

# Wine and Communism



by Josh Jensen

Note: This essay is actually Part II, the final chapter, of an essay I started in our last mailer more than two years ago. This makes it the longest-running serial ever in a commercial publication, also known as junk mail. Part I was titled, “So You Think You Want to Go into the Wine Business,” and you can read it on our website [www.calerawine.com](http://www.calerawine.com) if you somehow missed it back in 2007.

## The Three-Tier Wine Distribution System

People often talk about “the glamour of the wine business.” Not those of us actually toiling in the trenches of the biz, but people peering in from the safe refuges of their law offices, tanning salons, golf courses, shopping malls, dentist’s offices or bungee jumping expeditions – or merely sitting at their desks. They fantasize about how great it would be to work in wine. If you are one of these folks, read on. If not, you may skip directly to the order form at the end of this mailer and reach for your credit card.

We actually sell wine through the traditional distribution method for 42 of the 50 United States. “Traditional” here means that we sell lovely bottles of wine to a wholesaler, also called a distributor, which they pick up here in California and then have it transported, usually by truck, to their warehouse in their state. Wholesalers make up the second or middle tier in what is called the three-tier system. They are licensed by their state to buy wine from wineries, beer from breweries and hootch from hootcherries (?), who together make up the first tier. Wholesalers then try to sell all this stuff to wine shops and restaurants, which are obviously the third and final tier. Oh, and all along the way each tier tries to get paid by the tier to which they sold the products, never an easy assignment.

This system was conceived by state government bureaucrats and more or less engraved in sacred stone by them and the giant liquor wholesalers, so

in most of these states it’s been impossible since Prohibition ended in 1935 for a winery such as Calera to sell not only to an individual consumer in another state, but most certainly to sell directly to restaurants or wine shops in that state. According to individual state regulations, you always have to go through that beloved second tier, the wholesalers.

You may also have noticed that consumers are nowhere to be found in this hierarchy. Consumers are not considered a tier. They – you – are merely the engine that drives the whole mechanism, the one group without which none of the three named tiers would have any money or anything else for that matter. But do you think the state officials would honor or dignify your cohort with tier-hood? Not likely. It reminds me of the great book by the Argentine author Jacopo Timmerman, *Prisoner Without a Name, Cell Without a Number*.

So now you know all you’ll ever need to know about the legendary three-tier system.

## Go, Communists!

The traditional three-tier method of distribution described above does not apply to the tiny handful of remaining communist-type U.S. state wine markets, in which the state government itself is the sole legal buyer and re-seller of wines to the trade and to human beings. There are only five of these communist U.S. states left today, and we sell our wines to all of them: Pennsylvania, Utah, Mississippi, New Hampshire and Wyoming.

There used to be many more of these communist-type set-ups, in Ohio, Washington, Oregon, and quite a few others, as that was a common state government solution to the “problems” of alcohol production and sale when Prohibition Today, all but the five listed above have converted to capitalism. The Berlin Wall fell in state after state, so to speak, for wine.

## Wine and Communism

Pennsylvania is a hybrid, with pure communism the rule for wines sold in retail stores, every single one of which belongs to that state government and all the employees of which work for the state. But in PA privately owned restaurants are allowed to choose the wines they want for their wine lists from the government's approved list. The restaurants in PA all have to pay one of their employees to drive to the state agency's closest store or warehouse to fetch the wines, pay by check before receipt for those products, physically carry the cases out to their car or truck, haul them back to the restaurant, and carry them inside. When my restaurateur friends in capitalist economies start complaining to me how hard their lives are – and they *are* hard – I tell them about their brethren in the Land of Brotherly Love and they stop complaining...for a short time.

It's not just in the U.S. that some major wine markets are communist: Every single province except one in our very large neighbor to the north, Canada, also practices communism when it comes to wine. Incidentally, everything I have written above about wine also pertains to hard liquor, technically called distilled spirits, and most of these crazy requirements also pertain to beer, although I believe that New Hampshire uses free enterprise for beer but communism for both wine and distilled spirits. For the rest of this essay I'll continue to write specifically about wine because that's my concern, and also what I know about.

