



DESTINATION CELLARS

"HIGH ART COLLECTION"

HOLIDAY 2011



“HIGH ART COLLECTION”

AN EXCLUSIVE GIFT OFFERING FROM DESTINATION CELLARS,
MA(i)SONRY NAPA VALLEY AND BLACKBIRD VINEYARDS

MA(i)SONRY
NAPA VALLEY


BLACKBIRD
VINEYARDS



*Ma(i)sonry
Napa Valley*

MA(i)SONRY NAPA VALLEY AND BLACKBIRD VINEYARDS “HIGH ART COLLECTION”

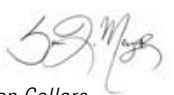
As a sommelier, I often marvel at the seamless blending of art and science that is winemaking. Many winemakers, when they are not in the cellar practicing their craft, are fervent art and music enthusiasts. Similarly, I trained as an opera singer prior to pursuing a career in wine.

Wine has served as a catalyst of inspiration for numerous artists throughout the ages. When these elements come together in a meaningful way, the result can be powerful, inspiring, and exciting—reminiscent of the first time I stepped into Ma(i)sonry Napa Valley—a boutique wine, art, and design gallery located in Yountville.

Ma(i)sonry Napa Valley showcases a rotating collection of wines from vintner collective partners, including Blackbird Vineyards. Imagined and founded by proprietor, Michael Polenske, this ever-changing gallery features compelling collections of art, sculpture, and design by contemporary artists. Michael defines “epicure” in the truest sense of the word—he is an aficionado of the flavors of food and wine, as well as, the visual aesthetic of high art. Michael, as curator, brings a sense of luxury and awe to visitors with his meaningful direction. True luxury emerges from the paintings on the walls, to the sculptures in the garden, to the very furniture you are relaxing in while sipping on some of the most compelling examples of artistry applied in wine.

This perfect marriage of wine and art made us wonder if we could put these two kindred spirits together in a unique, single offering. To achieve this, I met with Michael Polenske in the art-filled courtyard at Ma(i)sonry, warmed by the dappled light streaming through the canopy of olive trees, where our ideas began to take shape. After months of discussions with a variety of incredibly talented artists, we arrived at what we believe to be another perfect expression of how wine and art can perfectly integrate and enhance the enjoyment of each other. Together, we present you with the Ma(i)sonry Napa Valley and Blackbird Vineyards’ “High Art Collection.”

Each incredible bottle of wine in this collection was carefully crafted with exquisite fruit from the vineyard and fine-tuned by winemaker, Aaron Pott. Likewise, each beautiful work of art was hand-painted, specifically paired with the wines in this collection and signed by the artist. Due to the exclusivity of both the wines and the artist’s work included in this offering, it is extremely limited. With only 25 pieces available in the series by artist, Kate Salenfriend, (*example shown at right in 10” x 10” x 1.5”*) this collection is Destination Cellars’ ultimate gift for the person who absolutely has everything.



Sean Q. Meyer, Estate Sommelier for Destination Cellars



INCLUDED IN THE BEAUTIFUL CUSTOM WOOD BOX IS ONE INDIVIDUALLY COMMISSIONED
PIECE OF ARTWORK FROM KATE SALENFRIEND AND ONE BOTTLE EACH OF THE FOLLOWING:

Blackbird “Contrarian” 2008 – 336 Case Production

Blackbird Vineyards’ Contrarian is crafted by passion and instinct. This textured blend of Merlot, Cabernet Franc and Cabernet Sauvignon possesses both an aromatic richness and subtle tannin profile. It exudes the Pomerol-inspired elegance Blackbird Vineyards’ wines are known for, while displaying the regal posture that comes from superior Napa Valley Cabernet Sauvignon. A wine to indulge in now and for decades to come, Contrarian’s uniquely supple structure flouts convention.

With decanting, the 2008 Contrarian presents fragrant aromas of blackberry, black truffle, dark chocolate, and cloves. In harmony with the nose, the mid-palate exudes robust flavors of black currant, blueberry, cherry, and coffee, alongside layers of intricately structured tannins. The finish is round and balanced, providing persistent length of flavor. Blackbird’s 2008 vintage wines offer incredible elegance and fruit concentration imparted by the low-yielding, high quality Napa Valley growing season.

