



Emeritus Vineyards was born of a dream to create a *noble* Pinot Noir—one that especially speaks of elegance and charm. An experienced team of uniquely qualified individuals, the Emeritus Team combined their talents to work toward the realization of that dream. The result is two Estate Grown and Bottled Pinot Noirs: Emeritus, Russian River Valley, from the home ranch in the heart of the Russian River Valley; and Emeritus, William Wesley, from the mountain vineyards on the Sonoma Coast near Annapolis. The Emeritus Team farms the vineyards to exacting standards with only one goal: To produce a Pinot Noir of great distinction, a wine that reflects its vineyard heritage and embodies the spirit of the people who put the best of themselves into their work—a *noble* wine.

EMERITUS. (*ē-mer'-i-tus*), Latin, past participle of *emereri*, to earn by service.

The Emeritus Team has embarked on a quest for the quintessential Pinot

-a new direction in California Pinot Noir.

In 1999, two months after Brice Cutrer Jones signed the last of the papers turning over control of the 26-year-old Sonoma-Cutrer Vineyards (SCV) to liquor company Brown-Forman, Jones and his team of six key, long-term employees (the Emeritus Team) and six long-time investors closed on the purchase of Don and Marcia Hallberg's 115 acres of prime apple orchard in the heart of the Russian River Valley. The land is located just 10 miles west of SCV, two miles north of Sebastopol, on both sides of the Gravenstein Highway and directly on the Gold Ridge—the name of the predominate soils of the area. From the time the Russians planted the first winegrapes in California at Fort Ross on the Sonoma Coast in 1812, vineyards flourished in Sonoma County. At the end of 1861, Sonoma County was California's second largest wine district, behind Los Angeles. By 1874, Sonoma County had moved into first position, and at the time Prohibition began, there were 40,000 acres of winegrapes and 256 wineries within her borders, 26 of which were within a ten-mile radius of the Hallberg ranch. Even then, the combination of the cool climate, the rolling hills, and the deep, well-drained Gold Ridge soils of the area produced a large portion of Sonoma County's most desirable wine grapes.

With prohibition came the removal of most of the area's vineyards, and apples (and in other areas, prunes) took their place. Sebastopol became widely recognized as the capital of America's finest apple production. Several processing plants sprang up in the area, and Don and Marcia Hallberg eventually processed their own apples in a huge barn on the property. They continued growing and processing apples long past the point that most of the profit had gone out of the business, as Washington state, with plentiful water and cheap power as a result of the Columbia River Basin Project, undercut the California industry. At the same time, orchard land became more and more valuable as premium wine grape land.

After acquiring the Hallberg property in 1999, Emeritus cleared the land over a three-year period and planted Pinot Noir grapes. The resulting harvest were sold to various wineries in the area. With consulting winemaker Rob Tomerlin (previously also with SCV), the Company experimented with small lots of its own wine, and began to outfit the Hallberg barn with fermentation vats, barrels, and environmental controls. Then, after three approaches over four years, Mr. Jones was able to finally attract longtime Pinot-phile, Burgundy-trained winemaker Don Blackburn to the company. Don came aboard in time to begin the first harvest William Wesley Vineyard the next day.

The three basic factors that influence wine are soil, climate, and man. As for climate, the Russian River Valley is home to many of the finest Pinot Noirs produced in America over the last 30 years. The land that is the Hallberg Vineyard has a heritage that gives every indication that it can and will produce absolutely distinctive fruit. And finally, today, we have assembled what many consider to be a team without equal in the business—The Emeritus Team



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EMERITUS PINOT NOIR

RUSSIAN RIVER VALLEY 2007

The home ranch of Emeritus Vineyards lies along Sonoma County's Gold Ridge—a ten-mile-long, low ridge running from Sebastopol to Forestville, in the heart of the Russian River Valley. Rolling hills slope to the southwest giving the vines optimum sun exposure, allowing the grapes to ripen with vibrant flavors, sensuous velvety texture, and seductive aromas. This *Gold Ridge* is America's Cote d'Or, home to many of the emerging top-flight Pinot Noirs produced in California.

