2010
Produced: 741 cases
Alcohol: 14.5%

From *The Wine Advocate*, by Robert Parker:

“A terrific buy, the 2009 Viognier Central Coast (100% Viognier aged in neutral French oak for six months) exhibits notions of lychee nuts, white peaches, apricots, crushed rocks, and honeysuckle, an exuberant, fresh style, medium to full body, and decent acidity. It should drink nicely for 1-2 years. 89 points.”

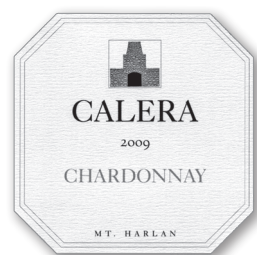
Josh says: “This was the first Viognier we’ve made from purchased grapes, and it’s so successful that we now intend to make this wine every year. The grapes came from two vineyards owned by friends of mine here in San Benito County.”



2009
MT. HARLAN ALIGOTÉ
~ Organic Grapes ~
\$20 / bottle (Vino-Seal)
\$216 / case
Bottled: May 18, 2010
Produced: 116 cases
Alcohol: 13.0%

From *The Wine Advocate*, by Robert Parker:

“Calera has once again made the finest Aligoté in America. The 2009 Aligoté is a steely, ripe, elegant white with excellent acidity and minerality as well as loads of quince, white currant, and honeysuckle notes offered in a medium-bodied, forceful yet refreshing style. Enjoy it over the next several years. 89 points.”



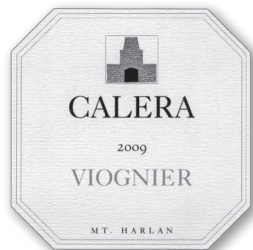
2009
MT. HARLAN CHARDONNAY
~ Organic Grapes ~
\$28 / bottle
Limit: 3 bottles
Bottled: July 7, 2010
Produced: 1,035 cases
Alcohol: 13.9%

From *The Wine Advocate*, by Robert Parker:

“The brilliant 2009 Chardonnay Mt. Harlan, the finest Chardonnay Calera has made in many years, was produced from 1.65 tons of fruit per acre, and spent 10 months in French oak barrels. A chalky component (from the limestone soils of this appellation), is intermixed with quince, white currant, nectarine, orange blossom, and lemon butter notes in an incredibly complex, crystalline style. Full-bodied with stunning concentration, length, and texture, this fabulous Chardonnay could easily pass for a grand cru white Burgundy in a blind tasting. Enjoy it over the next 5-7 years. 96 points.”

Calera Winter 2010-2011 Wine Offerings

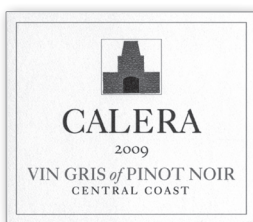
White Wines (continued):



2009
Mt. Harlan Viognier
~ Organic Grapes ~
\$30 / bottle (Vino-Seal)
\$324 / case
Bottled: June 20, 2010
Produced: 468 cases
Alcohol: 13.9%

From *The Wine Advocate*, by Robert Parker:
“Perhaps the finest Viognier I have tasted recently, the 2009 Viognier Mt. Harlan was made from ridiculously low yields of 1.25 tons of fruit per acre, whole cluster pressed, put through full malolactic fermentation, and aged in neutral oak for ten months with no racking. The result is a brilliant expression of Viognier. Nectarine, mango, guava, white peach, and honeysuckle aromas soar from the glass of this full-bodied, concentrated white. It also reveals a good underpinning of fresh acids and minerality. A tour de force for Viognier, it should drink nicely for 1-3 years. 94 points.”

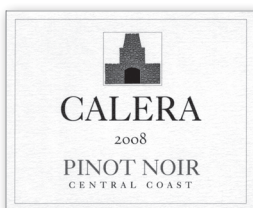
Pinots:



2009
**Vin Gris of Pinot Noir
Central Coast**
\$16 / bottle (Vino-Seal)
\$173 / case
Bottled: 2010
Produced: 663 cases
Alcohol: 14.5%

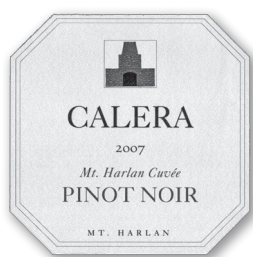
From *The Wine Advocate*, by Robert Parker:
“If you love strawberry, sweet cherry, rhubarb, and chalky notes, check out Calera’s full-throttle, amazingly fresh yet intense, dark salmon-colored 2009 Vin Gris of Pinot Noir. Two of my favorite **rosés** of the season come from the Central Coast... this one from Calera and the Tablas Creek 2009 Rosé. The vivid aromatics are followed by a well-endowed rosé that is almost a shock to one’s sensitivities given the number of vapid rosés in the marketplace. Drink this beauty over the next 1-2 years. 91 points.”

