

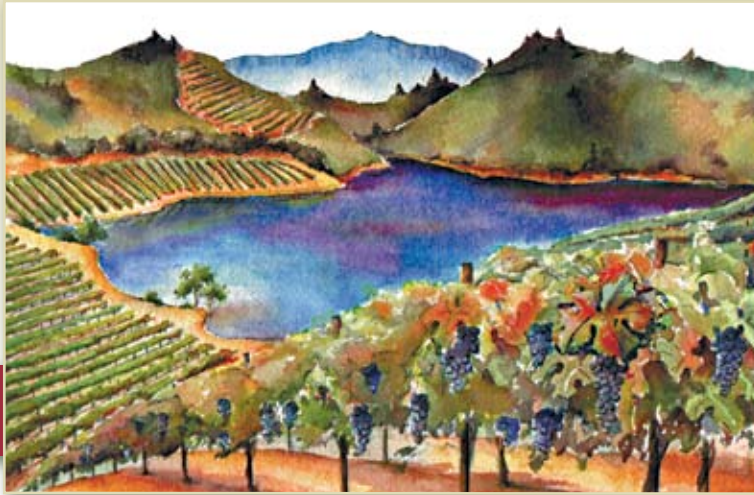
EMBRACE THE TASTE OF THREE GENERATIONS

LAGO di MERLO Vineyards



"The Last Love"

Founder
Harry A. Merlo Sr.



Summer 2009

Grape Grower & Winemaker
Harry A. Merlo Jr.

Our *New* California/Italia Style Varietals

Change in the vineyard is something we can always count on and the past year has been no exception. We are ever committed to finding new ways to keep our wine buying public interested. Therefore, we have decided to narrow the focus of our market with respect to our wine varietals. In an ever-increasing competitive marketplace, we hope to stir up additional interest in our wines.

Our tasting room in Dry Creek has been the proving ground for this trend. Currently it is a positive thing to be the winery with something other than Zinfandel to sell. It is our hope to sharpen the tip of our wine spear to more Cal/Italia wine styles. So here are the *"new kid's on the block"*.

Announcing

■ LAGO DI MERLO 2007

Dry Creek Primitivo

This grape variety is one of the bigger red varieties from Apulia Italy. This is the old world Italian version of Zinfandel some would argue, the first one.

The wine is concentrated with luscious berry overtones. Deep garnet in color and very pleasing to the eye. It will be a very welcome addition at any BBQ where spicy sauces might be served. \$25.00

■ LAGO DI MERLO 2006

Dry Creek Barbera

The *"stud"* wine of our tasting room is now available for purchase through our newsletter.

The character of this wine is truly remarkable. Deep in color with rich extracted fruit flavors of cherry and black licorice. Our most popular wine in our tasting room. This wine is worth the \$40.00 price

■ CA'BELLA 2008

Dry Creek "Pi-Ano"

In Italian the word "piano" means to calm down which is perfect for this wine. A blend of Pinot Grigio and the Italian varietal Fiano. We have taken two of the best white grapes from opposite ends of Italy to make this one of a kind white wine. Un-stoppable blasts of

tropical fruit await you in the aroma of this wine. With a crisp palate and finish that would be welcome at any backyard event in the heat of summer. Raise a glass with your favorite seafood dish just like the southern Italians. \$18.00

■ CA'BELLA NV

Vino Rosso (Numero Due)

Old world *"vino di tavola"*. With Primitivo as its base and some secret varietals to aid its delivery, this wine will live up to the previous Vino Rosso blend, no problema! Please enjoy this blended red with any Italian dish. \$20.00

These are the newest offerings from Lago di Merlo and Ca'Bella; we hope you will enjoy them. Please visit our web site at:

<http://www.lagodimerlo.com>

and/or

become a fan of Lago di Merlo and Ca'Bella on Face Book.

Salute!

Harry Merlo Jr.
Viticulturist & Winemaker

Spring Bud Break at Dry Creek

Spring is in the air in Dry Creek. Heavy rains at the first of the year followed by sunshine and temperatures in the 70's are what make grape vines happy and start to push out their little buds. Here in the vineyard this is the beginning of the long push which culminates in the fall harvest. In a few short months the crop will set, the grapes will plump up and begin to change colors, then comes the magic of harvest.



