

SPECIAL POINTS OF INTEREST

"Subscription" vs "Club"
What's the Difference?

Celebrate!
Springtime Amongst the Vines
Fortunati Wines – 100% Winners!

IN THIS ISSUE

SHARING OUR GOOD FORTUNE

Living Green at Fortunati	1
Tech in Your Glass: Bottle Architecture	1
2014 Chardonnay	2
2013 ESTATE Dessert Wine	2
2012 ESTATE Malbec	3
"Springtime In the Vineyards" Member Appreciation Event	3
What is an AVA?	3
We've Got WINNERS!	4
Need Something Special- Think Big!	4
Recipe: Rosé Steamed Mussels	5
Out & About in Napa Valley	5
Wine Order Form	6
How To Place An Order	7
Wine Subscription Programs	7
What Our Friends Are Saying	8

Fortunati

Spring / Summer 2016

LIVING GREEN AT FORTUNATI

We are proud members of the Napa Valley Vintners, who have a target goal of 100% of its member wineries attaining the goal of "Napa Green" certification by 2020. "Great wines come from great vineyards," Gary says, and when you live amongst the very vines you farm, it simply makes good sense to be good land stewards! We undertake a number of sustainable practices you may not have noticed—having a paperless office doesn't exactly jump out at visitors, but did you know that planting cover crops between the vines protects topsoil, delivers nutrients to the vines and reduces water usage? Our array of solar panels mounted on our roof provides almost all our energy needs and has resulted in saving over 400 trees. We utilize only organic pest control practices, including attracting nature's beneficial birds and insects by providing housing (nest boxes, protective vegetation), break rooms (predator perches), and a complementary beverage bar (water trough) for our aerial workforce. The day shift of bluebirds, finches and hawks is assisted by our dog, Haley, while the nightshift includes owls and bats. We think our "neighbors" would agree—living "Green" and growing our vines in a sustainable method is the only sensible way to produce our delicious wines!

THE TECH IN YOUR GLASS: BOTTLE ARCHITECTURE

Who knew there were so many details to consider in designing wine bottles? Every element, from how many ridges (0, 1 or 2) are in the finish, to how thick the glass is, to how high the punt will (or won't) be, is carefully considered from top to bottom.

Here at Fortunati we blend bottle traditions with new technology. Our bottles all have the classic shapes associated with the types of wine inside (the distinctive high-shoulder Bordeaux bottles, such as used for the Fortivo blend, is thought to have been developed to retain sediments from robust reds and protect them from the rigorous overland journeys they made) while utilizing new glass efficiencies, including recycled glass and polymers. In an effort to use materials wisely and reduce shipping costs, we have been reviewing the weights of bottles to determine if there is a shape that meets our strength requirements, varietal traditions and the elegant beauty we are known for. Take a look at the details in the "bottle draw-down" (tech speak for an architectural rendition) of our new Rosé bottle to get an idea of all the features we consider.

Technical
detail of
our new
Rosé
bottle



Wine Feature

2014 CHARDONNAY

"It's like catnip for grownups"
Ellen Reich-Luchtel, Proprietor,
Fortunati Vineyards

We hear lots of fun comments about our wines, but the one we hear most consistently (often in a tone of disbelief) goes something like this... "usually I don't like Chardonnay, but I can't believe how much I LOVE yours!" And then they want to know why ours is so different from "those others". Chardonnays typically fall into two categories: *Creamy-Oaked* or *Citrusy-Unoaked*. Fortunati is

Our "Wente Clone" is sourced from 45 year-old vines from the original Wente property in California. Noted for imparting intense flavor characteristics in the fruit, these cherished vines are grown just for us!

noted for elegant, balanced wines, so our Chardonnay meets gracefully between the two extremes. Our fruit is from a treasured block of 45 year-old Wente Clone vines, noted for presenting bright, citrus flavors. Aged for 10 months sur lie in 100% neutral oak barrels, its time with oak develops a buttery, creamy mouth feel and aromas of baked apple pie (and who doesn't like apple pie?) while the aged barrels allow subtle flavors of apples, pears and hints of tropical fruits to emerge. Feel confident sharing this wine with any Chardonnay fan (or cynic) because they're going to love it! 350 cases produced.