Josh adds: “Are you by any chance trying to think of the perfect wine to accompany turkey, stuffing and gravy, or ham?”



2008
Pinot Noir Central Coast
\$24 / bottle (Vino-Seal)
\$259 / case
Bottled: Aug. 25 – Sept. 9, 2009
Produced: 14,139 cases
Alcohol: 14.4%

From *The Wine Advocate*, by Robert Parker:
“An excellent bargain in Pinot Noir, the 2008 Pinot Noir Central Coast offers a delicious introduction to the Calera style. Fifty percent whole clusters were used, and the wine was aged 11 months in François Frères Burgundy barrels, of which 10% were new. Bottled unfiltered, it is a blend of fruit from four separate Central Counties, Monterey, San Luis Obispo, San Benito, and Santa Clara. Attractive notes of roasted herbs, sweet and sour cherries, strawberry jam, saffras, and earth emerge from this medium to full-bodied, supple-textured, seductive red. Drink it over the next 2-3 years. 90 points.”

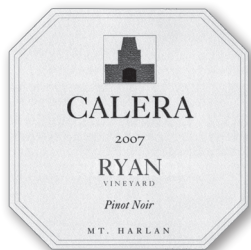


2007
Mt. Harlan Cuvée Pinot Noir
\$30 / bottle (Vino-Seal)
\$324 / case
Bottled: May 22, 2009
Produced: 252 cases
Alcohol: 14.8%

From *The Wine Advocate*, by Robert Parker:
“The 2007 Pinot Noir Mt. Harlan Cuvée (75% Jensen, 15% Ryan, and 10% Mills vineyards) was aged 16 months in French oak (very little new) with lots of stems. Its evolved plum/garnet color is followed by abundant aromas of sweet cherries, raspberries, strawberries, underbrush, and damp forest floor. This complex, evolved, medium to full-bodied beauty should be consumed over the next 3-5 years. 91 points.”

Calera Winter 2010-2011 Wine Offerings

Pinots (continued):

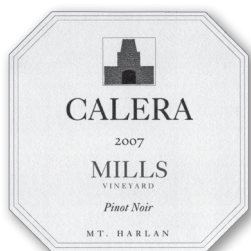


2007
RYAN VINEYARD
MT. HARLAN PINOT NOIR

\$40 / bottle
\$432 / case

Bottled: April 6-7, 2009
Produced: 1,847 cases
Alcohol: 14.8%

From *The Wine Advocate*, by Robert Parker:
“From one of the property’s coolest sites, the 2007 Pinot Noir Ryan Vineyard reveals nearly overwhelming notes of sassafras, root vegetables, plums, red currants, and raspberries. It is a spicy, earthy effort with an autumnal-like herbaceousness. Aged 17 months in French oak (30% new), it is a Pinot Noir for those who prefer that varietal’s spicy, stemmy, earthy side. Nevertheless, there is still plenty of fruit in this complex, singular cuvée. 93 points.”

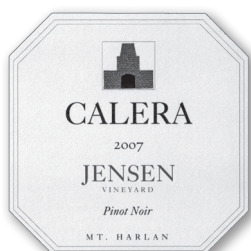


2007
MILLS VINEYARD
MT. HARLAN PINOT NOIR

\$45 / bottle
\$486 / case

Bottled: April 8, 2009
Produced: 943 cases
Alcohol: 14.9%

From *The Wine Advocate*, by Robert Parker:
“From a 14.4-acre vineyard planted in 1984, the 2007 Pinot Noir Mills Vineyard was cropped at an absurdly low 0.84 ton of fruit per acre. This beauty offers up notes of forest floor, raspberries, fresh mushrooms, sweet currants, and meat juices. The provocative, riveting aromatics are followed by a medium to full-bodied wine with sweet tannins, dense, chewy, lush fruit, good acidity, and a 40-second finish. Drink this profound Pinot Noir over the next decade or more. 95 points.”

