

School *news*

News from **L'Ecole N° 41**



Newest Members to the L'Ecole Team

Brandon Kubrock

is L'Ecole's new Tasting Room Manager. He has previously worked at the winery during harvest and as Tasting Room Associate. You will enjoy his enthusiasm and his excellent wine knowledge – please drop by and visit with him this Spring or Summer!



Brandon Kubrock

Julie Titus joined L'Ecole in March and wears two hats at the winery. She works alongside Jaime Chalk as Wine Club and Consumer Direct Associate and is

available to assist with shipping and Wine Club inquiries. Julie also serves as Tasting Room Associate and looks forward to hosting you on your next visit!



Julie Titus

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Ferguson Ridge Expands

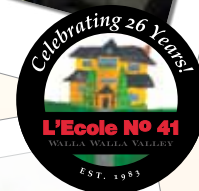
After nearly two years of soil preparation, we have begun the second phase expansion of Ferguson Ridge, our new Estate Vineyard. It is located at the 1,400

foot elevation of the SeVein property development, just south of Seven Hills Vineyard. In the spring of 2008 we planted 9.6 acres of Cabernet Sauvignon, Merlot and Cabernet Franc. Now in second leaf, we have focused our spring efforts on pruning and cane growth for our first crop in 2010. This spring we are starting the second phase expansion of Ferguson Ridge with 7.8 acres of additional Cabernet and Merlot, planted on top of and just east of The Wall, a 30' tall exposed layering of fractured basalt. As with the first phase, we used GPS technology to precisely lay out the row orientation for vine planting. Fifteen different satellites were used (some Russian) to coordinate the tractor steering for grid precision tighter than one inch. This southern block was planted to arugula prior to vine planting. Arugula, with large fibrous roots, is an excellent green manure crop for improving soil structure and health. On the western exposed edge of the vineyard we are creating a biodiverse wind fence of junipers, large sagebrush, and perennial scrubs and flowers to help reduce and limit wind impact. This added biodiversity also helps create habitats for beneficial insects to thrive near the vineyard. Along the western road and within the wind fence

Continued on page 2



Marty Clubb, Owner & Managing Winemaker



The Wall



Basalt 101



Ferguson Ridge – 2nd phase planting

L'Ecole N° 41

Ferguson Ridge Expands Continued from page 1

we planted several rows of Syrah, a variety we have found to be more naturally resistant to wind pressures.

Our investment in sustainable farming practices has both direct and indirect influences on wine quality. Ferguson Ridge and [Seven Hills Vineyard](#) participate in [VINEA](#), the Walla Walla Valley's certified sustainable vineyard management program. We are beginning the certification process at Ferguson Ridge and [Seven Hills Vineyard](#) recently received its certification. [Seven Hills Vineyard](#) also received its [Salmon Safe](#) certification in 2006 and several of these wines are now available. As a leading West Coast eco-label, [Salmon-Safe](#) sets rigorous standards for water quality and habitat protection. [VINEA](#) has joined with [Salmon-Safe](#) to promote ecologically sustainable viticulture practices that protect the Walla Walla watershed. These efforts reflect L'Ecole's long term commitment to stewardship of the land we farm, ensuring our vineyards thrive well into the future.



Discovering Value at L'Ecole N° 41

Without question, the wine industry is not immune to the downturn of current, tough economic times. Many people have put up their caution flags and are carefully evaluating the quality:price ratio when purchasing wine. One customer called to order recession red ... that did get a chuckle. Despite this initial downturn, we see the glimmer of some very positive developments. During our 26 years of producing great wines, we have gone from no recognition to strong Northwest recognition to strong national recognition. This can largely be attributed to you, our loyal L'Ecole ambassadors! You have long appreciated our wines for their great reliable quality, vintage after vintage, at a fair price.

We are now seeing this same enthusiasm and interest in our wines in every market we visit. It's as if we have entered a new stage of discovery. The L'Ecole team has been beating the street, working with our distributor partners to build even greater awareness. So far this year we have been to WA D.C., Virginia, Hawaii, Missouri, Colorado, California, Delaware, Maryland, Arizona, Texas, New York, Chicago, Seattle, Portland and Tokyo. Virtually everywhere the reception has been impressive. Debbie covered Taste Walla Walla New York and in what I thought was a gloomy Manhattan market, sold wine to nearly every account she visited. At Taste WA Austin, I had distributors who do not represent our brand bringing customers around to taste our wines, admitting it's not their normal practice. Kim reports the same upbeat response in her travels as well. We are encouraged by the national market's near unanimous, enlightened reception of our wines. Indeed, the future is very bright for L'Ecole N° 41.