2012 PORTO FINO DESSERT WINE

Porto Fino means "fine Port" in Italian, and we love sipping a glass after dinner!

Gary crafts three completely different wines from the outstanding Syrah we grow at our Oak Knoll vineyards (our Pranzo Rosé, Vinto Syrah and Port-style Dessert wine all come from our Syrah vines.) Although the term "Port" refers to the sweet wines made in Portugal, many wineries around the world make traditional, port-style wines high in residual sugar. A base wine is finished (or "fortified") with neutral grape brandy. Fortification stops fermentation before all the sugars in the wine have been consumed (leaving sweetness) and boosts the alcohol, while aging mellows the final result. Our Porto Fino Dessert Wine has aged for over 20 months in French oak, developing fragrant,

honeyed aromas reminiscent of warm summer nights. It has a rich, luscious complexity on the palate, with a beautiful expression of cherries, dark chocolate and a caress of sweet spice on the finish. We particularly enjoy this wine with gourmet chocolates and partnered with The San Francisco Chocolate Company™ to create a custom tin of 72% cacao chocolate from Guittard Chocolatiers in San Francisco. Savor Porto Fino as a stand-alone dessert, pair with dark chocolates or rich blue cheeses such as Stilton or Gorgonzola. For a truly decadent experience, try simmering a bit of our Port-style wine until reduced to a thick, yummy syrup. Drizzle over the top of sweet dishes such as ice creams, toast, waffles or chocolate cakes as a great alternative to brown sugar or maple syrup! 375 ml. Drink now or cellar for 20+ years. Very Limited. 4 barrels produced.

Enjoy Porto Fino with gourmet chocolates, such as our custom tin from The San Francisco Chocolate Company of 72% cacao chocolate drops by Guittard Chocolatiers.

Wine Feature

2013 MALBEC

"Many of those now making luxury wines have either based their blends on Malbec or at the very least incorporate it to a significant degree"

Jancis Robinson, Wine Writer

This ESTATE grown, 100% Malbec presents all the characteristics that defines this varietal—a saturated blue-black inkiness in the glass, a complex nose of baked fruits and spice, robust flavors of plump dark fruits and a velvety, smoky finish. Upon opening, aromas of blueberry, cracked pepper, spices and cedar surround you. The

Malbec is a thick-skinned grape originally from Montepellier in France. It is one of the top 5 traditional blending grapes in red Bordeaux blends, including our Fortivo Bordeaux-based blend!

rich, broad palate starts with a juicy attack of blueberry and blackberry, backed by firm tannins with a faint minerality. Aged for 18 months in 100% French Oak, this is a powerful, plush wine described as intense, concentrated and densely textured. With each sip, discover new flavors and aromas as this wine lingers and beckons. Meat and Malbec go great together! Try this delicious wine with leaner red meats—venison, bison, and lean beef cuts such as sirloin, skirt and flank steaks, as well as prime rib. Wonderful with lamb—from shanks to curries, it's also fabulous with slow-cooked pork, particularly if you add some to the cooking process! 125 cases produced.

EVERY YEAR, EVERY MAY,
EVERY MEMORIAL DAY WEEKEND...

Frolic with Friends of Fortunati during Springtime in the Vineyards Wine Release Event

Sunday, May 29, 2016, 1 - 4 p.m.

Our springtime member appreciation party, dedicated to thanking our wine subscribers the best way we know how—with wine, food, music and fun!

This is a private party for our Friends of Fortunati members.

*Pumpkin carving at our Paella
& Rosé Pairing last fall*

What is an AVA?