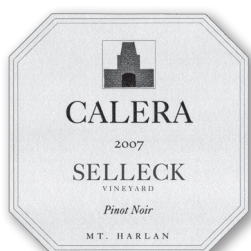


2007
JENSEN VINEYARD
MT. HARLAN PINOT NOIR

\$70 / bottle
Limit: 6 bottles

Bottled: April 9-10, 2009
Produced: 1,113 cases
Alcohol: 14.9%

From *The Wine Advocate*, by Robert Parker:
“A true Pinot Noir rock star is the 2007 Pinot Noir Jensen Vineyard. From a 13.8-acre vineyard planted in 1975, and cropped at 1.46 tons of fruit per acre, the Jensen cuvée spent 17 months in François Frères cooperage, of which 30% was new. One of the bigger production efforts (1,113 cases), it exhibits a deep ruby/purple-tinged color as well as a sweet, explosive nose of ripe raspberries, black cherries, spice box, earth, and chalk. Deep, rich, and full-bodied, it is the sexiest, most seductive wine of all these 2007 Pinots. A round, generous, intense red that cascades over the palate with no hard edges, it is capable of 15-20 years of cellaring. 97 points.”



2007
SELLECK VINEYARD
MT. HARLAN PINOT NOIR

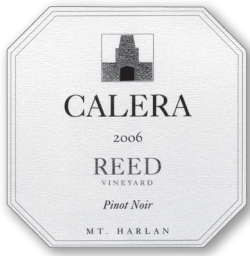
\$75 / bottle
Limit: 3 bottles

Bottled: March 30, 2009
Produced: 411 cases
Alcohol: 14.8%

From *The Wine Advocate*, by Robert Parker:
“The 2007 Pinot Noir Selleck Vineyard is perhaps the finest Pinot ever made by Calera. This 4.8-acre vineyard planted in 1975 has a much warmer southwest exposure than some of the estate’s other sites. Only 411 cases were produced of this compelling Pinot Noir. Sassafras, black cherry, raspberry, plum, pomegranate, cedar, and underbrush aromas are accompanied by a full-bodied, ripe wine with beautiful acids, an intense underlying minerality / *terroir* character, and a long finish. The 2007 Selleck is slightly less evolved than the Jensen, but it is an impressive Pinot that should age effortlessly for 1-15+ years. Kudos to Josh Jensen for producing this remarkable group of wines! 98 points.”

Calera Winter 2010-2011 Wine Offerings

Special Offerings:



2006
REED VINEYARD
Mt. Harlan Pinot Noir

\$50 / bottle
\$540 / case

Bottled: December 13-14, 2007
Produced: 929 cases
Alcohol: 14.4%

From *Burghound.com*, by Allen Meadows:

“A highly floral and high-toned red pinot fruit nose gives way gracefully to rich, round and naturally sweet flavors that possess good vibrancy and depth on the balanced, intense and lingering finish... 91 points.”



2007
Mt. Harlan Sampler Pack

8 half-bottles
\$186.50 / sampler

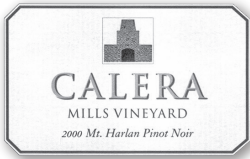


New size – now 8 half-bottles!

This is the best way to preview a Mt. Harlan vintage. Contains a half-bottle each of our 2007 single-vineyard Mt. Harlan Pinot Noirs: Selleck, Jensen, Reed, Mills, Ryan, and de Villiers Vineyards, plus the 2009 vintage of Mt. Harlan Chardonnay and Viognier.

These small boxes make great gifts.

And 2 Treasures from Our Library:



2000
MILLS VINEYARD
Mt. Harlan Pinot Noir

\$63 / bottle
\$680 / case

Upon its initial release this wine received consistent ratings of at least 90 points from three different major publications: *eRobertParker.com*, *Wine Enthusiast*, and *Connoisseurs' Guide to California Wines*. Now exactly 10 years old, the wine has had the cellar time and achieved the complexity that each of the publications predicted would occur.

We've aged this treat for you, so you won't have to.



1996
JENSEN VINEYARD
Mt. Harlan Pinot Noir

\$120 / bottle
Limit: 3 bottles

Quarterly Review of Wines chose this one for their “California Annual Best of the Best” issue back in 1999, writing: “Fabulous and elegant. Ruby red, with earthy, spicy, leathery nose. Raspberry flavor, richly rounded, with long cherry and spice finish.”

This truly is one of the most extraordinary wines we've made, period.



~ Ordering and Shipping Information ~

To Order

- 1) Fill out the order form and mail to:
Calera Wine Company, 11300 Cienega Rd. Hollister, CA 95023
- or 2) Call in your order to 831-637-9170
- or 3) Fax your order to 831-637-9070
- or 4) Place your order online on our website, www.calerawine.com.

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.

