

The fall Club Viking shipment is upon us and, in this season-driven business, that means it is harvest time once again. The 2007 harvest started out much earlier than the last two vintages. We picked our first grapes on the 20<sup>th</sup> of August! That is a good three to four weeks earlier than the 2005 and 2006 harvests (which were late ones). The most surprising thing about this year's early start was the varietal that ripened first. As I have written in previous club Viking letters, a "normal" harvest typically starts around Labor Day weekend, and the first grapes to be picked are always the Pinot Noir grapes from our HMR Vineyard (usually from the more fertile, east lower section of this 44 year old vineyard). This year, the first varietal we picked was Syrah, and not just any Syrah mind you, it was our Viking Syrah. What cosmic forces were in play to cause this to happen, you may ask? I'll tell you . . . I have no idea! The early ripening caught everyone here by surprise, but the Viking Syrah was ready to go with great flavor development and maturity, so we picked it. The rest of the vineyards have been coming in at a more traditional pace. The HMR Pinot Noir started coming into the winery the first week of September, and as is expected, our new estate Zinfandel followed. The fruit looks and tastes really good so far, so we shall see how the rest of this vintage goes. As Dewight Jones, our extremely talented vineyard consultant, is fond of saying, "every year is the same . . . just different". I will give you a "total overview" of the 2007 vintage in my spring Club Viking letter.

As for now, harvest is in full swing and everyone on the production team is working many long hours processing the grapes to make our trademark wines. This is an incredibly exciting and important time, as the foundation of the new vintage is now being established. As the long hours continue and the days run together, we do find ourselves daydreaming about relaxing in some exotic distant location, but we are focused on the tasks at hand. So the crew and I thought it might be fun to live vicariously through you. We want you to send in photos of you enjoying a bottle of Adelaida wine in various exotic locals. Whether you are in front of the Moai on Easter Island, in the gondola on the way up to the top of Jackson Hole, or at the Taj Mahal, the world is your oyster. You just email your photos and we will pick three winners this time next year that will receive some good Adelaida prizes. That gives everyone a full year to come up with a fun vacation locale.

So here are the ground rules:

- 1: You have to have the bottle in the shot and you have to be drinking it. (Otherwise, what is the point?)
- 2: Send your photos to Jessica (jvalpey@adelaida.com) here at Adelaida by October 1<sup>st</sup>, 2008.
- 3: That's pretty much it! We can't go anywhere, so you do it for us.

The tech sheets included give you an in depth look at each individual wine. Again, thanks for being members of Club Viking and we hope you enjoy the wines.

Cheers,



Terry M. Culton  
Winemaker  
Adelaida Cellars