An American Viticultural Area (AVA) is a designated wine grape-growing region in the U.S. distinguishable by geographic features. Currently, there are 234 established AVAs in the United States reaching across the country, of which only 16 of these are in the Napa Valley. Fortunati is located in the heart of the Oak Knoll District of Napa Valley, abbreviated as OKD, which stretches from north of the City of Napa up to just south of Yountville. Mt. Veeder is the western border and the Silverado Trail defines its eastern boundary. Planted to over 18 classic grape varieties, the OKD is Napa Valley's most diverse winegrowing appellation, producing exceptional fruit coveted for its bright character and elegant flavor. While having an AVA designation doesn't necessarily guarantee a wine's quality, by defining where the fruit was grown, buyers can select wines with some confidence about what flavors and nuances to expect within. The majority of our wine is grown right here on our estate in the OKD, but we also obtain grapes from a few very specific vineyard locations in other AVAs, such as Mt. Veeder, Rutherford and St. Helena. Gary maintains close relationships with each of these vineyards to ensure the quality and consistency he requires for crafting the distinctively balanced and elegant wines we create.





SAN FRANCISCO CHRONICLE 2016 WINE COMPETITION

The largest competition of American Wines IN THE WORLD!!

Our Medals

2014 Fortunati
Rosé of Syrah
BRONZE

2014 Fortunati Chardonnay
GOLD

2014 Fortunati Viognier
SILVER

2013 Fortunati VINTO Syrah
Red Rhone Blend
DOUBLE GOLD

2013 Fortunati FORTIVO
Red Bordeaux Blend
BRONZE

2013 Fortunati Zinfandel
GOLD

2013 Fortunati Malbec
SILVER

2012 Fortunati RESERVE
Cabernet Sauvignon
BRONZE

2013 Fortunati Signature
Cabernet Sauvignon
BRONZE



SAN FRANCISCO CHRONICLE WINE COMPETITION

FORTUNATI ENTERS 9 WINES COLLECTS 9 AWARDS!

After receiving 7,164 entries from 28 states across the country, the San Francisco Chronicle Wine Competition, hailed as the largest competition of American wines in the world, narrowed thousands of wines down to an exclusive few and once again awarded Fortunati wines with placements! Is it possible to be humbly-proud? modestly-exhilarated? We're not sure how to best describe our gratitude at being so well regarded, coupled with pure delight and excitement at having ALL 9 of our submitted wines

take medals! At this record-breaking event, with the largest wine entry ever, to have all 9 of our wines receive placements is, simply, a phenomenal achievement. Additionally, we have consistently received awards since we began entering this competition in 2014, submitting 3 wines and winning 3 awards in 2014, submitting 7 wines in 2015 and winning 7 awards, and now 9 in 2016! We believe these results clearly speak for themselves, but we can't help saying a few words about them, too!

MAGNUMS: DOUBLE THE SIZE, DOUBLE THE FUN!

We've got Magnums of some of your favorites available! Each vintage, we bottle a few magnums (usually less than 24!), and chase Gary down to have them signed and personalized for each occasion. These large format bottles are ideal for aging and can be confidently kept in your cellar for

ten to fifteen years. Our 2013 Fortivo Bordeaux blend is available now, as are a very few prized 2012 Signature Cabernet Sauvignons (which is completely sold out in the 750ml size and has been for quite some time!) so keep these in mind when you're looking for an elegant and rare gift idea.





ROSÉ-STEAMED MUSSELS

Yields 8 bowls

Prep time: 1 hour

Cooking time: 15 minutes

INGREDIENTS

- 2 tablespoons extra-virgin olive oil
- 2 garlic cloves, minced
- 2 shallots, minced
- ½ teaspoon crushed red pepper
- 1 cup **Fortunati Rosé** wine
- 6 pounds mussels, scrubbed and de-bearded
- 3 tablespoons unsalted butter, salt and freshly ground pepper
- 2 tablespoons coarsely chopped flat leaf parsley

INSTRUCTIONS

1. Heat the olive oil in a large pot. Add the garlic, shallots and crushed red pepper and cook over low heat until fragrant, about 4 minutes. Add the wine and bring to a boil over high heat. Add the mussels, cover and cook, shaking the pot a few times, until the mussels open, about 5 minutes.
2. Using a slotted spoon, transfer the mussels to eight shallow bowls. Add the butter to the cooking liquid in the pot, swirl to melt and season with salt and pepper. Pour the sauce over the mussels, stopping before you reach the grit at the bottom of the pot. Garnish with the chopped parsley and enjoy with chilled **Fortunati PRANZO Rosé** for a perfectly paired, easy, elegant and delicious meal.