Discounts

We offer a 10% discount for 12 bottles or more (750ml). That discount is reflected in all case prices listed.

Wine Club

Wine Club members receive a 15% total discount on all

purchases. (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 below. If your state is not listed please call us, as we do have a third party shipper that can ship to most states. Please note some states require age verification, i.e., your Date of Birth.

Wine may only be shipped to and received by adults at least 21 years of age. Adult signature will be required at the time of delivery. 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 chart below. There is no charge for ground shipments to one address on orders exceeding \$700.00 or on shipments of 3 or more cases. Air shipment is available, and mandatory in some states.

SHIPPING RATES						
Tax Rate	State	Ground	Fedex 3 Day Saver		Fedex 2nd Day Air	
		1-12 Btls	1-6 Btls	7-12 Btls	1-6 Btls	7-12 Btls
8.25%	CA	\$18.00	n/a	n/a	\$25.00	\$40.00
none	CO	\$18.00	\$25.00	\$40.00	\$40.00	\$65.00
customer pays	FL – age verif. req.	\$35.00	\$40.00	\$65.00	\$55.00	\$95.00
7.00%	GA – age verif. req.	\$35.00	\$40.00	\$65.00	\$55.00	\$95.00
none	HI	n/a	n/a	n/a	\$85.00	\$145.00
6.00%	ID	\$18.00	\$25.00	\$40.00	\$40.00	\$65.00
6.50%	IL	\$35.00	\$40.00	\$65.00	\$55.00	\$95.00
6.00%	MI – age verif. req.	\$35.00	\$40.00	\$65.00	\$55.00	\$95.00
none	MN	\$35.00	\$40.00	\$65.00	\$55.00	\$95.00
none	MO	\$25.00	\$40.00	\$65.00	\$55.00	\$95.00
6.50%	NC	\$35.00	\$40.00	\$65.00	\$55.00	\$95.00
7.00%	ND	\$25.00	\$40.00	\$65.00	\$55.00	\$95.00
8.00%	NH	\$35.00	\$40.00	\$65.00	\$55.00	\$95.00
none	NM	\$18.00	\$25.00	\$40.00	\$40.00	\$65.00
6.00%	NV	\$18.00	\$18.00	\$25.00	\$40.00	\$65.00
8%	NY	\$35.00	\$40.00	\$65.00	\$55.00	\$95.00
7.00%	OH – age verif. req.	\$35.00	\$40.00	\$65.00	\$55.00	\$95.00
none	OR	\$18.00	\$18.00	\$25.00	\$40.00	\$65.00
6.25%	TX	\$35.00	\$40.00	\$65.00	\$55.00	\$95.00
6.50%	WA	\$18.00	\$18.00	\$25.00	\$40.00	\$65.00
12.00%	WY	\$18.00	\$25.00	\$40.00	\$40.00	\$65.00

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

~ Winter 2010-2011 Order Form ~

Case prices include 10% discount.

	Bottle	Quantity	Cases	Quantity	Total
CENTRAL COAST ~ CURRENT RELEASES					
2008 Pinot Noir Central Coast	\$24		\$259		
2009 Chardonnay Central Coast	\$16		\$173		
2009 Viognier Central Coast	\$16		\$173		
2009 Vin Gris Pinot Noir Central Coast	\$16		\$173		
MT. HARLAN ~ CURRENT RELEASES					
2007 Pinot Noir Mt. Harlan Cuvée	\$30		\$324		
2009 Mt. Harlan Chardonnay	\$28		LIMIT: 3 BOTTLES		
2009 Mt. Harlan Viognier	\$30		\$324		
2009 Mt. Harlan Aligoté	\$20		\$216		
2007 RYAN Vineyard Pinot Noir	\$40		\$432		
2007 MILLS Vineyard Pinot Noir	\$45		\$486		
2007 JENSEN Vineyard Pinot Noir	\$70		LIMIT: 6 BOTTLES		
2007 SELLECK Vineyard Pinot Noir	\$75		LIMIT: 3 BOTTLES		
MT. HARLAN ~ 2006 VINTAGE					
2006 REED Vineyard Pinot Noir	\$50		\$540		
SAMPLER PACK					
2007 MT. HARLAN SAMPLER (8 x 375ml bottles)			\$186.50		
LIBRARY SELECTIONS					
2000 MILLS Vineyard Pinot Noir	\$63		\$680		
1996 JENSEN Vineyard Pinot Noir	\$120		LIMIT: 3 BOTTLES		
BOOKS					
<i>The Heartbreak Grape</i> (New Edition) by Marq de Villiers			\$14.95		
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