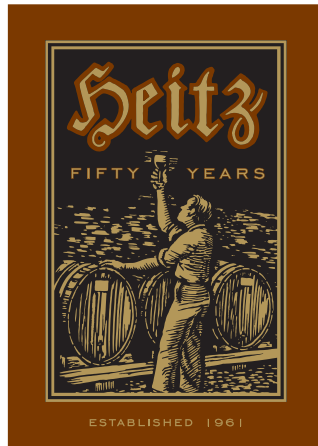


50th Anniversary



Established 1961

June 2011

Dear Friends:

The 2011 growing season is well underway with splendid spring wildflowers throughout the Napa Valley. With the weeks ahead promising glorious weather and an abundance of sunshine, we have three delicious releases for you to enjoy, all fabulous for seasonal planning and entertaining.

2006 Napa Valley Cabernet Sauvignon

Our 2006 *Napa Valley Cabernet* unfolds with the authority of a classic wine from the Napa Valley. This wine makes a good first impression with its striking garnet color and vibrant bouquet, but it is memorable for the depth of its varietal character. Centrally focused around a rich core of fruit, it fills the mouth with bright cherry flavor and underlying notes of darker berry. Balanced with lively oak tannins and brisk acidity, this wine glides across the palate for a lengthy and satisfying finish. Enjoy the youthful brilliance of this Cabernet today or cellar it to reward yourself for years to come. A customer favorite!

2010 Sauvignon Blanc

Our 2010 *Sauvignon Blanc* is refreshingly zesty from its shimmering pale hue through its lingering finish! Brisk varietal aroma is followed by an exciting mix of citrus flavors, rounded on the palate with notes of tropical fruit. This is a marvelously crisp wine with a nice balance of supple texture and bright acidity that keeps the flavors focused to the end. Enjoy the clean, delicious taste of summertime all year with this vibrant Sauvignon Blanc. The Heitz family loves this wine with prosciutto and melon.

2010 Grignolino Rosé (limited availability)

Our 2010 *Grignolino Rosé* has the luminous pink hue and fresh floral bouquet that many wine lovers anticipate all year long! Mouth-watering strawberry flavor edged with tangy citrus skips across the palate to a long, fruity finish. Whether you enjoy this versatile Rosé with your favorite meal or chilled as an aperitif, this year's limited production of 275 cases will sell quickly. Place your orders promptly so you don't miss out.

Recent Awards for our Single-Vineyard Cabernets

Heitz Wine Cellars was recently recognized with some outstanding awards from the 2011 Beverage Testing Institute World Wine Championships for the current releases of our three single-vineyard Cabernets.

2006 *Martha's Vineyard Cabernet* --- Platinum Medal, 97 Points

2005 *Trailside Vineyard Cabernet* --- Gold Medal, 92 Points

2006 *Bella Oaks Vineyard Cabernet* --- Gold Medal, 92 Points

These wines reflect the exceptional talents of our winemaking team and the brilliance of Napa Valley Cabernets.

A wonderful vertical assortment of vintages awaits you on the attached price list, and we are happy to assist with your selection. You are welcome to order online at www.heitzcellar.com or call, fax, or mail in your orders. We thank you for your support of our family wines as we toast our 50 years of winemaking in the Napa Valley.

Kathlee Heitz Myers

The Heitz Family