In Canada, the one exception, the one "province" (for some reason Canadians haven't gone over to the American system of "states" yet. Hey, Canada, what's your problem? They're supposed to be called *states!*) that uses free enterprise for wine is Alberta. But so far none of the other provinces have followed Alberta's lead into capitalism, for wine.

We do sell substantial amounts of wine in Canada, especially in Toronto and Montreal, but we make those sales directly to their large provincial government liquor agencies, each of which is a monopoly in the respective province. Selling wine to these agencies can only be done, realistically, by

hiring a good broker who has the specialized skill of trying to get "in synch" with the thinking patterns of the government officials and trying to discern, in the absence of reliable or even identifiable clues of any sort, when those officials might be starting to think about, you know, like, ordering some wine. Believe me, brokers work hard for the hefty commissions we pay them.

Same deal this side of the Canadian border where we have a broker in every one of the five communist U.S. states, and we pay them commissions, too. It took me years to learn, the hard way, that you have a choice in the communist markets. You can try being a purist, saying, "Hey, I'm a free-enterprise guy, I shouldn't need a broker in those states. I don't have a broker in the free-enterprise states. I'll just send the government agency our beautiful samples by UPS and the orders will start rolling in." Samples you send to the communist agencies that way, without the help of a broker to "steer" your samples to the right desk and to pick the optimum moment to make the presentation, you'd be money ahead just tossing them in a landfill. You will sell no wine that way, neither before its time, during its time, nor after its time, and at least throwing your samples in the landfill will save you the UPS charges. The dudes who work in those big government buildings, if they don't fancy one of your wines, or even worse, all of them, and even more importantly if they don't have your broker making the case for them, then the actual humans who live in that state and pay the taxes which in turn pay the large salaries of the government dudes, will not be able to purchase those wines legally anywhere in that entire state. So if you want to have a chance of selling wine to those governments, get yourself a good broker.

It can be hard sometimes to collect the money we are owed by wholesalers, but that's a mere bagatelle compared with trying to collect past due funds from a giant government that maybe isn't in the mood to pay you just yet, no matter where that government is located. Whatcha gonna do, sue 'em?

# Wine and Communism

## Attack of the Red Tape

One of the learning experiences you'll have if you take the plunge and go into the wine business (Huh? Who said anything about that??) is the prodigious amount of red tape you'll encounter. For most of the 47 states to which we sell wine, either through the three-tier system or to the state government, we have to fill out paperwork and get licensed by that state government. For many of these we also have to make annual payments for that license, and these amounts can add up: \$310 every year to Texas, \$300 each to Arkansas and Colorado, \$200 each to South Carolina, Louisiana and Massachusetts. Now that the U.S. Supreme Court ruled that state governments can't prevent out-of-state wineries such as Calera from shipping directly to consumers in those states, many of those governments have seen this as an opportunity for dipping even deeper into the pockets of hard-pressed wineries by requiring fees and licenses for this direct shipping: \$500 a year each to South Carolina and Nebraska, \$300 to Arizona, \$190 to Illinois, \$125 to New York (and in the latter's case, enough paperwork, filing of forms and reporting to choke a horse).

And more than a few of the state governments are feverishly trying to circumvent the Supreme Court's ruling by means of various tricks such as the one Massachusetts is trying: saying that only wineries making less than 25,000 gallons a year can ship directly to Mass. consumers. Hint: every Mass. winery makes less than 25,000 gallons, while almost every single California winery that a Mass. consumer might want to buy from makes more than that amount. Pretty sly and sneaky, you bureaucrats! I guess they never heard of the Boston Tea Party.

Partly because of these burdensome filing and fee requirements, it is actually easier, much easier, and cheaper for us to sell wine to other countries than it is to sell it in this country. Foreign countries don't require us to be licensed by them, nor do they charge us exorbitant annual fees. But you still do need to convince importers in those other countries to bring in your wines. There's always that.

