

Reserve Pinot Noir Club™
Beaux Freres Estate 02
Black Cap 02

What a month for the Reserve Pinot noir Club! First, probably the most sought after and highest rated 2002 Pinot noir from Oregon, 95 points from Wine Spectator, from the venerable Beaux Freres Winery. Part owner Robert Parker (Wine Advocate) must be pleased to see his brother-in-law Mike Etzel's homerun with the 2002 vintage.

Second, a wine about as unknown as the Beaux Freres is famous, from a new winemaker who has, with his first release, hit a home run. It's the BlackCap Pinot noir 02. Of course, winemaker Jason Lett grew up in the Oregon wine industry. Jason Lett's father is Oregon wine pioneer David Lett, of Eyrie Vineyards fame. And Margo Lett, Jason's daughter and David's granddaughter, may be just 4 years old, but she's out there continuing the family tradition, punching down and tasting grapes, learning the family trade. This is new for the very young Oregon wine industry, and exciting, to see families developing a sustainable family farming tradition in this world of corporate agriculture.

Beaux Freres



There's something very Zen about a winemaker who works with the same small parcel of land and the same grape varietal, year after year. Certain strictures are laid out and adhered to, foremost the commitment to this one site, and one grape (pinot noir), in an effort to produce the purest expression of the vineyard. Such is the practice of Michael Etzel, whose Beaux Freres Winery celebrates its 11th vintage with some of the highest scores ever given by Wine Spectator for Oregon Pinot noirs.

As the years have passed, Michael has revisited his vineyard thousands of times, following the rhythm of the seasons, cycling through deeper and deeper knowledge of the soil, the weather, the vines, the local wildlife, the sum of ingredients that are described in the wine world as the expression of "terroir" in the wine. To taste through the vintages of Beaux Freres is to follow a journey of discovery, each vintage illuminating more facets of the vineyard.

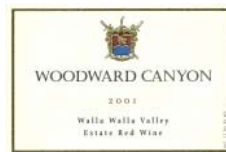
With the 2002 vintage, a confluence of factors - a mature and healthy vineyard, ten years of experience with the site, great weather, great fruit, and a sunny warm harvest season - resulted in wine that reaches a new level of excellence for the winery, and for Oregon Pinot noir. Harvest proceeded at a relaxed pace, with plenty of time to hand sort the fruit under delightful working conditions- sunny days and cool nights, perfect for ripening Pinot grapes. What a contrast to some years spent standing out in the cold on the crushpad, sorting grapes in the rainy Oregon fall drizzle.

We are so delighted to offer this very hard to get wine to our club members.

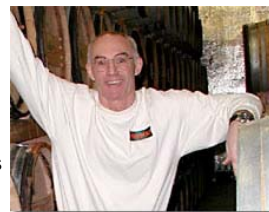
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NW Big Reds Club™
Woodward Canyon Red Estate
Canon de Sol Syrah 02

With the July Big Reds Club, Avalon is initiating a "Cellar Program" for members. We will be periodically sending wines that are specifically recommended for cellaring. These wines may be quite closed and tight if drunk upon receipt. Like the best Bordeaux wines, these wines are often made to taste best after 10-15 years.



When cellaring "Cellar Program" wines, keep in mind that the conditions in which wine is stored have a big influence on their aging potential. Warmer conditions speed up the aging process; cooler conditions slow it down. Larger format bottles also age slower. All bottles should be stored in the dark, cork down or on their sides at temperatures of 50 to 60 degrees F. For older wines, you may stand the bottles upright for 2-3 days prior to opening in order to allow any sediment to settle to the bottom or you may decant them prior to serving.



The Woodward Canyon Estate Red 2001 is the first "Cellar Program" wine. Made by Rick Small from grapes at the Woodward Canyon Estate Vineyard, it shows his typical style. Rick, along with winemaker Chris Camarda (Andrew Will Winery) makes wine that is meant to be laid down for best drinking. If you're fortunate enough to share a meal with Rick, he'll usually bring out a wine that's at least ten years old. Although many of the big red wines made today just lose fruit and go flat with age, Rick's wines seem to gain complexity and layers of different flavors with correct cellaring.

