



Selection Limited Edition

October 2009

We are pleased to announce the Selection Limited Edition varieties for this year. The five outstanding wines, released from January through April, are available on a pre-order only basis. Winexpert's Limited Edition program is the best in the industry. In fact, all Limited Edition varieties offered in the past seven years were awarded medals in WineMaker Competitions! This year's five varieties are an outstanding collection of past favorite wines that your customers are sure to enjoy. These 16-liter kits come complete with additives and instructions and include a package of 30 labels inside the box.

Due to the popularity of these wines and restricted availability, sales must be made on a reservation basis. The program has sold out the last several years, so we highly recommend ordering the kits whether or not your customers pre-order them. The Selection Limited Edition Series provides a unique product that is only available for a short time, so get the word out and start taking orders today.

Ordering deadline for all five kits is 5 p.m. EST, Monday, December 14th, 2009. Orders received after the deadline will be placed on a waiting list and filled on a first come, first served basis.



2009 Limited Edition Varieties

January

South African Shiraz (Originally offered in January 2006)

The Region: Stellenbosch is South Africa's oldest growing region, the centre for study of viticulture and oenology in Africa, and the heart of the wine industry. Famous for its stunning natural beauty, it has soaring mountains, forests, vineyards, olive groves and veldts. South Africa's finest red wines thrive in the Cape's moderate climate, and the Shiraz from this region is dense with jammy richness, intense fruit, and complex spiciness.

The Wine: This wine has a dense, chewy blackberry, earthiness and robust character. This medium/full bodied wine almost begs for early drinking, with spice and rich fruit, but the bold tannins and rich jamminess (typical of Shiraz) will allow it to improve with age for a further 2 years.

The Food: The pepper, plums and red fruit aromas and abundant tannins blend wonderfully with barbecue, grilled red meat and stews.

Sweetness Code: 0

California Lake County Trio Blanca (Dry) (Originally offered in January 2005)

The Region: In California's Lake County, the vineyards nestle in steep hills in the west, while Clear Lake, directly east, moderates the blistering heat of summer, ensuring slow, even ripening and perfect grapes.

The Wine: A unique blend of three grapes, Selection Limited Edition Trio Blanca is an outstanding white wine that showcases bright fruit flavors, excellent structure, and a long finish. Pinot Blanc contributes the delicate floral character and full body while Chenin Blanc gives a wonderful melony-honeyed aroma with hints of apple. The third grape variety, Sauvignon Blanc contributes zesty acidity and aromas of gooseberry and herbs. After six months ageing, the Sauvignon Blanc will dominate with zest and crispness. After a year, the Chenin Blanc's honey and melon will come out, and at 18 months to two years the Pinot Blanc will show a perfumed floweriness and lingering structure.

The Food: Enjoy by itself or serve Trio Blanca with seafood, chicken or vegetarian dishes.

Sweetness Code: 0

February

Australian Petit Verdot (Originally offered in April 2004)

The Region: South East Australia is a literal hotbed of grape growing. The abundant sunshine hours and heat allow growers to ripen varieties that have all but been abandoned by growing regions less blessed. Petit Verdot is one such variety. It makes unsurpassed red wines in Bordeaux, where it goes into their classic Cabernet-Merlot blends, yet the climate there is too cool to ripen it reliably.

The Wine: Best described as a 'Super Cabernet', it makes dark, rich wines, with wonderfully concentrated flavors of spice, blackberry and blackcurrant. With smooth, gripping tannins and an elegant structure leading to a magnificent boldly oaked finish, this is a wine for long term ageing and special occasions.

The Food: Excellent when paired with steak, prime rib, lamb, intense cheeses, and game.

Sweetness Code: 0

March

Pacific Quartet March Pacific Quartet (Off-dry) (Originally offered in March 2007)

The Region: The Pacific Coast of North America has micro-climates that match those of the blazing sunshine of the Mediterranean to the crisp mountain air of the upper Rhine. With so much range and variety, there is a perfect terroir for almost any grape you can name.