It's easier for us to sell wine to Japan, by far our largest export market (no permits, licenses or fees needed) than it is to Texas (annual license application must be signed & notarized by winery owner; annual fee of \$310 required to be paid by cashier's check; monthly price posting forms required to be filled out and sent by our office even if we sold our wholesalers there no wine that month). It's easier to England (no permits, no nothin') than it is to the state Georgia (the one right above Florida, not the one in Eastern Europe), which requires that we purchase a surety bond from an insurance company, and which has a maze of state regs that make it, in reality, impossible to drop a wholesaler even if they are doing an extremely poor job.) I could go on and on.

The absolute capper in this situation is that it's also more profitable for us to export wines because the federal government and the State of California refund to us, for wines we send out of the country, the hefty excise taxes we pay them on wines that are exported. We pay the feds 17¢ a gallon on wines under 14% alcohol and 67¢ a gallon on wines over 14%. We pay Sacramento 20¢ a gallon on all wine we make. But they and the feds both give those payments back to us for wines we send out of the country. Last year, 2007, our net payments of excise taxes on our wines came to more than \$39,000 to the feds and \$12,600 to California, and that was after they refunded us the excise taxes we originally had paid for those wines we ended up selling overseas.

The refunded excise taxes are just one of many reasons we're happy that our export business has grown dramatically in recent years. This year so far (as of November 4th) our exports, to about 20 different countries, represents 45% of our total sales, which is quite amazing if you think about it. With the U.S. economy in the doldrums, it's advantageous to have additional markets.

So, do you still want to go into the wine biz? What? You cannot be serious.



## ~ Other News ~

In the summer of 2008 all of our vineyards on Mt. Harlan were Certified Organic by California Certified Organic Farmers, one of the agencies that does those certifications. As and when we release our 2008 Mt. Harlan wines you will be able to see the words “Made with organic grapes, certified organic by CCOF” in teeny-tiny type on the back labels. They don’t let you put it on the front labels, nor do they let you put it in large type. Still, it looks nice. And natural. The 2008 Mt. Harlan Chardonnay and Viognier offered below are the first Calera wines to be labeled “Made with organic grapes.”

And this year, once again, *Wine & Spirits* magazine named Calera one of their Wineries of the Year.

Finally, you will notice that we have dramatically increased our use of the distinctive glass Vino-Seal closures for a several of our wines. We now use it on all our Central Coast Chardonnays and Pinot Noirs (except the half-bottles and magnums), our Mt. Harlan Viognier, and the Mt. Harlan Cuvée Pinot Noir. We are the biggest U.S. customer for this attractive closure, and let me assure you that it’s quite expensive — this is definitely

not a cost-saving measure on our part. The absolute best thing about it is that there is zero possibility of cork taint in any bottle that was closed with it. And you don’t even need a corkscrew!

I heartily recommend that everyone join one of our three **Calera Wine Clubs**, priced at different levels. All Club Members receive two 6-bottle shipments of our wonderful wine each year, in spring and fall, at very favorable prices. There are also other benefits of Membership that you can learn about on our website, [www.calerawine.com](http://www.calerawine.com).

Finally, if you would like to receive these brochures and other communications from Calera by e-mail, please furnish us with you e-mail address. This mailer marks the first one that we are sending electronically to those who have asked for it that way and also to those who have signed up to be on our mailing list but who gave their e-mail address only. So we are mailing about two-thirds of you this mailer by U.S. postal service, and one-third electronically. If you have a preference in future, kindly tell us which way you’d like us to communicate with you.

## ~ Ordering Information ~

In this mailer we are presenting all our current releases, plus selected small quantities of other wines we sold last year. We are also offering specially selected, well aged wines from our incomparable Library. All will make great gifts, even if the intended recipient is yourself.