Blackbird “Illustration” 2008 – 481 Case Production

Illustration represents the core – the heart – of Blackbird Vineyards. Every element of Blackbird’s multi-faceted wine portfolio draws inspiration from this singular, Pomerol-inspired Merlot. It is an undiluted illustration of the passion, time and concentration invested in creating elegant, multi-layered wines. Illustration challenges the notion that Cabernet Sauvignon is the only age-worthy red wine crafted in the Napa Valley.

The 2008 Illustration offers intense aromatics of blackberry, black licorice, and dark chocolate. The rich and balanced mid-palate is rounded out with plush flavors of cherry, toffee, and cocoa powder. The finish possesses good length with dense, velvety tannins leading to a succulent tiramisu finish. Illustration is optimal to drink after decanting or can be laid down to develop further with time in the bottle. Blackbird’s 2008 vintage wines offer incredible elegance and fruit concentration imparted by the low-yielding, high-quality Napa Valley growing season.

Blackbird “Paramour” 2008 – 331 Case Production

Blackbird Vineyards’ Paramour possesses both sensuality and commanding structure. Merlot and Cabernet Franc have a fragile but irresistible chemistry that flourishes when climate, soils and seasons align. The grapes allotted for this graceful red wine are grown in only the most auspicious conditions. Paramour reveals the passionate relationship between these two varietals, as well as that between the winegrower and the land.

The 2008 Paramour unfolds with seductive notes of black cherry, nutmeg, clove, and subtle earthy aromas. On the expansive palate, bold flavors of cherry, chocolate, blueberry, and black currant combine with a creamy black fruit and cedar overlay. The plush finish is framed by velvety tannins and a luxurious mouthfeel. Paramour is ideal for drinking beyond the next decade. Blackbird’s 2008 vintage wines offer incredible elegance and fruit concentration imparted by the low-yielding, high-quality Napa Valley growing season.

Blackbird “Arise” 2009 – 1,570 Case Production

Arise is the most aspiring wine in the Blackbird Vineyards repertoire. Harvested, vinified, and barrel aged with an identical commitment to quality and excellence as our core wines, every vintage of this sister label Bordeaux-inspired blend is hand-tuned to express the luscious flavor profiles and lithe structure that only comes from exceptional fruit. Arise captures the charming essences of Napa Valley’s unique terroir.

The 2009 Arise reveals an arresting perfume of cherry, blackberry, fig, and cedar. Aged in French Oak barrels for 21 months, the chewy mid-palate presents enticing flavors of plum and spice within structured layers of red fruit. Blackbird’s 2009 vintage wines showcase grapes farmed with an ideal hang time, offering wines with bright flavors, balanced sugars, and acidity. Drinking well upon release, Arise will age beautifully with time in the cellar.

Blackbird “Arriviste” Rosé 2010 – 923 Case Production

Inspired by “les gitanes,” the gypsies of St. Emilion, Blackbird Vineyards’ Arriviste captures the high-spirited nature of winemaking. This vibrant, puckish rosé conjures images of summer twilights and harvest moons. While it hints at the flavors of Merlot and Cabernet Sauvignon that frame it, Arriviste is not a wine to demystify. It is simply a wine to enjoy.

The 2010 Arriviste is a seductive, salmon pink-colored rosé of Cabernet Sauvignon, Merlot, and Cabernet Franc. On the nose, strawberry and red currant aromas complement enticing notes of red cherry, peach, and pear. The wine displays a mid-palate that is rich and creamy, carrying bright acidity on to the lingering strawberry finish. In 2010, the Napa Valley harvest ripening period was cooler than previous years. Hence, Blackbird’s 2010 vintage wines showcase lighter and brighter flavors with distinct balance.

Ma(i)sonry Marsanne “Stagecoach Vineyard” 2009 – 313 Case Production

Crafted by Blackbird Vineyards’ winemaking team, this small lot, limited-production wine is as richly textured as each of Ma(i)sonry’s timeless art and design collections. Sourced from Stagecoach Vineyard—where rocky, volcanic soil meets the southern edge of Pritchard Hill—the 2009 Ma(i)sonry Marsanne offers optimum fruit character and pedigree. The vineyard’s elevation and terroir combined with world-class winemaking creates one of Napa Valley’s finest and varietally distinctive wines—only found at Ma(i)sonry.

