



**RUBISSOW**  
NEXT GENERATION WINES

Mount Veeder, Napa Valley  
www.rubissowwines.com  
707-253-8605

## WINEMAKER NOTES 2010 RESERVE - MT. VEEDER

Winter 2014

Dear Friends,

It was a mild, dry (and earthquaky) summer, and we are glad autumn's brisk nights and windy afternoons are now returning to Napa Valley. Because NorCal winters have been comparatively dry for two years now, all the crops and trees are triggering their leaf drop a little earlier. And so in turn, vineyards up and down the valley are ripening about 2-3 weeks ahead of "normal."

Here at Rubissow we're forecasting a mid to late September harvest for most varietals. In some years past we were harvesting as late as Halloween! As for the big quake, we sustained alot of damage to furniture and breakables but the houses and vineyards are basically sound, plus or minus a few cracks (see photo below!) and thankfully no one was hurt, and only 12 bottles were lost. Truly amazing. Warm thanks to all of you for your prayers and support during that time. It really helped and we are now back, and truly excited about this new release.

PROPRIETOR'S NOTES: Every wine we make is meticulously crafted. Every grape we grow is tirelessly cared for. We strive to naturally encourage extraordinary flavors and aromatics in all our wines. And yet, Reserve is just that much better. It's impossibly elegant and alluring. And so delicious. This wine is our dream made real, and accordingly we feel our mandate is to always uphold the standards we set of nothing-less-than-extraordinary for Reserve. Indeed, some of you may have noticed we skipped making a 2009 Reserve. Yep. Our 2009 grapes were very good and all of them went into our estate Cabernet. But none qualified as Reserve worthy.

**And so here we are with the new '10 on your table.** It is a young, fruit driven, vivaciously aromatic, elegant wine. The cooler '10 growing season produced bright flavors and multiple layers of perfumed spice, berries, mocha and earth. A delicious classic! We only made 90 cases.

Cheers friends! Peter

### RUBISSOW - 2010 Reserve Cabernet Sauvignon

Rubissow Vineyard - Mt. Veeder - Napa Valley

100% Cabernet Sauvignon

Unfined and unfiltered

20 months in barrel.

90 cases made - 12/750

GENERAL RELEASE DATE - December 2014

ALC. 14.9% • TA 4.8g/L • pH 3.72

Brix 25.6 • Maceration 23 days

Decant prior to serving.

Drinking nicely now. after decanting.  
Built to last. Will age nicely through 2024.



### WINERY FACTS

#### VINTNERS

Second generation

- Peter Rubissow
- Ariel Rubissow-Okamoto



#### WINEMAKER:

Timothy Milos



#### ANNUAL PRODUCTION:

- Estate Wines: 1500 cases.
- Lola Kay Wines: 4000 and growing

#### VINEYARD SOURCE:

Rubissow Vineyards  
100% Mount Veeder  
45 acre steep hillside estate.  
18.5 acres planted.  
100% sustainably farmed.

#### WINEMAKING STYLE:

Elegantly bold, racy, rich and exceptionally complex.

#### BARRELS:

100% Premium French  
Chateau New Oak. St. Martin  
Bel Air, Boutes, Sylvain artisan  
atelier cooperage. 35% new.