I do want to comment on a new phenomenon we are seeing here in the U.S.: many people have started ordering one and only one wine from us, the Jensen Vineyard Pinot Noir. While we’re glad that people enjoy this wine, we are nonplussed because it’s just one of twelve products we make every year. The Jensen Pinot represents only 5% of our annual production, and you can imagine how this trend could upset the apple cart of our worldwide marketing efforts if it were to continue.

We have asked many of these people why they are suddenly placing these unusual orders and they usually say, “Oh, I’ve always ordered only the Jensen.” But that is simply not true. If any of you know why in the world this crazy phenomenon is suddenly now occurring, please tell us.

In response to this trend we now reserve the right to fill or not to fill such orders, in our absolute discretion. If people order only the Jensen Pinot or mostly the Jensen Pinot, we will probably not fill the order.

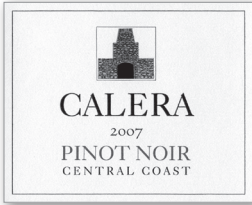
In addition, we are imposing a 6-bottle limit on the 2006 Jensen (and also on the 2006 Selleck Pinot Noir because of its much smaller production). And finally, we are going to substantially raise the price of the **2007 Jensen** Vineyard Pinot when we release it next year.

For several of the wines below we are directly quoting a series of wonderful recent reviews from *Wine & Spirits* magazine, *Wine Spectator*, Robert Parker’s *The Wine Advocate*, and Allen Meadows’ *Burghound.com*, “The ultimate Burgundy reference,” July, 2009 edition.

In recent years Mr. Meadows, who lives and works half of every year in Burgundy, has started covering U.S. Pinot Noirs also, and he wrote the following introduction to his reviews of our 2006 Mt. Harlan Pinot Noirs, “While Josh Jensen has made any number of great pinots, these are among the best young examples that I have ever tasted.” The website is [www.burghound.com](http://www.burghound.com).



# Calera Winter 2009-2010 Wine Offerings



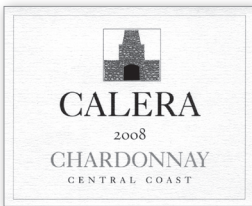
2007  
**PINOT NOIR CENTRAL COAST**

\$24 / bottle (Vino-Seal)  
\$259 / case

Bottled: September 2nd-25th, 2008  
Produced: 15,767 cases  
Alcohol: 14.8 %

“A lovely and understated nose that is intensely floral together with pretty red berry fruit aromas that merge into round, supple and forward light weight flavors that possess good depth and length and plenty of character on the ever so slightly edgy finish. This offers very reasonable value for the price. 87 points.” — *Burghound.com*, Allen Meadows

“Another fine bargain is the 2007 Pinot Noir Central Coast... (It) exhibits...soft plum, currant, and pomegranate notes... silky tannins, and a luscious, sensual finish. 88 points.”  
— *Wine Advocate*, Robert Parker



2008  
**CHARDONNAY CENTRAL COAST**

\$16 / bottle (Vino-Seal)  
\$173 / case

Bottled: July 8-29th, 2009  
Produced: cases 13,733 cases  
Alcohol: 14.4%

“It offers abundant notes of honeysuckle, orange marmalade, white currants, and tropical fruits. Crisp, elegant, mid-weight, and revealing no evidence of its wood aging, it will provide plenty of pleasure over the next 1 – 2 years. 90 points.”  
— *Wine Advocate*, Robert Parker

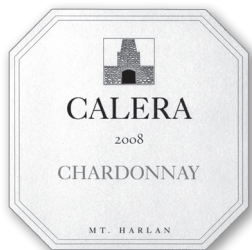


2006  
**PINOT NOIR MT. HARLAN CUVÉE**

\$30 / bottle (Vino-Seal)  
\$324 / case

Bottled: December, 2008  
Produced: 4,361 cases  
Alcohol: 14.5 %

“This '06 is appealing in the direct expression of its freshness, from the floral aromas to the vibrant flavors of dark cherries and persimmon. The texture is light and brisk while the flavors are generous. 91 points.” — *Wine & Spirits* magazine