“WHY CAN’T I FIND FORTUNATI WINES IN RESTAURANTS OR RETAIL STORES WHERE I LIVE?”

It isn’t about where you live, but about how we sell our wines. We are a boutique (small) producer of ultra-premium wine. Our wines are passionately handcrafted with meticulous care, which means we don’t make thousands of cases of each vintage (oh gosh, no!) We’re blessed to have loyal wine subscribers who eagerly scoop up all that we make, often within months of bottling, so we don’t have a need to distribute nationally or pursue commercial (restaurant and wine shop) accounts. The good news is we don’t have the expenses associated with larger volume wineries and we pass those savings on to you.

We produce a well-priced quality product, and we sell it directly from us directly to you—our wine subscription members. We review what our *Friends of Fortunati* members are regularly enjoying, adjusting production to meet our member needs—again, saving the costs of storing, selling, or

disposing of unused inventory and sharing those savings with our members.

A major determiner of future production is FATE: in some growing years the fruit yields are less (such as 2015!) so Mother Nature sets some limits. “Allocation” is something to consider as we ponder the best ways to balance and ensure every *Friend of Fortunati* has the wines they want with the reality of having limited quantities. The best way to safeguard your ability to always enjoy all the Fortunati wines you like is to maintain your *Friend of Fortunati* wine subscription membership! This membership guarantees you the opportunity to purchase 12 or 24 bottles of our delicious wines each year, and is the method that benefits both of us. So, no, you won’t find us in restaurants or on the market shelves, yet if you are one of the “lucky” ones, you’ll know you’re among “Friends”—the *Friends of Fortunati*, that is!



OUT AND ABOUT IN NAPA VALLEY

Fortunati will be at the following Wine Country events—come share a sip with us!

February 19

Premier Napa Valley
Oak Knoll District AVA,
Southbridge Inn, Napa, Calif.

March 5-6

CabFest Napa Valley
Grand Tasting & Boutique
Tasting, Yountville, Calif.

March 19

Flavor! Napa Valley
The Grand Tasting,
CIA Greystone, St. Helena, Calif.

April 9

40th Annual San Francisco
Wine Auction
The Fairmont Hotel,
San Francisco, Calif.

May 29

Fortunati
Springtime in the Vineyards
Member Appreciation Party
Napa, Calif.

June 3

Auction Napa Valley 2016
Napa Valley Marketplace
& Barrel Auction
Oakville, Calif.

August 27

Napa Valley Grape Growers
Harvest STOMP!
Napa, Calif.



