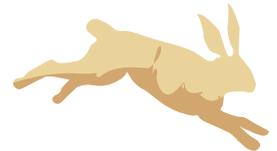


We've had a fair bit going on around here the past few months...

Probably the biggest news is that we've hired a new winemaker named Russell Bevan. We're not ashamed to admit that he's a bonafide rockstar in the world of wine, with something like six wines rated above 95-points in the last few years alone...but that's not the only reason we decided to make him part of our team. It turns out he's head over heels in love with our old vines and is driven by something deep down inside to make our Hayne Vineyard wines among the best reds in the state. We're filled with excitement about what he's doing with the wine program and can't wait for you to taste the results of our efforts. No doubt having Russell on the team will make us more popular over the next few years, but the good news is that as club members, we'll be forever faithful to you; ensuring you have first dibs on all our wines going forward.



CHASE team from left to right: Jim Munk (Vineyard Manager), Rosco Eakins (Hospitality), Katie Hayne Simpson (Vintner), Alicia Kelley Raymond (Marketing), Alise Merritt (Wine Club), Russell Bevan (Winemaker)



You'll also probably notice that we've updated our labels and packaging.

We thought long and hard and, at the end of the day, decided it was time to update our labels. The goal was to give them just a little more personality and pizzazz in order to better capture the soul of our vineyard and our wines. We love the original Chase script and have kept it as an important element in the design for both the Chase and Bourn labels.

Before starting the design process, we never could have dreamed that we'd end up with a rabbit on the label, but it turns out...we did...and there was good reason for it. Fact is, California Jack Rabbits abound on our little estate, and are an important piece in the ecosystem of our sustainable farming practices. As such, we've really started to appreciate having them around. The hare, as it turns out, has had a special significance in the myth, lore, and religion of most of the world's cultures for thousands of years and, almost universally, is understood to represent luck, artistry, abundance, ambition, rebirth, and virtue, not to mention that it's also well known for its ability to lead humans into magical realms...

We hope you enjoy the wines and the new labels as well as the new club format — established to make your life easier with less shipments and fewer shipping costs. We look forward to your feedback and to showing you the new tasting room too.

“The rabbit is known for its ability to lead one into magical realms.”



2011 BOURN Hayne Vineyard Sarah's Petite Blend

The first-ever release, this beauty is a blend of 76% Petite Sirah and 24% old vine Zin. It is a dark hued delight, with concentrations of black fruits and chocolate. The core is round and expansive with soft, savory tannins which resolve in the long, blackberry and vanilla-filled finish. It's ready to drink and a steal at this price. (\$45)

2011 CHASE Hayne Vineyard Estate Zinfandel

Made from a combination of our old and newer vines, this is quintessential Napa Valley Zin with flavors of red cherry, pomegranate, earth and white pepper spice. It's a concentrated yet elegant drink that strikes a lovely balance of fruit and acid with integrated savory tannins and a complex but clean finish. (\$45)

2011 CHASE Hayne Vineyard Reserve Zinfandel

Rich and complex with beautiful layered flavors of chocolate covered cherries, ripe strawberry, plum, rhubarb and cinnamon baking spices. Round and silky with ample tannins and beautiful acidity make this wine enjoyable now, but absolutely age-worthy. A seriously delicious example of old vine Zin. (\$75)

We welcome reorders on any of the wines in this shipment, which will include your club discount and special shipping rate. Don't forget that as a club member, your shipping is included on any 12-bottle case order (mix and match too).



Thoughts on the Vintage....

It's a bit disheartening to see what the mainstream press has written about the 2011 wines because our 2011's are some of the best we've made. They're ripe, supple, well balanced, and should age beautifully.



We had a temperate spring allowing for relatively early bud break which gave the vines ample time to go through flower and fruit set. The clusters were large with lots of small berries which resulted in lots of complexity in the final wines. And because Zinfandel gets picked earlier than a lot of the other red varieties in Napa, our grapes were completely ripe and picked well before the October rains.