



## Joseph Phelps, Napa Valley & Freestone, Sonoma Coast California

When Joseph Phelps began producing wine in Napa, he was considered revolutionary for releasing a pure Syrah at a time when the grape variety had all but disappeared from the area. He duly started a trend, which continues today, for “Rhône Rangers”. Not content with this, in 1978 he again broke the mould by releasing a Bordeaux blend, Insignia, when the norm for quality wines was for single varietals, not blends, which were reserved for lesser labels. And now the Phelps family has set out on yet another mission, again inspired by their belief in the land to produce top quality wines and this time it is to prove that the soils and climate in Sonoma are California’s answer to Burgundy, the perfect location for Pinot Noir and Chardonnay.

### The Freestone Winery

In 1999, Bill Phelps, son of Joseph, bought some land in the Russian River region of Sonoma, which lies to the west of Napa, and the Freestone mission was born. Planted with 82 acres of Pinot Noir and 18 acres of Chardonnay the vineyards are managed along organic and bio-dynamic principles, whilst a state-of-the-art, gravity-flow winery has been built in the middle of the vineyard to minimise both the effects of transport on the grapes and the Freestone carbon footprint. The coastal location means that cold fogs roll in from the sea tempering the hot Californian sun, giving the grapes a long growing season and leading to aromatic, layered Pinots reminiscent of Burgundy. The chilly climate is almost too extreme for Chardonnay, which produces lovely sinuous, racy whites with firm acidity behind the plump white fruits. Given the youth of the vines, the intensity of flavour is already outstanding, and the wines are beginning to garner some serious critical praise. There are three levels of wine from the Freestone vineyard – the charmingly named Fog Dog wines which are for drinking soon after production, Ovation Chardonnay and finally the top cuvées: Freestone Pinot Noir and Chardonnay.

### Joseph Phelps Vineyards

Back in the Napa Valley, Phelps traditionally bought grapes from some of the best vineyards to supplement their production, particularly in the Rutherford Bench and Stag’s Leaps areas. Latterly they have been using less and less bought in fruit, and in 2004 they moved to using only Estate grown fruit for Insignia, with the Cabernet being made solely from estate-grown fruit from 2009. The reasoning behind this is to have total control every step of the way to ensure the best possible quality, and also to ensure a constant supply of fruit grown to their own exacting requirements. As in Sonoma, they are also moving towards organic and bio-dynamic production. This year we are excited to offer for the first time Joseph Phelps Sauvignon Blanc, also from 100% Estate grown fruit and with the same stamp of quality that we have come to expect from this exceptional estate.

These wines are offered in bond London and will be shipped in January 2010. Our offer at these opening prices closes on Friday 4<sup>th</sup> December 2009 and is offered subject to availability, which is limited.

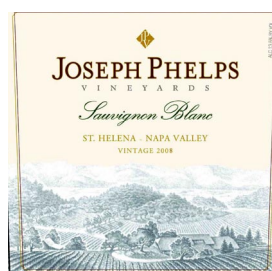
Nicola Arcedeckne-Butler MW  
October 2009

Joseph Phelps Vineyards and Freestone Winery  
California

## Joseph Phelps Vineyards Napa Valley

The 2006 Napa growing season got off to a slow start, cooler and wetter than usual, with flowering some ten days later than normal. Flower set was rapid and consistent, promising a good yield. Apart from a brief, record-breaking heat wave at the end of July, the summer was in all other respects normal, neither too hot nor too wet and, with the potentially high yield, green harvesting was carried out in the early autumn to reduce the load on the vine and ensure that the remaining grapes could ripen to their optimum level. Harvesting was carried out between 26<sup>th</sup> September and 27<sup>th</sup> October, with the Cabernet harvested before the Insignia.

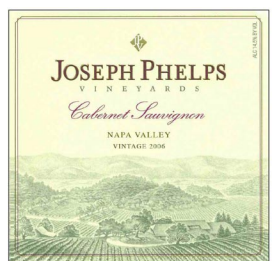
£ per case  
in bond, London



Joseph Phelps Sauvignon Blanc, St Helena, Napa Valley 2008 (6 per case) £95.00

100% Sauvignon Blanc

Bright green gold, with a ripe, luscious, tropically fruited nose, with hints of kiwi and citrus. On the palate, sweet, ripe, clean, pure, plump yet grassy fruit, classic Sauvignon with creamy richness behind, fine balancing acidity and a long, sustained finish. From 2010

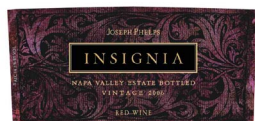


Joseph Phelps Cabernet Sauvignon, Napa Valley 2006 (12 per case) £295.00

Magnums of Cabernet Sauvignon are also available (6 per case) £305.00

85% Cabernet Sauvignon, 11% Merlot, 2% Petit Verdot, 2% Malbec

Deep red black to the rim, with a rich, musky nose of mulberry, red fruits and spicy new wood, very intense and approachable. Richly spiced on the palate, concentrated black fruits with substantial ripe tannins behind, this is broad, rich and long, combining pure, overt fruit and a classy structure to give it the potential to age for up to a decade. From 2011



Insignia, Napa Valley 2006 (6 per case) £595.00

Magnums of Insignia are also available (6 per case) £1,200.00

95% Cabernet Sauvignon, 5% Petit Verdot

Dense black red right to the rim, opaque, with a fabulous nose of spicy, dusty black fruits, alluring but closed at the same time. On the palate intense black fruits, musky, spiced and rich, hints of cedar with distant oak masked by the intensity of the fruit, all underscored by massive yet superbly ripe tannins going to an extraordinarily long finish. From 2015

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“Under winemaker Theresa Heredia, Joseph Phelps’ Freestone Vineyard in Freestone, on the Sonoma Coast, turns out Pinot Noirs with Californian fruitiness and Burgundian minerality. Like other producers in this developing area, Freestone’s viticulture and winemaking have been works in progress, starting in 1999, and 10 years later finding the right clones and rootstocks for the environment. Freestone’s success, previously projected for the future, is now.”

