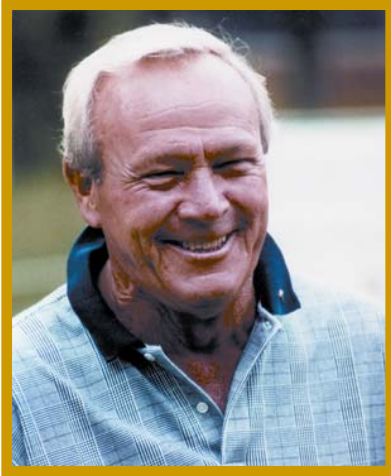


## FROM GREENS TO REDS AND WHITES



*"I can remember many times in my life when wine has made a day or night more enjoyable."*

- Arnold Palmer, Wine Spectator

Arnold Palmer

A true legend on and off the golf course, Arnold Palmer is one of the best-known sportsmen and businessmen in the world. As a professional golfer, he won 92 national and international championships, 61 of them on the regular PGA Tour.

Arnold began his wine career in 2003 when he partnered with Mike Moone, founder of Luna Vineyards, to create handcrafted wines sourced from select vineyards in Napa Valley, Santa Barbara and Monterey Counties and California's North Coast. As you would expect from the "Legend," the effort is exceptional.

- ✓ **Winemaker, Mike Drash**, also winemaker for Luna Vineyards and formerly of Far Niente is no stranger to great Cabernet and Chardonnay.
- ✓ Wines are **handcrafted at Luna Vineyards** implementing the same luxury winemaking standards as the highly rated Luna wines.
- ✓ From its beginnings at Palmer's Restaurant in La Quinta, CA the Arnold Palmer brand has become a **favorite wine-by-the-glass** for patrons of some of the finest restaurants across the country.
- ✓ Mr. Palmer's favorite varietals: **Cabernet Sauvignon and Chardonnay**. Both are loaded with character, charm, natural elegance, and an easy going style - not unlike the man himself.

### Arnold Palmer Chardonnay

"It's a good party wine for Masters' gathering. Arnie knows how to please a crowd....There's quality and value here."

"It's the aperitif of Arnie's Army." **THE AUGUSTA CHRONICLE**

### Arnold Palmer Cabernet Sauvignon

"A terrific value that's as good as many \$50 Napa Cabernet Sauvignons."

**SAN FRANCISCO CHRONICLE**

"It's a young Arnold Palmer, like when he was a young golfer – It's Bold." **THE AUGUSTA CHRONICLE**

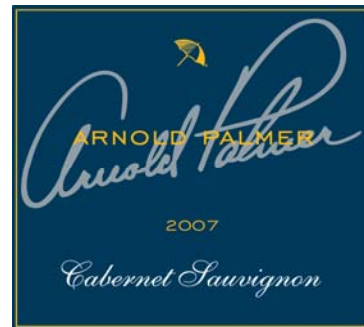




## ARNOLD PALMER CABERNET SAUVIGNON 2007, NORTH COAST

### VINEYARD

Made from select vineyards throughout California's North Coast region. The heart of this cabernet sauvignon comes from Napa Valley's Oakville appellation, with the remainder sourced from vineyards in Lake County. Ten percent Sonoma County merlot was blended in to soften the tannins and enhance the overall complexity and balance.



### WINEMAKING

The grapes were handpicked in the early morning then crushed, de-stemmed, and allowed to cold-soak at 50 degrees F for 72 hours. For added richness, color extraction and structure the grapes were pumped over twice a day. Shortly after the finish of fermentation the wine was gently pressed to help retain the fruit's elegance, balance, and style. The wine spent fifteen months in small French oak barrels, fifty percent new oak.

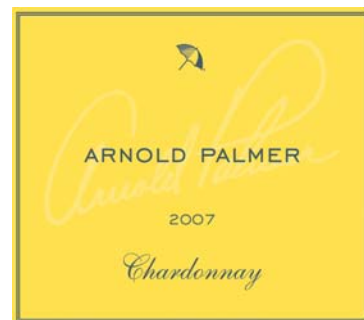
### TASTING NOTES

Aromas of almonds and plump dark cherries with flavors of raspberry candy, dark chocolate, and espresso with a hint of mocha and spiced chai tea. The finish has elements of dark fruit, integrated with an elegant and rounded tannin structure.

## ARNOLD PALMER CHARDONNAY 2007, CENTRAL COAST

### VINEYARD

One hundred percent chardonnay from Santa Barbara and Monterey County coastal vineyards. The Central Coast region is known for its diverse microclimates, with cool days and foggy nights, an environment where chardonnay grapes thrive. Our fruit from these selected vineyards have vibrant citrus and tropical flavors combined with well balanced acidity.



### WINEMAKING

The chardonnay grapes were whole-cluster pressed into stainless steel tanks, allowed to settle overnight, then inoculated with yeast the next morning. Sixty-five percent was aged in French oak barrels for 12 months, while the other thirty-five percent was fermented in stainless steel tanks. To enhance the complexity and texture of the wine thirty percent underwent malolactic fermentation, with the lees being stirred every two weeks.

### TASTING NOTES

Intense and zesty, with rich mineral, green apple and grapefruit aromas. A splash of toasty oak and marshmallows precede a lively mix of ripe pear, apple, citrus, and honeydew flavors. Mouthwatering acidity brings a refreshing finish followed by lush soft flavors of toasted brioche.