April 24, 2009 - Bud break & flowering of our Estate Barbera

On the Road with Marc & Lago di Merlo

One of the best ways to get our wines stocked in this tough economic market is to conduct in-store or in-shop tastings, says sales manager, Marc Garner. The Portland wine market is one of the most competitive in the country, and is unique in that there are over seventy wholesale distributors as well as many local wineries doing their own distribution. Portland is a huge market with a bounty of world-class ingredients available for our local chefs, including fresh seafood, exotic mushrooms and truffles, organic produce, artisan bakeries, and cheesemakers. For many years now, some of the best Pinot Noirs and Microbrews in

Wine Growers of Dry Creek Valley Passport 2009



Passport Weekend, Dry Creek Valley, CA – Left: Marc Garner, Oregon Wine Sales Manager; Right: Harry Merlo Jr., Winemaker & Viticulturist

We finished our 5th year at Passport from our co-op tasting room Family Wineries in Healdsburg, California on April 25th and 26th. We used this opportunity to introduce our new white-blend “Pi-Ano”, under our Ca’Bella label which is our first wine using our estate Fiano grapes. This wine was well received and was the biggest seller over the weekend. Wine lovers from as far away as Switzerland enjoyed the beautiful weather, live music, great food and the fantastic wines. We encourage you and your fellow wine lovers to participate in next year’s event which is always held the last weekend in April. For more information:

http://www.wdcv.com/index.php?option=com_content&task=view&id=66

America have been made right here in Oregon.

Marc has spent 30 years in the restaurant business as a sommelier, manager and Maitre d’hotel. He offers a very unique perspective on what the everyday wine consumer is looking for. You will find Marc hosting tastings at local wine bars and top grocery stores, three or four times a month. Having been away from the restaurant wars for over two years, the things he misses the most are the dining customers and the creative process of putting together a cutting edge wine list.



Honk if you like our wines!

Now that summer is just around the corner, we will be featuring lighter reds and aromatic whites which will be available at upcoming tastings. Stop by and meet Marc. He is sure to have at least one fantastic wine for you to sample and take home.

NOTE: The tastings will be posted on our events page at:

www.lagodimerlo.com

Lago di Merlo Vineyards & Winery Team Up with New French Bistro for Wine Makers Event



Classic Wine Auction Dinner Attendees

March 3, 2009, was a very special evening in Portland as our wine-maker came to town to host a charity dinner with all proceeds going to the Classic Wine Auction. The CWA, now in its 25th year, has been helping out local charities with The Grand Auction and a Winemaker Dinner series, at many top local restaurants. This year we partnered with a brand new French bistro, **Chez Joly**, owned by old friends Christian and Annette Joly, located at 135 N.W. Davis, in Portland's Pearl district. The dinner was a sell-out with 36 attendees from all parts of the business world.

Chef Bustamante's menu was matched perfectly with some of our new and current releases, in addition to our library selection of '02 Dry Creek Zinfandel. The highlights of the meal were the Oysters Rockefeller paired with our new Fiano/Pinot Grigio blend called Pi-Ano. Wine-maker, Harry Merlo, Jr. sent a barrel sample for the event and left the crowd calling for more! By the way, Pi-Ano is now bottled and available at your local wine outlets. Pick up a bottle to bring home and see for



Foreground: Harry Merlo, Jr.
Background: Annette & Christian Joly, owners of Chez Joly Restaurant

yourself. Also, the Magret de Canard (*duck breast*) and chanterelles matched with the '05 Cabernet Sauvignon was stunning, as was the Poitrine Patee de Porc (*pork belly*) on a bed of french lentils paired with the '02 Zinfandel. The Joly's and their staff did an outstanding job coordinating the courses and received a standing ovation after dessert was served.

We will be co-hosting more winemaker dinners with local restaurants. These very special culinary events will be posted on our web site, *stay tuned*.

Marc Garner
Oregon Sales Manager

Oysters Rockefeller Recipe on the back of our newsletter. Enjoy!

Legendary 2-Bottle Wine Gift Set

Our gift set arrives in a deluxe, keepsake wooden gift box with decorative packing. Sliding lid is wood burned with images of both the Hole-in-the-Horn and Jordan Bucks. Gift Set is our first in a planned Annual Collectors' Edition Release!