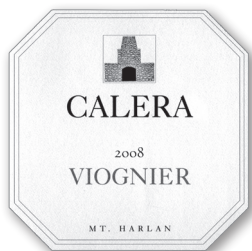


2008  
**MT. HARLAN CHARDONNAY**  
~ *Organic Grapes* ~

\$28 / bottle  
\$302 / case

Bottled: July 20, 2009  
Produced: 502 cases  
Alcohol: 14.8%

In April, 2008, we had the worst spring frosts in our 33 years of growing grapes on Mt. Harlan. This disastrous weather severely reduced all our crops that year. In the case of this Chardonnay we got only 7/10ths of a ton per acre. So sad. But the small amount of Chardonnay that we did harvest made a completely delightful wine: a spicy bouquet and flavors of lemon chiffon, Bosc pear and flint, with a silky texture and lovely firm acidity.



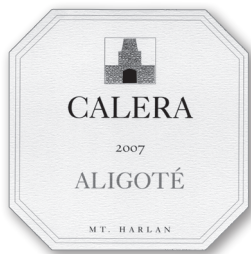
2008  
**MT. HARLAN VIOGNIER**  
~ *Organic Grapes* ~

\$30 / bottle (Vino-Seal)  
\$324 / case

Bottled: June 24, 2009  
Produced: 234 cases  
Alcohol: 15.1 %

Our Viognier crop was even more devastated by the 2008 frosts than the Chardonnay! The aromas are sweet, with honeysuckle, pear and peaches seemingly present. On the palate the wine is exuberant and voluptuous, rich yet disciplined, and it has a terrific, lingering finish.

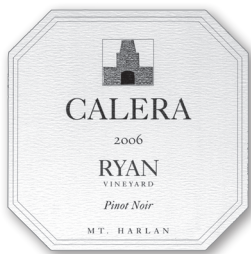
## Calera Winter 2009-2010 Wine Offerings *(continued)*



2007  
**Mt. Harlan Aligoté**  
\$20 / bottle  
\$216 / case  
Bottled: April 2, 2008  
Produced: 36 cases  
Alcohol: 13.9%

“...an authentic-tasting 2007 Aligoté. Aromas of white corn, crushed rocks, and currants emerge from this medium-bodied, crisp, stony effort. Based more on minerality and crispness than on texture and fruit depth, it offers a good introduction to this varietal. 87 points.”

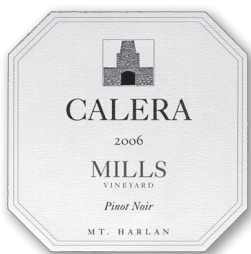
— *Wine Advocate*, Robert Parker



2006  
**Ryan Vineyard  
Mt. Harlan Pinot Noir**  
\$40 / bottle  
\$432 / case  
Bottled: February 19-21, 2008  
Produced: 2,115 cases  
Alcohol: 14.5%

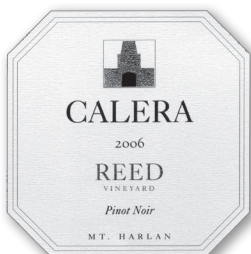
“A floral and pure nose...introduces vibrant and middle weight flavors that possess a dusty and moderately structured finish that delivers lovely persistence. This is a classically styled effort of elegance and finesse and has little in common with the high ripeness and ultra rich school of pinot. 91 points.”

— *Burghound.com*, Allen Meadows.



2006  
**Mills Vineyard  
Mt. Harlan Pinot Noir**  
\$45 / bottle  
\$486 / case  
Bottled: February 27-29, 2008  
Produced: 1,795 cases  
Alcohol: 13.5 %

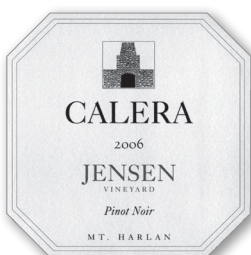
“An ultra pure, airy and cool nose of extract of red pinot fruit trimmed in overt floral nuances and a hint of vegetal that, like the Ryan, adds depth rather than any sense of greenness. The purity of the nose continues onto the detailed, intense and delicious yet entirely serious medium-bodied flavors that possess fine depth and excellent length. This is an impeccably balanced wine of elegance and understatement that is classically styled. 92 points,” — *Burghound.com*, Allen Meadows.