NAPA VALLEY

Ultra-Premium, Very Limited, Handcrafted Boutique Wines

VINTAGE	SPRING / SUMMER 2016 WINE RELEASE ORDER FORM	PRICE	Quantity In Bottles	Quantity In Cases	TOTAL
2015	Rosé of Syrah ~ Fortunati Estate Oak Knoll ~ 750ML 250 cases	\$24			
2014	Chardonnay ~ Running Rabbit Ranch Oak Knoll ~ Neutral Oak ~ 750ML 300 cases	\$32			
2014	Viognier ~ Fortunati Estate Oak Knoll ~ 750ML 300 cases	\$32			
2014	VINTO Syrah Rhone Blend ~ Fortunati Estate Oak Knoll ~ co-fermented with Viognier ~ 750ML 100 cases	\$40			
2014	Zinfandel ~ One Acre Block Mt. Veeder ~ 750ML 100 cases	\$38			
2013	Malbec ~ Fortunati Estate Oak Knoll ~ 750ML 125 cases	\$50			
2013	FORTIVO Proprietary Red Bordeaux Blend Napa Valley ~ Cabernet Sauvignon, Merlot, Malbec ~ 750ML 400 cases	\$36			
2013	SIGNATURE Cabernet Sauvignon ~ Lamoreaux Vineyards Oak Knoll ~ 750ML 250 cases	\$60			
2012	RESERVE Cabernet Sauvignon Rutherford & St. Helena ~ 750ML 175 cases <i>FOR MEMBERS ONLY Special Price - Reg. \$100</i>	\$85			
2012	Porto Fino Port-Style Dessert Wine ~ Fortunati Estate Oak Knoll ~ 375ML 4 barrels	\$36			
2016	Wine Dogs California Book ~ Fortunati's Haley on the Cover!	\$30			
LARGE FORMAT- HAND BOTTLED & AUTOGRAPHED <i>Perfect as Corporate or Special Acknowledgment Gifts!</i>					
2013	FORTIVO Proprietary Red Bordeaux Blend · Magnum 1.5L	\$90			
2012	SIGNATURE Cabernet Sauvignon · Magnum 1.5L · Vey Limited Availability	\$150			
FRIENDS OF FORTUNATI Wine Subscription Program Enjoy at home with friends – Customize your shipment by selecting the wines you prefer & receive substantial discounts!			Sub Total		
Select Preferred Level Double Fortune 25% off two cases per year · select 12 bottles now & 12 in Fall 2016 Two complementary tastings, plus invitations for winery events, member savings & new releases! Lucky One 15% off one case a year · select 6 bottles now & 6 in Fall 2016 Two complementary tastings, plus invitations for winery events, member savings & new releases!			Wine Program Discount _____%		< >
			Sales Tax (8% CA resident)		
Vintners Selection Select Desired Wine Selection <input type="checkbox"/> FULL MIX 2/3 Reds & 1/3 Whites <input type="checkbox"/> REDS MIX All Reds			Customized Selection You Select Wines Choose Each Time <input type="checkbox"/> Keep My Favs On File Same Wines Every Time <input type="checkbox"/>		Shipping (varies by location)
			TOTAL		
Shipping Frequency Friends of Fortunati Ships twice per year in spring & fall Best Friends of Fortunati (BFF) More please! How often? _____			Wines shipped twice yearly in spring & fall · Current wine release information is emailed to you to make future shipment selections · Additional orders receive same discount · Credit card is processed upon shipping · Minimum of 2 shipments during a 1-year period is required for discounts to apply to all purchases · Thank you for being a valued Friend of Fortunati! Cheers!		
Shipping Method We select the most cost-effective way to ship to your area, unless you indicate otherwise below: Hold at nearby UPS or FedEx store (avoid residence fee) _____ Golden State Overnight (limited areas in AZ/CA/NV only) _____ Customer Pick Up _____					
CUSTOMER INFORMATION	Name _____		<input type="checkbox"/> Business (preferred) <input type="checkbox"/> Residence Note! A person age 21 or older must be available to sign for wine upon delivery. Residential deliveries require a \$5.00 additional surcharge.		
	Address _____				
	City _____	State _____	Zip Code _____		
	Email 1 _____	Phone 1 _____			
INFORMATION	Email 2 _____		Phone 2 _____		
	Ship To (if different than above) _____		<input type="checkbox"/> Business (preferred) <input type="checkbox"/> Residence Note! A person age 21 or older must be available to sign for wine upon delivery. Residential deliveries require a \$5.00 additional surcharge.		
	Address _____				
	City _____	State _____	Zip Code _____		
CARD & SIGNATURE	Card # _____		Ex Date (MM) _____ / (YY) _____		
	Code # _____		Signature _____ Date _____		
	Office Use SS16 Date: _____ Intls: _____ WL: _____ Comments: _____				

ORDER WINES ANY TIME. IT'S EASY!



It's easy to order what you want, as often as you want! Customize any or all of your shipments, and we'll keep your preferences on file.

Friends of Fortunati can order more wines anytime-not just during our twice-yearly shipments!

Subscription vs. Membership-no fees to join and you can even skip shipments while still remaining active.

When it's gone, it's really gone...which is why we ask members to order promptly, or let us know they will not be ordering this shipment, so we can free up their wines for our waiting lists.