Marty

Calendar of Events

- April 30 Marcus Whitman Winemaker Dinner
Walla Walla, WA
www.marcuswhitmanhotel.com
- May 1 L'Ecole N° 41 Wine Club Pick up Party
10am – 5pm
jaim@lecole.com or 509.525.0940 ext 110
Contact Jaime if you plan to pick up your April selection this weekend
- May 1 L'Ecole N° 41 Wine Club Estate Vineyards
Field Trip, 2:30pm
RSVP to jaim@lecole.com or 509.525.0940 ext. 110. Space is limited.
- May 1-3 Spring Release Weekend, Walla Walla, WA
www.wallawallawine.com
- May 8-10 Walla Walla Balloon Stampede
www.wvwchamber.com
- May 12-14 London Wine Fair
www.londonwinefair.com
- June 5-6 Vintage Walla Walla, Walla Walla, WA
www.wallawallawine.com
- June 14 Monterosso's L'Ecole N° 41 Wine Dinner
Richland, WA • 509.946.4525
- June 20 L'Ecole N° 41 Wine Club Event
Spokane, WA
Look for your email invitation soon.
- June 21 Taste WA, Spokane, WA
www.tastewashington.org
- July 10-12 WA Wines Festival, Carnation, WA
www.washingtonwinesfestival.com
- July 15-18 Int'l Wine & Heart Health Summit
Walla Walla, WA
winesummit@comcast.net
- July 24-25 Sun Valley Center for the Arts Wine Auction
Sun Valley, ID • www.sunvalleycenter.org
- Aug. 13-16 Auction of Washington Wines
Woodinville, WA
www.auctionofwashingtonwines.org
- Oct. 9 Entwine 2009 – A Walla Walla Community
Partnership of Wine, Education and Art
Marcus Whitman Hotel & Conference Center
Call 509.527.4253 for more information
- Nov. 6-7 L'Ecole N° 41 Wine Club Pick up Party,
10am – 5pm both days
jaim@lecole.com or 509.525.0940 ext 110
Contact Jaime if you plan to pick up your November selection this weekend
- Nov. 6 L'Ecole N° 41 Wine Club Vertical History
Class • Save the date • details TBA early fall

Spring Release Weekend

Friday • Saturday • Sunday
May 1, 2 & 3

It's finally time to officially **CELEBRATE SPRING!** Join us at the winery as we showcase our new wine releases beautifully paired with cheeses and our special salmon torte prepared exclusively for L'Ecole by Rafael's of Pendleton, OR.

Friday Events for Wine Club Members:

Wine Club Pick-Up Party: Jaime has arranged for a special tasting of our Wine Club exclusive 2007 Walla Walla Valley Malbec and a sneak peek barrel sample of the 2008 Wine Club exclusive offering.

Estate Vineyard Tour: Club members are also invited to sign up for our Estate Vineyard tour scheduled Friday afternoon. See back page for details!



New Wine Releases

2008 "Walla Voila"

Chenin Blanc

100% Chenin Blanc
\$14.00 • 1,504 cases

This fresh and delightfully fruity Chenin Blanc shows brightly perfumed honey and orange blossom aromas with flavors of apricot, pink grapefruit and pear on a floral, lightly sweet finish.



2006 Columbia Valley Merlot

80% Merlot, 11% Cabernet Franc,
6% Petit Verdot, 3% Cabernet Sauvignon
\$29.00 • 5,609 cases

Rich with aromatic aromas of nutmeg, clove and cinnamon, this spicy Merlot shows red cherry, blackberry and dark fruit flavors encased in a peppery, cocoa, black cherry finish.



2007 Seven Hills Vineyard

Estate Syrah

100% Syrah
\$36.00 • 1,013 cases

This Seven Hills Vineyard Estate Syrah is loaded with dark spicy complex aromas of leather, tobacco, anise and cola. The rich mid-palate shows flavors of ripe plum and dense blackberry that give way to a concentrated and unrelenting earthy, mineral finish



Vintage Walla Walla

Friday & Saturday • June 5 & 6 • For tickets and information: www.wallawallawine.com

Held annually, Vintage Walla Walla is built around a unique, two-day tasting event showcasing library and current release wines crafted by Walla Walla Valley wineries.

Friday-June 5

- Vintage Wine Panel Discussion on Syrah with wine critic Paul Gregutt of the *Wine Enthusiast* and selected valley winemakers.
- Terroir Tour & Discussion with Dr. Kevin Pogue, Chairman of the Whitman College Geology Department.
- **VINTAGE POUR** • Friday 5:30 – 7:30pm

The valley's oldest wineries will come together to pour selected wines from their libraries (2002 and older) at the Marcus Whitman Hotel.