Linda Murphy, Decanter Magazine

## Freestone Winery Sonoma Coast

In Sonoma the 2006 season was similar to that in neighbouring Napa, with the area receiving a spectacular nine feet of rainfall over the year, however the cool weather suited the Pinot perfectly, and an Indian summer in mid October ensured perfect ripening conditions. Grapes were harvested between 2<sup>nd</sup> September to 19<sup>th</sup> October for the Fog Dog Pinot Noir, and 28<sup>th</sup> September to 19<sup>th</sup> October for the Freestone Pinot Noir.

The 2007 vintage at Freestone saw early bud break after an unusually dry winter, with fine, consistent flowering. The season was remarkably even, bar a couple of heat spikes in the early summer, and a warm spell mid-August brought harvest dates forward, with harvesting of both Pinot Noir and Chardonnay starting around 7<sup>th</sup> September. A cool patch in September put the brakes on the harvesting for a couple of weeks to allow the last plots to catch up and the harvest continued until 30<sup>th</sup> September. The Fog Dog Chardonnay was harvested on the 8<sup>th</sup> and 12<sup>th</sup> September.

£ per case  
in bond, London

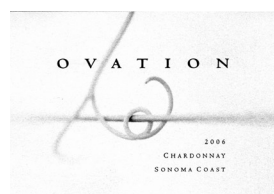


### Fog Dog Chardonnay, Sonoma Coast 2007

(6 per case) £110.00

*100% Chardonnay*

Pale gold with a nose of vanilla, melted butter and a discreet note of spice, subtle and clean. Ripe, caramelised fruit on the palate, tarte tatin with citrus notes overlaid with toasty oak, going to a fine finish. From 2009



### Ovation Chardonnay, Sonoma Coast 2006

(12 per case) £260.00

*100% Chardonnay*

Deep gold with rich, smoky fruit on the nose, buttery and dense with hints of crème pâtissière. Ripe, layered fruit on the palate with hints of almond kernel, again buttery and lithe, with lovely, honeyed depth and excellent acidity to balance. Very long on the finish. From 2010



### Freestone Chardonnay, Sonoma Coast 2007

(6 per case) £165.00

*100% Chardonnay*

Pale yellow gold with a lovely racy but restrained nose of vanillin, aniseed with light floral notes, marzipan and crème pâtissière. Tight white stone fruits on the palate, apricot and melon, subtly tropical but also restrained. Layered, mineral, very fine and so very different to the standard Californian Chardonnay. From 2010



### Fog Dog Pinot Noir, Sonoma Coast 2006

(12 per case) £220.00

*100% Pinot Noir*

Red black, vibrant, with sweet, jammy red fruits on the nose, ripe and juicy. Lovely berry fruits on the nose, redolent of summer pudding, pure, with a nice bite of tannin and hint of summer fruits on the finish. From 2010



### Freestone Pinot Noir 2006

(6 per case) £165.00

*100% Pinot Noir*

Deep red black. Lovely red fruit nose, strawberry, with good concentration, very classic and with a hint of spice. Rich, concentrated red black fruits on the palate, with ripe, fine tannins, tighter than the Fog Dog Pinot but with lovely rich, ripe red fruits, good depth, sweet and long with the ability to age for a few years.

From 2010



**Order Form**  
**Joseph Phelps Vineyards and Freestone Winery**

Wine	Bottles per case	£ per case under bond	No. of cases required	£ Total
Joseph Phelps Sauvignon Blanc 2008	6	£95		
Joseph Phelps Cabernet Sauvignon 2006	12	£295		
Joseph Phelps Cabernet Sauvignon MAGNUMS 2006	6	£305		
Insignia, Joseph Phelps Vineyards 2006	6	£595		
Insignia, Joseph Phelps Vineyards MAGNUMS 2006	6	£1,200		
Fog Dog Chardonnay, Freestone Winery 2007	6	£110		
Ovation Chardonnay, Freestone Winery 2006	12	£260		
Freestone Chardonnay, Freestone Winery 2007	6	£165		
Fog Dog Pinot Noir, Freestone Winery 2006	12	£220		
Freestone Pinot Noir, Freestone Winery 2006	6	£165		
Total:				

**Payment Details**

I enclose a cheque for the amount of £\_\_\_\_\_ made payable to Private Cellar Ltd.

Please charge my credit card number: \_\_\_\_\_  
(Visa, MasterCard, Switch, Maestro)

Start Date: \_\_\_\_\_ Expiry Date: \_\_\_\_\_ Security No: \_\_\_\_\_

Issue No: \_\_\_\_\_ Signature: \_\_\_\_\_

**Delivery and Account Address Details**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Post Code: \_\_\_\_\_

Daytime Telephone Number: \_\_\_\_\_

This offer closes on Friday 4<sup>th</sup> December 2009 and the wines will be shipped in January 2010. Please indicate what you would like us to do with your wines when they arrive:

Please store my wines under bond with Private Cellar Reserves Ltd

Please deliver my wines to my account address\*

\* Please note that Duty and VAT are payable when your wines are released for delivery to your home address. Duty is currently £19.26 per case of 12 bottles or per case of 6 magnums and £9.63 per case of 6 bottles before VAT.

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[www.privatecellar.co.uk](http://www.privatecellar.co.uk)