

L'Ecole

— *No 41* —

WALLA WALLA VALLEY

Fall Harvest Greetings from L'Ecole

As most of you know this has been a momentous year for L'Ecole. After two years of thoughtful work, we launched a new and exciting look for L'Ecole, a rebranding that speaks strongly to the quality of the wines we are making today and to the respect we have garnered over three decades, from consumers and trade alike. The central element is a redesigned label featuring an elegant, historic illustration of our iconic schoolhouse, the home of our winery. This new label creates a clear distinction between our Columbia Valley, varietal-driven wines and our Walla Walla Valley, terroir-driven wines. The feedback has been overwhelmingly positive – thanks to all of you!

In addition to our new label, the rebranding initiative also encompassed a newly-designed logo, website, stationery, marketing materials and even a new highway sign! We love the warmth reflected in our redesigned website and the inclusion of beautiful photographs. The website is intuitive, easy to navigate and provides more in-depth content about our wines and vineyards. Check out the Connect page created to improve communication with you through: interactive photo tours; videos; facebook and twitter feeds. We hope you will take the opportunity to visit us at lecole.com. Please enjoy our new winery brochure which succinctly tells our story and captures the essence of all that we've been working on these past months.

WINERY OF THE YEAR

We are honored, once again, to be named **Winery of the Year** by *Wine & Spirits Magazine* for the **10th consecutive year!** L'Ecole is proud to join only 26 wineries from around the world with this 10-year distinction in *Wine & Spirits'* prestigious **Hall of Fame**.

Harvest Update. With two El Nina years in a row on the west coast, we have another cooler than normal vintage on our hands. While there has been handwringing and heightened nervousness by a few winemakers, those of us who made wines in the late 1980s and early 1990s are delighted, as this was once the norm! Cooler years tend to produce early flavor development, great color, brilliant balance, and coveted natural acidity. This is exactly what 2010 delivered, and we expect similar results in 2011. Bloom didn't finish until early July, a full two weeks late. At veraison Mother Nature had narrowed the gap to one week by providing consistent, ideal ripening weather. The end of August and early September finally looked like real summer with above average heat units and sunshine, now only a few days behind last year. I began sampling in our vineyards in early September. At the end of harvest I will have logged over 5,000 miles on my vehicle and visited each of the vineyards numerous times. Harvest should start the last week in September and like a good fermentation, heat up and surge ahead!

Fall at the Winery. We love the buzz of Fall at the winery and it's a wonderful time to visit our Valley. Don't miss Fall Release Weekend, November 4-6. The last event weekend of the year is Holiday Barrel, December 2-4. For more fun, fall events, go to the back of this page or to our website at lecole.com/events-calendar.

It's hard to believe this is our 29th harvest. It feels as invigorating and exciting as our first (gratefully we've learned a lot along the way!). Thank you for being our greatest fans. We're inspired by your ongoing support and look forward to sharing more great vintages with you!

Marty & Megan

Recent Acclaim. The quality of our wines has never been better, as noted by the consistent, high scores across our entire portfolio of wines. Find details at lecole.com/accolades.

- *Robert Parker's The Wine Advocate* published its Washington State Report in late August. Fourteen L'Ecole wines were submitted, all were reviewed (a rarity for any winery), and eleven received 90 points and higher!
- *Wine Spectator* recently reviewed seven wines, five of them earned 90 points and higher!
- *Wine Enthusiast* recently reviewed ten wines, eight of them earned 90 points and higher!

New Releases. Details in the Wine Section at lecole.com.

Walla Walla Valley

- 2008 Estate Perigee and 2008 Estate Merlot • Seven Hills Vineyard
- 2010 Estate Luminesce • Seven Hills Vineyard
- 2008 Walla Walla Valley Cabernet Sauvignon
- 2008 Apogee • Pepper Bridge Vineyard

Columbia Valley

- 2008 Merlot, 2008 Cabernet Sauvignon, and 2008 Syrah
- 2010 Chardonnay
- 2009 Red Wine (our great value red table wine formerly known as recess red)

Upcoming Events

Winemaker Dinner at the Schoolhouse

Friday, November 4, 2011 • 7:00 pm

Join us as we celebrate being named *Wine & Spirits* Winery of the Year for the 10th consecutive year! This multi-course dinner featuring the culinary talents Chef Dan Thiessen will showcase many of our newly released wines. Inclusive pricing.

Seating limited. Details at lecole.com/falldinner

\$90 per person – Wine Club Members

\$110 per person – General

Marilyn, Forever Blonde, the Marilyn Monroe story in her own words and music!

October 15 - 30, 2011

Power House Theatre • Walla Walla

L'Ecole will be the featured winery Opening Night – Saturday, October 15. Enjoy Marilyn and a glass of L'Ecole!

Details and tickets at PHTWW.com or (509) 742-0739

ENTWINE, a gala event featuring extraordinary wine, cuisine & art. This event supports the Walla Walla Community College School of Enology and Viticulture and the Walla Walla Valley Wine Alliance.

October 15, 2011

Marcus Whitman Hotel • Walla Walla

Dinner & Grand Auction • 7:00 pm

Details and tickets at www.wvcc.edu/entwine/ or (509) 524-5161