L'Ecole will be showcasing these wines:

- 1994 Columbia Valley Cabernet Sauvignon
- 2000 Columbia Valley Cabernet Sauvignon

Saturday-June 6

- Wine Country Blending and Brunch. Activities begin with a vineyard tour followed by a blending class in the vineyard's outdoor classroom. All this will be topped off by a mid-day brunch featuring regional cuisine paired with local wines.
- **Pavillion Tasting** • Saturday 3:00 – 5:30pm
Reid Center and Lawn, Whitman College campus
Over 50 Walla Walla wineries come together to showcase new and current releases. Cooking demonstrations by regional guest chefs.

L'Ecole will be showcasing these wines:

- 2007 Columbia Valley Semillon
- 2006 Seven Hills Vineyard Estate Merlot
- 2006 Seven Hills Vineyard Estate Perigee



L'Ecole No 41

P.O. Box 111
Lowden, WA 99360



If you are thinking of sending a gift of wine to friends, family and business associates, consider a L'Ecole No 41 Gift Card and let them choose!

Celebrating 26 Years!

School news

Vins de
L'Ecole
WINE CLUB

2007 Walla Walla Valley Malbec

100% Malbec
(67% Pepper Bridge Vineyard, 33% Seven Hills Estate Vineyard)
144 Cases Produced • Availability: Wine Club Exclusive • \$36

Just released, our 2007 Walla Walla Valley Malbec distinguished itself from the beginning. Dark and robust, this densely structured black fruited wine shows plum, coffee, cola and blackberry on a lush, chalky, mineral finish. We decided to bottle this wine as 100% varietal and offer it exclusively to our Vins de L'Ecole Members.

****Press time availability update:** We have a small number of cases remaining and expect to be sold out very soon.

Spring Release Weekend: Friday, May 1 Events

Pickup Party

Vins de L'Ecole members are invited to escape the crowds and join us in the Schoolhouse Cellar to enjoy hors d'oeuvres and new releases along with a special surprise barrel sample of our 2008 vintage Wine Club Exclusive bottling! Guests of members welcome.

Estate Vineyards Spring Field Trip • 2:30pm

This is your chance to join Marty on a field trip to our two Estate vineyards – Seven Hills Vineyard and Ferguson Ridge! The field trip commences at the winery where you will board a coach to the vineyards.

Once there, you will soak up the beautiful vistas while tasting our Estate wines in the place they originate while learning first-hand exactly what sets these sites apart. This isn't like any other school field trip you may remember!

Details- The Field Trip is by reservation only and is limited to 30 people. Space is first come, first served. Cost: \$10/person for Wine Club Members and \$20/person for guests. To reserve your spot, call or e-mail jaime@lecole.com. The bus will return to the winery at approximately 4:30 pm.

We are excited to announce our Spring 2009 Wine Club Selections!

Vin Rouge

2006 Walla Walla Valley
Cabernet Sauvignon
2006 Columbia Valley Merlot

Vin Select

2006 Walla Walla Valley
Cabernet Sauvignon
2006 Columbia Valley Merlot
2008 "Walla Voila" Chenin Blanc

Vin Blanc

2008 "Walla Voila" Chenin Blanc
2007 Fries Vineyard Semillon
2007 Columbia Valley Chardonnay

Wine Club Programs

Want to make the most of your wine club discounts and spread out the shipping costs? Consider changing your membership level to Gold or Platinum. Call or [email Jaime](mailto:jaime@lecole.com) to learn more.

Vin Select:

2 red & 1 white wine selections per shipment
3 shipments/year (Apr, Sept, & Nov)

Argent One bottle of each selection per shipment
(Silver) \$75-110/shipment + tax & shipping

Or One case split equally among selections
(Gold) per shipment
\$300-400/shipment + tax & shipping

Platine One case of each selection per shipment
(Platinum) \$775-1125/shipment + tax & shipping

Vin Rouge:

2 red wine selections per shipment
3 shipments/year (Apr, Sept, & Nov)

Argent One bottle of each selection per shipment
(Silver) \$54-90/shipment + tax & shipping

Or One case split equally among selections
(Gold) per shipment
\$300-500/shipment + tax & shipping

Platine One case of each selection per shipment
(Platinum) \$600-950/shipment + tax & shipping

Vin Blanc:

2-3 white wine selections per shipment
2 shipments/year (Apr & Sept)

Argent One bottle of each selection per shipment
(Silver) \$30-50/shipment + tax & shipping

Or One case split equally among selections
(Gold) per shipment
\$160-170/shipment + tax & shipping

Platine One case of each selection per shipment
(Platinum) \$320-510/shipment + tax & shipping

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Late Harvest Semillon at
Fall wine club field trip