The Estate Red 01 already shows scents of ripe black stone fruit and berry, with hints of desert herbs and toast. The flavors are layered and open in the mouth to reveal black currant, white pepper, milk chocolate, pie spices, and clean saddle leather and more toast. The wine is still closed, however, and will definitely benefit from 7-9 years of cellaring.

The 46 acres of estate vineyards that Woodward Canyon has planted are relatively new. Rick Small is also an investor in Champoux Vineyards and purchases grapes from Canoe Ridge, Pepper Bridge and other premium vineyards in Eastern Washington. In maybe five years, Woodward Canyon want to get to about 50 percent of all of their wines made from estate grapes. They are getting a lot of extraction and balance from their fruit. They want the wines to be more elegant.

Darcey Small, Rick's wife, says it is unlikely Woodward Canyon would become a 100 percent estate winery because her husband likes to blend from different areas, different terroirs.

"Besides, it's nice to have insurance of not having all the grapes in one area, in case of a freeze, for example," she said. "It also adds more complexity to the wines."

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Reserve Pinot Noir Club™

Beaux Freres Estate 02 \$75
 Black Cap Pinot noir 02 \$38

Northwest Big Reds Club™

Woodward Canyon Red Estate \$55
 Canon de Sol Syrah 02 \$32

New Discoveries Club™

Jezebel Pinot noir 02 \$20
 Forgeron Red Table \$17.69
 Kiona Vivacious
 Vickie White \$13

Dessert Wine Club™

Van Duzer Port \$25
 Chateau Lorane Huckleberry Mead \$15

Patricia Green Wine Club

Sauvignon Blanc 03 \$22
 Goldschmidt 02 \$50

Big Reds Club continued

Continued from page 1

Canon de Sol

Canon De Sol describes itself as "... a unique winery established by a circle of close friends, dedicated to producing handcrafted wines of the very highest quality." Victor & Kim Cruz, Jerry & Laure Quaresma, and Ron & Bunny Hartman are the owners, with Victor managing and Charlie Hoppes as consulting winemaker.

A native of Yakima Valley, Victor Cruz grew up with the distinct heritage of knowing how to grow crops and take care of the land. Today he owns one of the rising stars of Columbia Valley wineries, Canon de Sol.

After receiving a degree in engineering from Western Washington University in 1981, Cruz worked for Westinghouse as an engineer on the Hanford cleanup project for 15 years. Yet the tug of the land prevailed. In 1996 he left his job, and sought the site for their dream winery. In 1999 he finally found the land and launched Canon de Sol winery on 45 acres of rolling hills outside Benton City.

Victor Cruz and winemaker Charlie Hoppes are childhood friends who grew up in the Yakima Valley. Because Victor did not know much about wine, Charlie's help has proven invaluable, and the winery has scored amazing successes with its first few vintages. The 2001 Syrah was named the number 1 Syrah out of 130+ tasted by Wine Press NW magazine, and the 2000 Syrah was named best of show at the 2002 Northwest Wine Summit. The 2002 Syrah was ALSO named Best of Show at the 2004 Northwest Wine Summit, and sold out upon release at the winery in a matter of days.

Charlie, raised in Kennewick, Washington, started in the wine industry with a gig as a cellar rat at Snoqualmie Winery in 1988, under the tutelage of Mike Januik. He worked a vintage at Waterbrook in 1990, then moved to Chateau Ste Michelle as assistant winemaker, again working for Mike Januik. He was promoted to winemaker at Canoe Ridge Winery in 1993, where he made wine for the 1993 through the 1998 vintages.

Three Rivers Winery in Walla Walla called next, and he helped found that winery in 1999, making their 99, 2000, and 2001 vintages. Leaving Three Rivers in late 2001, he began his career as a consulting winemaker by helping Victor found Canon de Sol, then rapidly found himself in constant demand, adding gigs with Ryan Patrick, Zefina, Alder Ridge, Six Prong, Saint Laurent, and for his own label, Fidelitas. The Big Reds Club will be receiving wines from Fidelitas in the next few months— they are extraordinary!