2006  
**Reed Vineyard  
Mt. Harlan Pinot Noir**  
\$50 / bottle  
\$540 / case  
Bottled: December 13-14, 2007  
Produced: 929 cases  
Alcohol: 14.4%

“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.”

— *Burghound.com*, Allen Meadows.

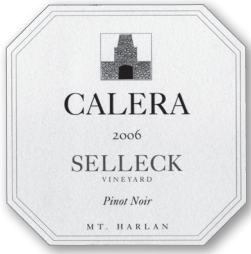


2006  
**Jensen Vineyard  
Mt. Harlan Pinot Noir**  
\$60 / bottle  
Limit: 6 bottles  
Bottled: February 21-26, 2008  
Produced: 2,531 cases  
Alcohol: 14.3%

“Elegant and very pure aromas of floral, red berry and spice hints formed the perfect complement to the intense, detailed, complex and refined medium-bodied flavors that possess lovely precision and excellent inner mouth perfume that lingers and lingers. Moreover, this appears to be allowing only glimpses as to the ultimate quality as this is very much a baby. Great potential. 92 points.”

— *Burghound.com*, Allen Meadows.

# Calera Winter 2009-2010 Wine Offerings *(continued)*



2006  
**SELLECK VINEYARD  
MT. HARLAN PINOT NOIR**

\$75 / bottle

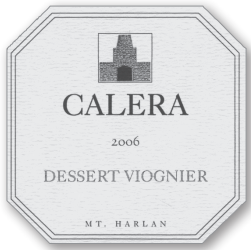
Limit: 6 bottles

Bottled: February 29, 2008

Produced: 793 cases

Alcohol: 14.2%

“A strikingly elegant, pure and complex nose that is restrained and understated offers floral, red berry, spice and an herbal hint that merges seamlessly into concentrated and rich medium-bodied flavors that possess excellent mid-palate fat and superb length. It’s rare to find a 2006 that has both richness and delineation all while retaining the fine balance that great wines have. This should be really impressive in 8 years or so, in fact, it’s already impressive but there is more to come. 94 points,” — *Burghound.com*, Allen Meadows.



2006  
**MT. HARLAN DESSERT VIOGNIER**

\$30 / half-bottle

\$324 / case of 12 half bottles

Bottled: April 4, 2007

Produced: 799 half-cases (12 x 375ml)

Alcohol: 13.5%

Residual Sugar: 15%

“Exotic, floral and fragrant, with ripe pineapple, dried apricot and candied lemon peel flavors that are generous, smooth and intense. A wonderful spiciness kicks in on the finish, with a good juicy edge. 90 points,” — *Wine Spectator*, James Laube.

2006  
**MT. HARLAN SAMPLER PACK**

\$150 / Sampler (6 half-bottles)

Everyone’s favorite way to preview the vintage. Contains a half-bottle each of our 2006 Single-Vineyard Mt. Harlan Pinot Noirs: Selleck, Jensen, Reed, Mills, and Ryan Vineyards, plus the 2008 Mt. Harlan Chardonnay. These make great gifts!



2006  
**ROUND THE MOUNTAIN  
PINOT NOIR SIX-PACK**

\$300 / Sampler (6 full bottles)

Contains a full 750ml bottle each of 2006 Selleck, Jensen, Reed, Mills, Ryan and Mt. Harlan Cuvée Pinot Noirs. For the Pinot lover on your gift list!

2005  
**MT. HARLAN PINOT NOIRS**

2005 Ryan \$43    2005 Mills \$48

2005 Reed \$53    2005 Jensen \$63

2005 Selleck \$78

Since we haven’t sent out a mailer in such a long time, we also wanted to give you the opportunity to buy our 2005 Mt. Harlan Pinots, here simply listed with prices.