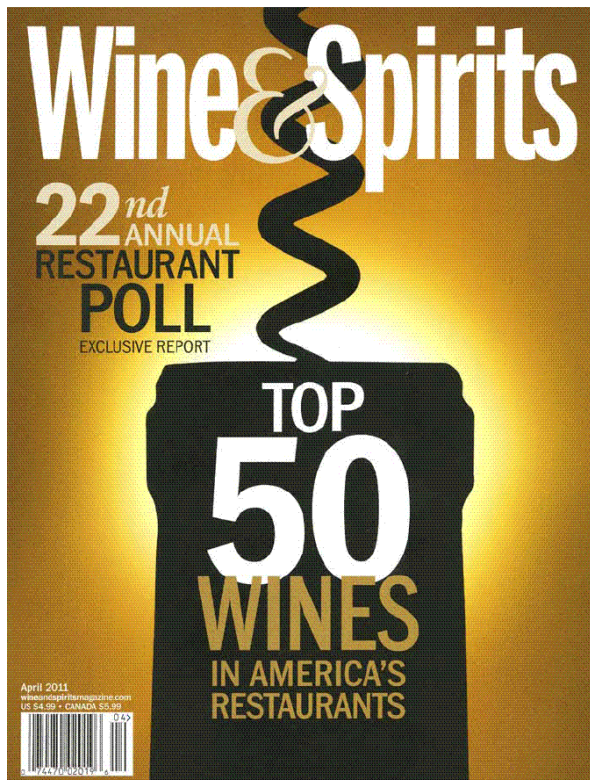
2008 VINTAGE NOTES

This was a year that challenged grape growers and winemakers alike. Two rounds of severe frost, in late March and mid-April, surprised even veteran grape growers, and seriously damaged many of the area's vineyards. A cool spring hampered flowering, dramatically reducing yields; prolonged summer forest fires west and north of the Hallberg Ranch blanketed the Russian River Valley and the Sonoma Coast with smoke. Conventional wisdom would give the 2008 vintage a big question mark. But 2008 was anything but a conventional year.

Because of the extraordinary vagaries of the season, we paid constant attention to the vines. Uneven flowering produced uneven maturation and required us to remove slow-ripening grape clusters, which further reduced yields another 20% to 35%. The remaining grapes benefited from the attention, and full, ripe flavors and maturity developed early. A final warm spell ushered in a fast and furious harvest. In the winery, patience ruled. Through the winter, the wines in barrel were closed and reluctant to reveal their personality. Thankfully, the wines showed no effects of the smoky summer. Waiting and more waiting was rewarded with a truly superb 2008 Russian River Valley Pinot Noir that defies conventional wisdom.

WINEMAKER'S TASTING NOTES

In 2008, Mother Nature tested us with fire and ice. The Emeritus Russian River Valley Hallberg Ranch is a voluptuous, flavorful wine with an opulent texture and darker flavors expressing its clonal traits. Supple tannins give the wines an early approachability, highlighting charm, balance, and elegance — traits which exemplify Emeritus Pinot Noir. — Nicolas Cantacuzene



1	Sonoma-Cutrer Vineyards Windsor, Sonoma Cty., CA	5.0
2	Cakebread Cellars Rutherford, Napa Vly., CA	5.0
3	Duckhorn Vineyards St. Helena, Napa Vly., CA	4.5
4	Jordan Vineyard & Winery Healdsburg, Sonoma Cty., CA	4.5
5	La Crema Windsor, Sonoma Cty., CA	4.5
6	Rombauer Vineyards St. Helena, Napa Vly., CA	4.5
7	Stag's Leap Wine Cellars Napa, Napa Vly., CA	4.5
8	Caymus Vineyards Rutherford, Napa Vly., CA	4.5
9	Merry Edwards Windsor, Sonoma Cty., CA	4.5
10	Chateau Ste. Michelle Woodinville, WA	4.5
11	Santa Margherita Alto Adige, Italy	4.5
12	King Estate Eugene, OR	4.5
13	Catena Mendoza, Argentina	4.5
14	Franciscan Oakville Estate Rutherford, Napa Vly., CA	4.5
15	Marchesi Antinori Florence, Italy	4.5
16	Alexander Valley Vineyards Healdsburg, Sonoma Cty., CA	4.0
17	Veveve Cielcquot Reims, France	4.0
18	Ferrari-Carano Winery Healdsburg, Sonoma Cty., CA	4.0
19	Silver Oak Wine Cellars Oakville, Napa Vly., CA	4.0
20	Frog's Leap Winery Rutherford, Napa Vly., CA	4.0
21	Simi Winery Healdsburg, Sonoma Cty., CA	4.0
22	Raney Healdsburg, Sonoma Cty., CA	4.0
23	Coppola Rutherford, Napa Vly., CA	4.0
24	Au Bon Climat Santa Maria Vly., Santa Barbara Cty., CA	4.0
25	J. Lohr San Jose, CA	4.0
26	Orin Swift Rutherford, Napa Vly., CA	3.5
27	Stags' Leap Winery Napa, Napa Vly., CA	3.5
28	Honig Rutherford, Napa Vly., CA	3.5
29	Patz & Hall Sonoma, CA	3.5
30	J. Steele Kelseyville, Lake Cty., CA	3.5
31	Beringer Vineyards St. Helena, Napa Vly., CA	3.5
33	Emeritus Sebastopol, Sonoma Cty., CA	3.5