■ HOLE-IN-THE-HORN 2005 Merlot - Special Edition

Bottled By: Lago di Merlo Vineyards & Winery
Distributed By: McNab Ridge
Grapes: Dry Creek Valley, CA
750ml (15.0% Alc. By Volume)

■ JORDAN BUCK 2007 Viognier - Special Edition

Bottled By: Lago di Merlo Vineyards & Winery
Distributed By: McNab Ridge
Grapes: Mendocino County, CA
750ml (15.0% Alc. By Volume)



Web Exclusive
www.deergear.com

Your Price \$49.99

Must be purchased separately from our friends at McNab Ridge Winery!

Wine may be shipped to AK, CA, CO, CT, DC, ID, IL, IA, LA, MI, MN, MO, NE, NV, NH, NM, NY, NC, ND, OH, OR, SC, TX, VA, WA, WV, WI and WY.

By law, wine will ship from California by UPS Adult Signature Required premium service. Shipping & Handling is an additional \$12.95 per set.

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"The Last Love"

The Merlo family's passion for winemaking stems from centuries of cultivating family vineyards in the province of Alessandria, Italy. For the last three generations the tradition has been carried on in the Dry Creek appellation of Sonoma County.

Join our Family Tree & become a member of our Wine Club!

Salute!

Your friends at
Lago di Merlo Vineyards

LAGO di MERLO
Vineyard

FAMILY TREE WINE CLUB

▶ Tell me about Club Membership:

Members have three ways of contacting a **Family Tree Wine Club** representative:

Call 888.433.6555 ask for Glenn, the Wine Club Manager,

Glenn is available: Thursday – Monday; 10:30 am – 5:00 pm *PST*

E-mail anytime to: TastingRoom@FamilyWines.com

Fax us at: 707.433.0111.

▶ Which Family Wineries are included in Family Tree Wine Club shipments?

Family Tree Generations Wine Club Members and Most Favorite Families Wine Clubs receive six or twelve bottles in each shipment that consist of carefully pre-selected wines among the six wineries, regular, reserve, vineyard reserve, limited production single-vineyard reserve wines which can also include specialty small lot selections that are available only through this wine club or our Hospitality Center in Healdsburg. Family Tree California Siblings Wine Club Members receive 3 bottles tri-annually among the six wineries (*within the first 18 months you will receive two bottles from each of the six Family Wineries*).

Frequently Asked Questions ▶

▶ How often do automatic shipments occur?

Generations and Most Favorite Families' Members automatically receive shipments twice per year in May and November, unless they have indicated will call in Healdsburg. California Sibling Members automatically receive shipments quarterly in February, May, and November.

▶ What if I'm not home when they try to deliver my shipment?

If we have your email address on file, an advance notice from UPS or FEDEX with your tracking number will be sent. The delivery agent will either make two more attempts or will leave notice that a delivery was attempted and ask you to make re-delivery arrangements. We strongly recommend using a business address for your shipments since wine shipments require an adult signature.

▶ What is automatically charged to my credit card?

Included in the charge placed on your credit card for the automatic shipments is the cost of the wine minus the applicable member discount, applicable tax and shipping unless you will call your shipments in Healdsburg. Shipments will be automatically billed to your Visa, MasterCard, American Express, or Discover for all wine club members at the shipment date.

For more detailed information about the Family Tree Wines and Club, visit The Family at:

<http://www.familywines.com>

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**Varietals
Still Available**

LAGO di MERLO

2002 Zinfandel.....	\$26.00
2001 Merlot.....	\$23.00
2001 Cabernet Sauvignon.	\$30.00
2003 Sangiovese	\$19.00
2003 Syrah.....	\$26.00
2005 Merlot	\$23.00
2005 Sonomatage.....	\$28.00
2005 Zinfandel.....	\$26.00
2005 Cabernet Sauvignon.	\$30.00
2005 Barbera.....	\$40.00

CA'BELLA

2002 Dry Creek Valley Table Red.....	\$16.00
2005 Sauvignon Blanc.....	\$20.00

SHIPPING SCHEDULE

Bottle Quantity	CA	OR	AZ CO NM WY ID MT NV WA	IA MO SD ND OK
1-3	15.00	16.00	17.00	20.00
4-6	18.00	19.00	20.00	25.00
7-12	24.00	25.00	27.00	36.00

SHIPPING SCHEDULE

Bottle Quantity	TX DA DT WV WI TN SC RI OH NY NC MN MI MH ME CT DE FL GA IL IN KY LA	KS NJ	HI AK	DC
1-3	22.00	24.00	N/A	21.00
4-6	29.00	31.00	N/A	28.00
7-12	42.00	45.00	120.00	40.00