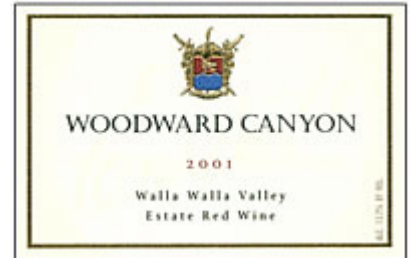
The Big Red Club Wines

World Class
Cellar
Selection

Woodward Canyon Estate Red Walla Walla 2001 \$65

This 2001 Woodward Canyon Estate Red is produced from the finest lots of cabernet sauvignon, merlot, and cabernet franc from Woodward's Estate vineyard. The grapes are periodically thinned to produce less than two tons of fruit per acre. This low yield makes what grapes are left on the vine more intensely flavored and ripe. In 2001, the weather was more moderate than 2000, and the fruit ripened more slowly. Slower ripening usually leads to greater complexity, which bodes well for the future of this wine. Average brix was near 24 degrees

The wine was fermented in small, open top tanks with native yeast and was punched down or pumped over two or three times a day. After pressing in a basket press, this wine went straight to new French chateau barrels for maturation. In early August, the wine was racked from barrel, assembled, and bottled unfiltered and unfinned later that same month.



With such low yields, the resulting wine is deeply concentrated with black fruits and cassis. The nose leaps from the glass. Spice and vanilla from new oak integrate beautifully with cabernet-dominated fruit. The texture is supple and the finish is rich and long. With proper cellaring, this wine should age for ten years from vintage.



Twenty years of cellared Woodward Canyon Wine

Canon de Sol Syrah 02 \$34

Best of Show" at 2004 Northwest Wine Summit, "Outstanding" from Wine Press NW, possibly the best 2002 Syrah from Washington State.

"This fantastic red provides a hint of moist earthiness and spicy cherries on the aroma, then bold, jammy fruit that tangos across the palate. Layers of complexity are backed up with terrific acidity, mild tannins, and a lengthy finish."

From the Northwest Wine Summit: "The sixteen judges at the NorthWest Wine Summit 2004 selected the Cañon de Sol's 2002 Syrah (Columbia Valley, Washington) from a field of 126 gold medal winners as the Leon Adams (Best of Show) Award Winner. It also garnered Best Red (A Crystal Rose Award Winner) and Best of Washington (Mount Rainier Award Winner).

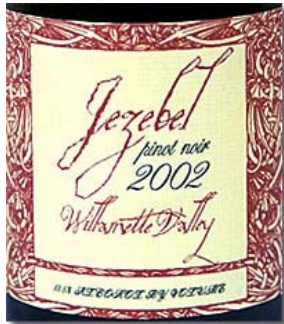
Director and Chief Judge Tom Reagan remarked, "We are pleased that our panel of judges, in a single-blind tasting, recognized the performance and consistency of this wine. Interestingly, it was also rated 'Best Syrah in Washington State' by a panel of judges in Seattle and their 2000 Syrah was Best of Show in our 2002 competition."

New Discoveries Club

Jezebel Pinot noir 02 \$20

Blend of fruit from four Willamette valley vineyards, very nice fruity, spicy, big bodied Pinot, exuberant and ready to drink.

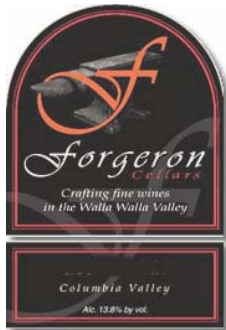
Hedonistic, huge, sensuous, so user friendly these wines are going to be your new best friends. Jezebel was a powerful, sensuous, in your face kinda gal and so is this wine.



Starts with a distinct and appealing buttery, oaky nose, flavors of gushing black raspberry, black fruit, big, big, big. Nothing subtle or nery here, just a blatantly user friendly, drink me up and smile kind of wine. Super toasty oak and rich fruit make this wine stand out from the crowd of under \$20 Pinot noirs.

Forgeron Red Table Wine \$17.69

Yes yes yes! Surprisingly rich, juicy, super good deal, Avalon highly recommends this beautifully crafted bargain. A blend of Cabernet Sauvignon, Merlot, and Syrah.