The Wine: This wine showcases bright fruit, excellent structure and a long finish. Vidal from British Columbia gives spiciness and stone fruit. Chenin Blanc from California gives a wonderful melony-honeyed aroma with hints of apple. Gewürztraminer from Washington contributes lychee, rose petals and floral notes, and Muscat from Australia's Murray- Darling Valley gives wonderful grapey notes with dried fruit and hints of orange peel.

The Food: This wine has a range of fruit character and enough acidity to stand up to a wide range of foods, particularly spicy and savory dishes, including Thai cuisine, grilled fish, herbed roast chicken or barbecued salmon. Although delicious right on bottling day, drinking it early would prevent it from showing its best—after six months the Muscat and Vidal will dominate with spicy/grapey notes, after a year the Chenin Blanc's honey and melon will come out, and at 18 months to two years the Gewürztraminer will show a perfumed floweriness and lush structure.

Sweetness Code: 1 (off dry)

April

Italian Brunello (Originally offered in April 2007)

The Region: Italy's long, narrow peninsula reaches deep into the Mediterranean, basking in the relentless sunshine and welcoming warmth. Gentle sloping hillsides, rich mineral soils, the moderating breezes off of the Mediterranean waters and unique grape varieties work to make wonderful wines.

The Wine: Brunello is a large-berried variety of the Sangiovese grape, most famous in Brunello di Montalcino. The flavor profile of Sangiovese is fruity, with strong natural acidity, a firm and elegant assertiveness and a robust finish that can extend surprisingly long. The aroma is generally subtle, with cherry, strawberry, blueberry, and violet notes. Medium-bodied but boldly tannic and intense, this gripping wine will begin to open up after six months, but the richer flavors will take at least 18 months to show, with cherry and spice dominating the long, fruity finish.

The Food: Brunello shines in the company of assertively flavored foods. Hard cheeses such as Asiago and Parmigiano Reggiano are splendid accompaniments and the wines backbone of acids and tannins make it work well with rich and spicy foods like Italian sausages or lasagna.

Sweetness Code: 0



Click on links below for Limited Edition material.

- [Feature Sheet](#)
- [Brochure with Descriptions](#)
- [Recipe Booklet](#)
- [LD Carlson Instructions for Hosting a LE Consumer Event](#)
- [2009 LE Wine and Food Pairings](#)
- [Suggested Timeline for Executing a Comprehensive Winexpert LE Program](#)
- [LE Website](#)



Limited Edition Promotional Material

All materials are no charge

#P9006 – Feature Sheet

#P9015 – Promotional Pack including
1 – LE double-sided poster
2 – Feature Sheets
50 – Brochures

#P9016 – 2009 Event DVD

#P9809 – 2009 Recipe Booklets (package of 25)

#9984 – 2009 Brochures (package of 50)

#9985 – Poster (double-sided hard poster)



Limited Edition Order Information

All Limited Edition pre-orders must be turned in to L.D. Carlson by 5 p.m. EST, Monday December 14th, 2009.; Orders received after the deadline will be placed on a waiting list and filled on a first come, first served basis. We cannot guarantee orders placed after the deadline will be filled as the program has sold out the last several years. You can order by:

Telephone: 800-321-0315

Fax: 800-848-5062 (see form below)

Stores will be required to pick-up current month's Limited Edition variety pre-ordered quantity before they can have access to the subsequent month's Selection Limited Edition.



Fax Order Sheet

Date:

Store Name:

Customer #:

Contact Name:

Address:

Phone:

Fax:

Month	Item#	Description	Price	Order Quantity
January	LE001	South African Shiraz	\$72.95 each	
January	3275	California Lake County Trio Blanca	\$69.95 each	
February	3276	Australian Petit Verdot	\$72.95 each	
March	3277	Pacific Quartet	\$69.95 each	
April	3278	Italian Brunello	\$72.95 each	

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