Visit Our Website
www.familywines.com

**LAGO di MERLO
Vineyard**

ORDER FORM

New Offerings

LAGO di MERLO	Bottle Price	Quantity	Extended Price
2006 Barbera	\$40.00		
2007 Primitovo Dry Creek	\$28.00		
<i>Write In Varietals Still Available</i>			
CA'BELLA			
2006 Ca'Bella Zinfandel	\$18.00		
NV Ca'Bella Vino Rosso (new blend)	\$20.00		
2007 Ca'Bella Viogner	\$24.00		
2008 Ca'Bella Pi-Ano	\$20.00		
<i>Write In Varietals Still Available</i>			
10% Discount on 1 case Lago di Merlo or Ca'Bella 15% Discount on 2 cases of Lago di Merlo ONLY			Subtotal
Handcrafted Wooden, 2 Bottle Box Still Only		\$10.00	
California Tax		9%	
Shipping (See Shipping Schedule at left)			Subtotal
CALL, MAIL or FAX Orders To: Lago di Merlo Vineyards			TOTAL

BILL TO: (Must have phone number for delivery)

Name _____ Daytime Telephone _____

Company Name _____ Daytime Telephone _____

Street Address (No P.O. Boxes) _____ City _____ State _____ Zip _____

SHIP TO: (If different than BILL TO:)

Name _____ Daytime Telephone _____

Company Name _____ Daytime Telephone _____

Street Address (No P.O. Boxes) _____ City _____ State _____ Zip _____

Email Address _____

PAYMENT METHOD: VISA/MASTERCARD CHECK ENCLOSED

Credit Card Account Number _____ 3 Digit Verification Number (number is on back of card) _____ Expiration Date _____

Name (As it appears on credit card, Please Print) _____ Signature _____

CALL, MAIL or FAX Orders To:
Lago di Merlo Vineyards • 3495 Skaggs Springs Road • Geyserville, CA 95441
Phone: 707.473.0146 • Fax: 707.473.0147 • Email: merlo@sonic.net • www.lagodimerlo.com



New Team Member

In September of 2008, it was our distinct pleasure to announce the addition of Marc Garner as the Oregon Sales Manager to represent our flagship brand Lago di Merlo & its sister label Ca'Bella; and represent us he has! Our sales and customer satisfaction has never been better.

Marc has been an active member of the Portland restaurant and wine community for over 30 years. Working for the owners of the Ringside Steakhouse, in Portland, as their wine director and sommelier, and where he first became familiar with and started pouring the Lago di Merlo brand. For Marc, it was love at first taste.

Won't you raise your glass and toast with us to Marc, great job! Salute!

Linda V. Hanson
Oregon Sales & Marketing Coordinator

Oysters Rockefeller *Compliment with Ca'Bella 2008 Dry Creek Pi-Ano*

1 garlic clove
2 cups loosely packed fresh spinach
1 bunch watercress, stems trimmed
1/2 cup chopped green onions
3/4 cup (1 1/2 sticks) unsalted butter, room temperature
1/2 cup dry breadcrumbs

2 tbs. Pernod or other anise-flavored liqueur
1 tsp. fennel seeds, ground
1 tsp. hot pepper sauce

1 pound (about) rock salt
24 fresh oysters, shucked, shells reserved
1/4 cup freshly grated Parmesan cheese

Directions:

Position rack in top third of oven and preheat to 450°F. Finely chop garlic in processor. Add spinach, watercress and green onions to garlic. Process, using on/off turns, until mixture is finely chopped. Transfer mixture to medium bowl.

Combine butter, breadcrumbs, Pernod, fennel and hot sauce in processor. Process until well blended. Return spinach mixture to processor. Process, using on/off turns, just until mixtures are blended. Season with salt and pepper. *(Can be made 8 hours ahead. Cover; chill.)*

Sprinkle rock salt over large baking sheet to depth of 1/2 inch. Arrange oysters in half shells atop rock salt. Top each oyster with 1 tablespoon spinach mixture. Sprinkle with cheese. Bake until spinach mixture browns on top, about 8 minutes.

Wine Corner

Q: How many grapes does it take to make your average bottle of wine?

A: It takes about 2½ pounds of grapes to make a bottle of wine.

3495 Skaggs Springs Road • Geyserville, CA 95441
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Email: merlo@sonic.net • www.lagodimerlo.com

Vineyards
LAGO di MERLO