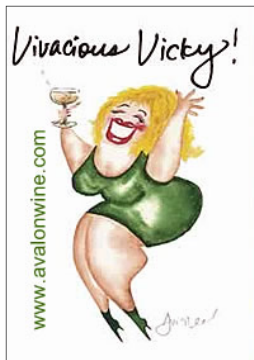


Marie Eve makes lovely, carefully crafted red wines, and this wine, her "value" bottling, is just a super deal. The nose has mocha and espresso bean hits along with plush plum and bing cherry. The wine is viscous and rich in the mouth, with lots of Cabernet complexity and lively, juicy black fruit. Big, well integrated tannins finish the wine with a hint of spice.

Vivacious Vickie White \$10.00

Kiona's great value everyday white wine, great for summer, easy drinking, soft with a hint of citrus.

A blend of white grapes that did not make it into Kiona's higher end whites, this is a super fun summer slurper. Lighter than a Chardonnay, with nice crisp fruit flavors and a pretty, pleasant finish.

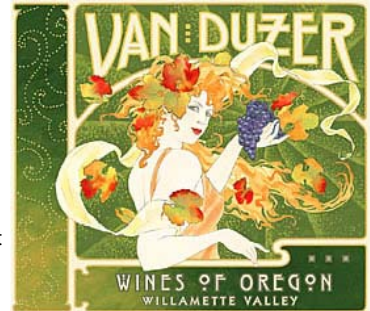


NW Dessert Wine Club

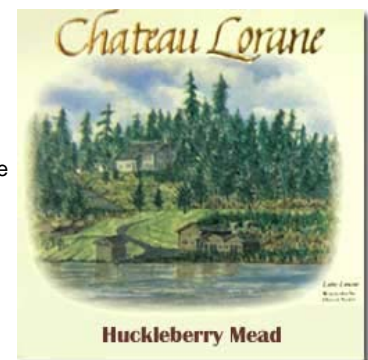
Van Duzer Pinot noir Port \$25

Very limited, only about 26 cases were made, this Port is made from very ripe Pinot noir, and has a rich intensity that pairs beautifully with chocolate.

Van Duzer Vineyards makes all of its wines from its own Estate fruit, and winemaker Jim Kakacek has shown that patience and perseverance have paid off with a recent streak of highly rated wines. Enjoy!

**Chateau Lorane Huckleberry Mead \$14.99**

Wild huckleberries from Idaho and wild-flower honey from Oregon combined give this unusual wine a distinctive sweet-tart and fruity character.

**Patricia Green Cellars Wine Club July/August Club****PGC Pinot noir "Goldschmidt Vineyard" 02 \$55****PGC Sauvignon Blanc 03 \$22**

Details in the PGC Club newsletter.

About the Club

Ten shipments a year starting April 2003.

Four different exclusive "cuvees" selected by Patty and Jim for the club- special barrels expressing aspects of terroir, winemaking, soil, varietal. Available only to Club members.

Newsletter with each shipment containing stories about the wines, insights and anecdotes about the vintage, the winemaking process, Patty's and Jim's evaluations of the wines in the shipment.

First priority on purchase from Avalon of her hardest to get wines- Balcombe 1B, Goldschmidt, Notorious, Bonshaw, etc. Some are very limited, but the Club will get what there is available.

First priority on very limited 2003 Pinot noir futures- the 2003 crop level was down about 15-50% depending on the vineyard, and the wine will go quickly.

Theme shipments exploring Balcombe Vineyard, The Estate Vineyard, Soils, Food Matching, PGC and the influence of Burgundy, Blending, and more.

Call Jean to signup!

Reserve Pinot noir Club continued.....

Black Cap Winery

Jason Lett has been involved in making wine for most of Oregon's vintages through his family's Eyrie Vineyards. Jason's father, David Lett, is one of Oregon's wine industry pioneers. He planted and popularized Pinot gris, and received high scores for his early Pinot noirs from blind tastings in France, leading to the initial recognition of Oregon as a viable wine growing region.