"It's like an exciting gift box—you might not know exactly what's in it, but you know it's going to be really good!"

**Carla M.,
Tempe, Arizona
(referring to our
Vintners Selection)**

WINE SUBSCRIPTION DESCRIPTIONS

WINE SUBSCRIPTION GROUPS

**VINTNERS SELECTION
Full Mix**
2/3 reds & 1/3 whites
(Most Popular!)

**VINTNERS SELECTION
Reds Mix**
All red wines

**CUSTOMIZED SELECTION
My Choice**
Choose the wines you want
for each shipment

**CUSTOMIZED SELECTION
My Favs**
Same wines every shipment
Your repeat order on file

Double Fortune (Two Cases)

One Full Case shipped 2X/year
12 bottles each shipment for those who would like to
enjoy 2 bottles of our wine per month!
Receive a 25% Discount

FULL mix

We select 12 of our most popular and exciting
wines! Enjoy a MIX of 8 reds and 4 whites of our
new releases and top performing wines.

ALL RED mix

12 bottles of carefully selected red wines, which
will include our Cabernets, and selections of Pinot
Noir, FORTIVO Bordeaux Blend, VINTO Syrah
Rhone Blend, Malbec and Zinfandel.

CHOOSE EACH TIME

Pick any 12 bottles for each of your shipments.
Please contact us via email, phone or fax prior to
our shipment date to inform us of your selections.

SAME WINES EVERY TIME

Create a standing order of 12 of your favorites!
Want a full/split case (or any combo in between)?
Set it up once, we'll keep it on file and do the rest!

Lucky One (One Case)

One Half Case shipped 2X/year
6 bottles each shipment for those who would like to
enjoy 1 bottle of our wine per month!
Receive a 15% Discount

FULL mix

We select 6 of our most popular and exciting
wines! Enjoy a MIX of 4 reds and 2 whites of our
new releases and top performing wines.

ALL RED mix

6 bottles of carefully selected red wines, which will
include our Cabernet, and selections of Pinot Noir,
FORTIVO Bordeaux Blend, VINTO Syrah Rhone
Blend, Malbec and Zinfandel.

CHOOSE EACH TIME

Pick any 6 bottles for each of your shipments.
Please contact us via email, phone or fax prior to
our shipment date to inform us of your selections.

SAME WINES EVERY TIME

Create a standing order of 6 bottles of your
favorite wines. Set it up once, we'll keep it on file
and do the rest!

"In the heart of Napa Valley, in the Oak Knoll District, there lies a treasure of fruit and earth. For us that know about Fortunati Wines, we are the lucky ones."

*Julie Santiago, feature writer
Napa Valley Wine Examiner*

"Penny and I were fortunate enough to sample your wines, with Janice as our guide, last Friday (Penny's birthday). You and your staff made that morning the pinnacle of our vacation. We can't wait to receive our wines and remember that event! We will certainly return and we will (and already have) been telling our friends about our trip. Once again, your "family" was such a warm extension of ours for one special morning and we look forward to a long, at least twice yearly, relationship with you and your fabulous wine!"

Mike and Penny G, Edmond, Ok.

Friends of Fortunati Share Their Stories

Visit our social sites to see more reviews.



"Hi Ellen and Gary,

We love your wines! They are all our favorites, but today we're especially favoring the Vinto Syrah and Viognier. Tomorrow it will be another of your delicious wines! Congratulations on your many awards!"

—Lisa P., Doylestown, Pa. (Referring to the SFChronicle Awards, see page 4)

"I just wanted to tell you how much we enjoyed your wines! The only problem is, since everything is really good, it's hard to pick which ones to get because I can't get it all."

—Alex C., Reno, Nev.

"We were talking last night about our trip to Napa Valley. Of the 15 wineries that we visited, we enjoyed yours the most—both the tasting experience and the wines! Thanks for making our trip fun and enjoyable, best wishes!"

—Wayne and Mary K, Oak Hill, Va.

"We've been a part of the Fortunati "family" for several years -you keep raising the bar EVERY year!!! Great wines!!! Thx u guys!"

—David T, Houston, Texas