3-bottle limit on each 2005 wine.

2002  
**MILLS VINEYARD PINOT NOIR**

\$54 / bottle ~ \$583 / case

1997

**REED VINEYARD PINOT NOIR**

\$77 / bottle ~ \$832 / case

Two gems from our Library (no limit).

## ~ Ordering and Shipping Information ~

### To Order

- 1) Fill out the order form and mail to:  
Calera Wine Company, 11300 Cienega Rd. Hollister, CA 95023
- 2) Call in your order to 831-637-9170
- 3) Fax your order to 831-637-9070
- 4) Place your order online on our website, [www.calerawine.com](http://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.
- 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 on 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](http://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, please state 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
4%	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
none	IA	\$25.00	\$40.00	\$65.00	\$55.00	\$95.00
6%	ID	\$18.00	\$25.00	\$40.00	\$40.00	\$65.00
6.25%	IL	\$35.00	\$40.00	\$65.00	\$55.00	\$95.00
6%	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
none	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
5.50%	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
none	WY	\$18.00	\$25.00	\$40.00	\$40.00	\$65.00

~ We Do Not Recommend Shipping In Extreme Hot Or Cold Weather Conditions ~

# ~ Winter 2009-2010 Order Form ~

*Case prices include 10% discount.*

	Bottle	Quantity	Cases	Quantity	Total
<b>CENTRAL COAST ~ CURRENT RELEASES</b>					
2007 Pinot Noir	\$24		\$259		
2008 Chardonnay	\$16		\$173		
<b>MT. HARLAN ~ CURRENT RELEASES</b>					
2006 Pinot Noir Mt. Harlan Cuvée	\$30		\$324		
2008 Mt. Harlan Chardonnay	\$28		\$302		
2008 Mt. Harlan Viognier	\$30		\$324		
2007 Mt. Harlan Aligoté	\$20		\$216		
2006 RYAN Vineyard Pinot Noir	\$40		\$432		
2006 MILLS Vineyard Pinot Noir	\$45		\$486		
2006 REED Vineyard Pinot Noir	\$50		\$540		
2006 JENSEN Vineyard Pinot Noir	\$60		Limit: 6 Bottles each		
2006 SELLECK Vineyard Pinot Noir	\$75				
2006 Dessert Viognier (375ml)	\$30		\$324		
<b>SIX PACKS</b>					
2006 MT. HARLAN SAMPLER (375ml bottles)			\$150		
<b>NEW ITEM</b> 2006 ROUND THE MOUNTAIN PINOT NOIR			\$300		
<b>MT. HARLAN ~ 2005 VINTAGES</b>					
2005 RYAN Vineyard Pinot Noir	\$43		Limit: 3 Bottles each		
2005 MILLS Vineyard Pinot Noir	\$48				
2005 REED Vineyard Pinot Noir	\$53				
2005 JENSEN Vineyard Pinot Noir	\$63				
2005 SELLECK Vineyard Pinot Noir	\$78				
<b>LIBRARY SELECTIONS</b>					
2002 MILLS Vineyard Pinot Noir	\$54		\$583		
1997 REED Vineyard Pinot Noir	\$77		\$832		
<b>BOOKS</b>					
<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		
<i>Limited Library Selections are available at <a href="http://www.calerawine.com">www.calerawine.com</a></i>				Subtotal	
<input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> Amex <input type="checkbox"/> Check				Sales Tax	
Card # _____ Exp. ____ / ____				Shipping (see rates)	
<i>We offer a 10% discount on orders of 12 bottles or more. The 10% discount is reflected in all case prices listed. Wine Club Members receive a 15% discount on all orders.</i>				<b>Total Due with Order</b>	

**MAILING/BILLING ADDRESS**

Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

**SHIPPING ADDRESS (if different)**

Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_



Calera Wine Company  
11300 Cienega Road  
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[www.calerawine.com](http://www.calerawine.com)

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*Wine Offering ~ Winter 2009-2010*