Having grown up working in his family's vineyards and winery, Jason gained a unique perspective on growing and making wine.

Jason explains: "my father's holistic approach to wine growing has been my greatest influence. He has always emphasized that great wine is made in the vineyard."

Jason added to the lessons learned from his family's vineyards by spending summers in his teen years working and living in Burgundy, and visiting family friends who grew wine in Germany and Switzerland. Later, in his 20's, Jason worked harvest at New Zealand's Matrinborough Vineyards.

Jason received his degree in Botany at the University of New Mexico. He then worked as a research assistant at Oregon State University. He likes to connect the rationality of research to the mysticism of wine.

"We were trying to figure out how plants express themselves from site to site," says Jason. "In a way, it was the same question one might ask when comparing a Le Musigny to a Bonnes Mares."

In 2002, longtime friend John Davidson invited Jason to make wine from Davidson's La Cantera vineyard. The resulting wine became Jason's first solo vintage, the BlackCap 2002. In keeping with Jason's philosophy, the project was kept small (3 barrels) and meticulously tended.

Jason says: "For me, making wine is the ultimate way to explore the concept of 'tasting place.' My intention is to express the vineyard as fully as possible. I'm doing that by using traditional tools- cool, small batch fermentations, extended macerations, native yeasts, and bottling without fining or filtration. I also use a very moderate amount of new oak - taking the Burgundian approach to oak that was traditional until the last 15 years or so. When you taste the BlackCap my hope is that you will taste an expression of place and a vintage, without the pretensions of a winemaker getting in the way. I'm proud to be a winegrower."

In January 2003, Jason was offered a job as Bishop Creek Vineyard's managing winegrower.

"When the opportunity with Bishop Creek came along, I jumped at it," says Jason. "I was ready for the challenge of pursuing my own vision of winegrowing in a unique vineyard."

Planted in 1988 at 5x5 spacing, the Bishop Creek vineyard is one of the oldest high density plantings in the area. Close spacing, combined with a steep slope, have given the vineyard a reputation as one of the area's most challenging sites. Jason saw the potential for the site to produce great Pinot noir. He stopped the use of synthetic chemicals and focused instead on canopy management and soil health. The results were gratifying: Jason selected rows of Bishop Creek fruit for his 2003 vintage BlackCap.

"Making wine from fruit you've grown closes the circle," says Jason. "An intimate knowledge of the vineyard influences how finesse the wine, and what you learn from the wine guides the management of the vineyard."

Jason and his wife Diane live on a small farm near McMinnville with their 2 girls. In his spare time, Jason stays busy with the kids, the animals and the garden.

Black Cap Pinot noir 02 \$36

A big, dark wine, massive with creamy blackberry, marionberry, and black raspberry in the nose and flavors. Balanced for cellaring, special hints of vanilla, spice, and just a touch of red hot candy make this wine special. Cellar 3-5 years for best drinking.



Jason Lett has created a lovely, big bottle of massive Pinot, made from fruit from La Cantera Vineyard, in the Chehalem Mountains just above Rex Hill. The grapes are 50% Pommard and 50% Wadenswil Clone of Pinot noir, with low tonnage per acre achieved through heavy thinning. The vines are 15 years old, and you can taste the maturity in the wine.

Jason named the winery after two native (and tasty) wild Oregon gourmet delights- the black cap raspberry, and the black cap morel. The name also belongs to a native songbird, the black capped Chickadee.

Beaux Freres Pinot noir 02 \$75

Wine Spectator says:

"The Beaux Frères Vineyard is a big, ripe wine with mouthwatering acidity to bring harmony to a wash of plum, blackberry, cherry and dusky spice flavors, which persist on the fine-grained, not terribly tannic finish. It's the best yet from one of Oregon's great estates. The 24-acre vineyard covers steep hillsides on Ribbon Ridge, fast emerging as a golden spot in the Chehalem Mountains in Willamette Valley. Drink now through 2012. H.S."



It's just about as perfectly balanced as Pinot noir can get, not a wrong note anywhere, with tremendous aging potential, but it's so tempting to drink now, it's tasting sooooo good. jy

