



CELLARS 33



STOCK UP ON THE 2013 VINTAGE

Some vintages are easy, relatively speaking. The 2013 vintage is a case in point. The toughest decision in a perfect growing season is how much fruit to buy and how much wine to make. Every other decision in 2013 was a breeze. If you hear a winemaker complain about a wine he/she made in 2013, its time to find another winemaker! I call it a "No Excuses" vintage. If you have been looking to stock up your wine cellar, or even begin one, you won't regret going long with the 2013 vintage in California.



THREE NEW WINES

While we've never been more excited about a release than this one, we do so with some mixed thoughts/feelings. The 2013 Keefer Ranch Chardonnay will be our last from the famed Keefer Ranch. As many of you know, Marcy Keefer has been selling portions of her Ranch to larger companies/wineries and it's no longer the fit for us it once was. What makes it even more difficult is we believe we really nailed it in 2013 - its easily our favorite chardonnay. We have already consumed a case ourselves!

Moreover, we were offered, and immediately accepted, the chance to once again make Pinot Noir from Keefer Ranch in 2013. It has turned out to be a one shot deal with those parcels also being sold, but we're so grateful for the opportunity and believe we have some excellent wines coming to you. While the main "Keefer Ranch" Pinot Noir will be released in August, today we're offering our first 'Katie's Cuvee' Pinot Noir. It's comprised of a younger block at Keefer that Katie really loves. On its own, it's a real beauty.

Finally, we have our 2013 Sonoma Coast Pinot Noir. Please know that we don't just throw leftover barrels into our blends. We intentionally craft our blends from the beginning of the process to try and demonstrate the true character of a vintage. For us, that means grace and delicacy in 2013. A tremendous value at only \$30 to Mailing List members.



TAX DAY RELIEF

On April 15th, we'll engage, once again, in our own form of tax reform with a special release of 2014 Rose' of Pinot Noir and 2014 Grenache Blanc. You buy a case, we'll pay the tax. Why wait for Washington D.C. when you can get some relief from a San Francisco winery!!

ALLOCATIONS

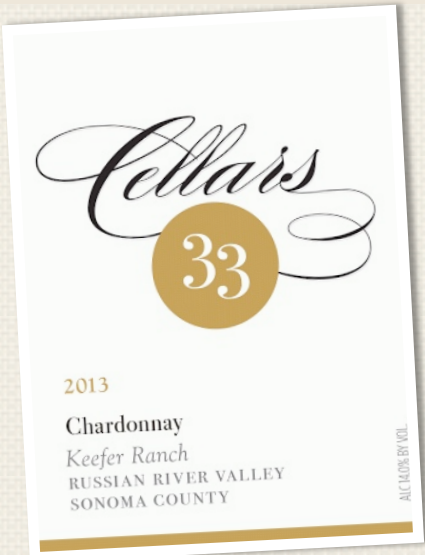
As a member of the Cellars 33 mailing list, you will receive a guaranteed allocation of the wines offered with this release. The allocation period is for 2+ weeks and will close on Friday, March 6th. At the close of the allocation period, any remaining wine will be offered to the general public at increased pricing.

Your allocation is based on your purchase history with us. If you would like to purchase more wine than you have been allocated, please let us know. We will try to honor those requests for additional wine if quantities allow.

SHIPPING

Once again we are pleased to offer free shipping. However, we must limit that offer to purchases of 6 bottles or more. Increased shipping costs have made this change most necessary.


We will ship the wines beginning in mid March at the end of the allocation period, weather permitting. If you have particular shipping requests, please let us know and we will work with you.



The image shows a white wine label for Cellars 33 2013 Chardonnay. The label features the brand name 'Cellars' in a large, elegant cursive font, with the number '33' inside a gold circle below it. The text on the label includes '2013', 'Chardonnay', 'Keefer Ranch', 'RUSSIAN RIVER VALLEY', and 'SONOMA COUNTY'. A small vertical text on the right side reads 'ALC. 13.0% BY VOL.'.

