

2007 Pirate TreasuRed **Winemaker Notes/Fact Sheet**

This is a brand new wine for us and the **2007 Pirate TreasuRed** is our inaugural release. I am so very excited to finally have this beautiful wine available to share! There's no reason you can't have a bit of fun with high quality wine and, trust me, I did! I made wine from a number of different varieties in 2007 to be able to have more blending options. (It's a bit like adding more colors to your palette if you are an artist.) The result was not what I expected, but something even better. The blend I came up with is so delicious and enticing that an entirely new wine was born. Using seven varieties, the 'treasure of the seven seas' idea was a natural and so was the Pirate name. This blend has Cabernet Sauvignon, Syrah, Merlot, Petit Verdot, Cabernet Franc, Grenache, and Petite Sirah! As you can imagine, it's a pretty big, black, raucous blend, completely mouthfilling and bold, yet made with finesse.

Just the Facts:

Harvest Dates – Sept 13,15, Oct 3,5,8,11,14, 2009

Blend has Cabernet Sauvignon, Syrah, Merlot, Petit Verdot, Cabernet Franc, Grenache, and Petite Sirah

Some Chemistry- 15.1% alc. T.A. 0.62, pH 3.79

100% French oak barrels, 40% new, 22 months in barrel, variety of coopers

Bottling date: July 30,2009

Release date: November 1, 2009

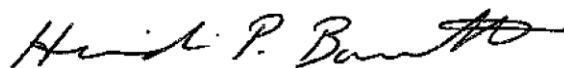
Production: 1492 six- bottle treasure chests (750 ml only)

Tasting Notes (tasted 11/1/09 by HPB)

Very deeply colored like blackberry jam. Aromas are bold, dried black cherry, dark chocolate, Cab-like yet different with a lifted Grenache note. Across the palate it's broad, mouthfilling and powerful with unusually sweet tannins, and a long finish. Varietal flavor profiles overlap which show off the magic of blending. A big, black, bold wine with distinct personality and style.

Pirate TreasuRed will arrive properly in a six bottle treasure box. The bottles resemble rum bottles. We used an old map of Napa Valley for the treasure map label. Where X marks the spot is my house in Calistoga. Mermaid cove on the map is marked with our La Sirena mermaid. I won't give all the fun of the back label away but, it's in Pirate speak and begins with "Avast ye salty bilge rats!" You will undoubtedly love reading it aloud in your best pirate accent. Of course, when you toast with your friends the appropriate toast is ARRRRGH. Enjoy it, it IS delicious and have some fun while you're at it.

Our production at La Sirena is always small, focusing on fine wines of purity and excellence, the best that can be made. Wishing you all the best!



Heidi Peterson Barrett
Winemaker/Owner, La Sirena