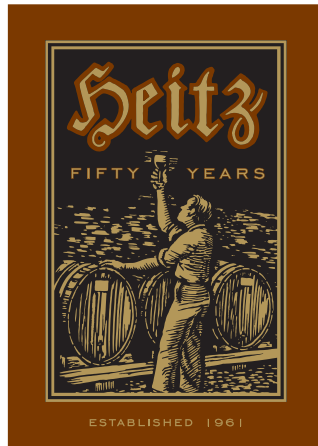


50th Anniversary



Established 1961

Fall 2011

Dear Friends,

As the summer of 2011 begins its inevitable progress towards fall, we watch with pleasure as the fruit develops beautifully in our vineyards. This has been a relatively mild summer in the Napa Valley, ideal for wine grape cultivation, and we expect to see an excellent harvest in the coming weeks. Traditionally, the advent of cooler fall weather is also when we begin to announce the release of our Cabernet Sauvignons, so at this time we are happy to offer one of our spectacular 2006 single vineyard wines.

2006 Cabernet Sauvignon Trailside Vineyard

Located in the Rutherford AVA, the Trailside Vineyard descends gradually from the east side of the Silverado Trail until it reaches the banks of Conn Creek, a tributary of the Napa River. We manage this estate vineyard using certified organic farming techniques (CCOF). The vineyard is situated on well drained, gravelly soils with western exposure, where the vines benefit from ample afternoon sun. Our *2006 Cabernet Sauvignon Trailside Vineyard* conveys the ripeness and intensity of its Rutherford roots; its splendid varietal aroma originates from a core of lush, dark fruit, while ripe cherry flavors and an undertone of spice are wonderfully integrated with fine-grained tannins, building to a lovely finish of great length. While this new vintage is drinking beautifully now, the Trailside Cabernets are eminently age worthy, as we recently saw when we poured, to great acclaim, the 1999 vintage Trailside at an important tasting of Rutherford appellation Cabernet Sauvignons.

Napa Valley Chardonnay and Sauvignon Blanc

Our Chardonnay has been a perennial favorite since we first produced it in 1961, and we are honored to have the *2008 Chardonnay* take **Silver** at the **San Francisco Chronicle Wine Competition Wine Tasting**. The *2010 Sauvignon Blanc*, brimming with integrated citrus and tropical flavors, has quickly become one of our most popular offerings and recently won **Double Gold** at the **North of the Bay Wine Competition**. We serve these delicious wines all year long with our family recipes and we hope you enjoy them as well with your family and friends.

Recent Accolades for the 2001 Cabernet Sauvignon Martha's Vineyard

In June, two retrospective tastings were conducted of the 2001 vintage of Napa Cabernet Sauvignons, widely considered one of the greatest of recent memory. The *Martha's Vineyard* from that classic vintage showed well. Esteemed critic **Robert Parker** scored this wine **95+ points**, saying "this was a spectacular performance from this hallowed vineyard..." The **Wine Spectator** gave it **93 points**, describing it as "sleek, elegant and long on the finish..." Because of our release policy of maintaining sequential vintages of Martha's Vineyard Cabernet, we are able to offer limited availability of this superb wine, which truly reflects the exceptional talents of our winemaking team.

As always, you are welcome to order online at www.heitzcellar.com or call, fax, or mail in your orders. We are available at 707-963-3542 to answer any questions or to assist you with your selection of vintages. We thank you for your continued support and enthusiasm for our wines!

Kathlee Heitz Myers

The Heitz Family