CHARDONNAY

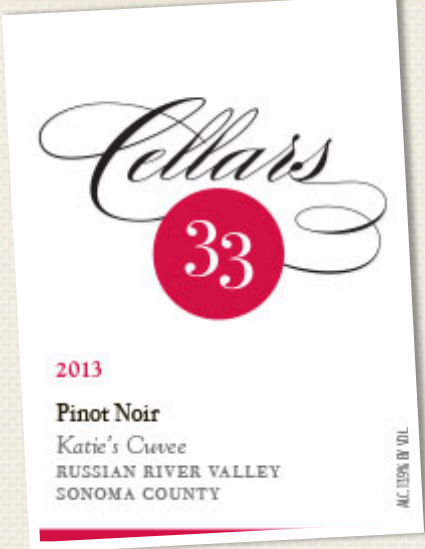
OUR FINAL KEEFER RANCH CHARDONNAY COMBINES THE ACIDITY FROM THE '11 VERSION WITH THE STUFFING FROM THE '12. AGED IN 100% NEUTRAL BARRELS, THIS BEAUTY HAS BEEN DELICIOUS SINCE FERMENTATION. CLEAN, BRIGHT AND PURE, WE'RE JUST SO EXCITED ABOUT THIS WINE - CAN YOU TELL?? SHOW IT TO YOUR FRIENDS WHO SAY THEY DON'T LIKE CHARDONNAY AND SEE WHAT THEY SAY. BEST BETWEEN 2015-2022.



The image shows a white wine label for Cellars 33 2013 Pinot Noir. The label features the brand name 'Cellars' in a large, elegant cursive font, with the number '33' inside a red circle below it. The text on the label includes '2013', 'Pinot Noir', and 'SONOMA COAST SONOMA COUNTY'. A small vertical text on the right side reads 'ALC. 13.0% BY VOL.'.

PINOT NOIR

THE ART OF BLENDING IS TOO OFTEN OVERLOOKED IN WINEMAKING. WE SPEND A LOT OF TIME/EFFORT IN DECIDING OUR BLENDS AND THAT WAS NEVER MORE FUN THAN WORKING WITH THE '13 VINTAGE. WE PUT TOGETHER A WINE WITH COMPONENTS FROM HUMMINGBIRD HILL, GLORIA AND KEEFER RANCH: THREE UNIQUE, DIVERSE SITES WITHIN THE SONOMA COAST. THE COMBINATION, WE FEEL, IS COMPELLING. BEST FROM 2015-2020.



The image shows a white wine label for Cellars 33 2013 Pinot Noir. The label features the brand name 'Cellars' in a large, elegant cursive font, with the number '33' inside a red circle below it. The text on the label includes '2013', 'Pinot Noir', 'Katie's Cuvée', 'RUSSIAN RIVER VALLEY', and 'SONOMA COUNTY'. A small vertical text on the right side reads 'ALC. 13.0% BY VOL.'.

PINOT NOIR

BEGINNING WITH 2013, WE INTEND TO MAKE A KATIE'S CUVEE IN THE BEST VINTAGES. THE INAUGURAL VERSION IS PINOT NOIR SOURCED FROM KEEFER RANCH. WE COULD HAVE BLENDED IT INTO OUR LARGER KEEFER RANCH WINE, BUT KATIE JUST LOVED IT ON ITS OWN. WITH ONLY 72 CASES MADE., THIS WILL BE GONE SOON. BEST FROM LATE 2015-2020.

CELLARS 33 ORDER FORM

Wines Crafted in San Francisco, California

Wines	Price Per Bottle	Purchase Limit	Quantity Ordered	Wish List	Total Cost
2014 Keefer Ranch Chardonnay	\$34	12			\$
2013 Sonoma Coast Pinot Noir	\$30	12			\$
2013 Katie's Cuvee Pinot Noir	\$39	12			\$
Subtotal					_____
Sales Tax (California 8.75%)(Maryland 9.0%)					_____
TOTAL					\$ _____

BILLING INFORMATION

Name: _____

Credit Card No: _____

(MasterCard/Visa/American Express)

Expiration Date: _____ Security Code: _____

Phone Number: _____

Signature: _____

Please check here certifying you are at least 21 years old

BILLING ADDRESS

Name: _____

Street: _____

City: _____

State: _____ Zip Code: _____

SHIPPING ADDRESS

Please check here if your shipping address is the same as your billing address

Name: _____

Street: _____

City: _____

State: _____ Zip Code: _____

Phone Number: _____

Please scan and email order forms (or questions) to john@cellars33.com

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