An aromatic, Rhône Valley-inspired varietal, the 2009 Ma(i)sonry Napa Valley Marsanne expresses a fragrant nose of ripe melon and iris flower with wet rock minerality. Beautifully structured with subtle French oak characteristics, the nose evolves with time in glass. On the palate, rich notes of cantaloupe, butterscotch and caramel carry on to the bright, refreshing finish.



\$900

The High Art Collection price includes tax and domestic shipping costs. Please inquire to arrange international shipping.

Quantities are limited to 25. Call toll-free (866) 920.9463 or visit our website at www.destcellars.com/dc



KATE SALENFRIEND, ARTIST

Kate Salenfriend

Salenfriend's artwork is deeply influenced by her childhood experience growing up in and around agriculture within the almond industry. This experience, combined with the time spent in both the Napa and Sonoma counties, has influenced the way Kate sees and creates art. She has exhibited her works at the several famous wineries in Northern California.

Much of her work reflects on the influences of agriculture, but also on her interpretation of that which people are confronted with on a daily basis. Her paintings are a metaphor for people and their worlds; much texture, color and imperfections that are often hidden behind a reflective and gilded surface. Salenfriend states, "So often, outward appearances mask what is actually beneath the surface; chaos, self-consciousness, a troubled life."

Once Salenfriend is satisfied with the underlying image, the final exercise of these paintings is to apply the elegant, fluid, lighter than air, gold or silver metal leaf, leaving only bits and fragments of the original image beneath. The nature of this process facilitates the natural metamorphosis of the image through the light it reflects; absorbing color changes in its appearance throughout the day, glowing from within on its own abilities. Her utilization of this process mirrors one's own powers of discernment, as we become more aware of a friend or acquaintance's actual thoughts and impressions, rather than that which is merely reflected on the surface.



AARON POTT, *WINEMAKER*

Aaron Pott

Aaron Pott's curiosity in wine began at the young age of 9 when he ordered a glass of milk in a venerable Parisian bistro. When the waiter responded—in halting perfect English—that “milk is for babies” and promptly produced a glass of watered down red, Pott realized that wine was a beverage of choice for adults and immersed himself in the world of wine trivia.

Studying oenology at the University of California, Davis, Pott delved into all aspects of the theory of winemaking, including practical application by working part-time in the research laboratory at Robert Mondavi Winery. He completed his education with a master's degree in Viticulture from the Université de Bourgogne in Dijon, France.

Pott immediately took the position of assistant winemaker at Newton Vineyard, under winemaker John Kongsgaard. It was at Newton—under the wing of his first great mentor—that Pott would be introduced to Michel Rolland. At many tastings with Kongsgaard and Rolland (set up by legendary wine collector Dade Thieriot), Pott tried to convince Rolland to find him a job in France—pulling hoses around a dark cellar and working on his language skills. Rolland soon sent word that he had found the ideal position—winemaker at Château Troplong Mondot, Premier Grand

Cru Classé St. Emilion. Pott would thereafter become winemaker and general manager of Château La Tour Figeac Grand Cru Classé St. Emilion.

Pott worked for nearly six years making wine in France before returning to the States to take a position with Beringer Wine Estates. As a winemaker for the company's international brands in France, Italy and South America, he had the pleasure to work with French winemakers Jean-Louis Mandrau, formerly of Château Latour and André Porcheret, whose resume included the Hospice de Beaune and Domaine Leroy. Pott's duties expanded in 2001 as winemaker at St. Clement in St. Helena. In 2004, he accepted the position as winemaker and general manager at Quintessa.

In 2007, Pott formed “Pott Wines” and is dedicated to consulting for a limited quantity of notable producers as well as making wines of his own.

Pott lives at his self proclaimed “Châteauneuf du Pott” on the dizzying heights of Mt. Veeder with his wife Claire and his daughters Tosca and Isolde.



MICHAEL POLENSKE, PROPRIETOR

Blackbird Vineyards • Ma(i)sonry Napa Valley • I. Wolk Gallery

Michael Polenske

Michael Polenske is intently devoted to “the business of leisure.” In acquiring Blackbird Vineyards and turning it into an ultra premium label, Polenske brings to the venture his proven flair for combining individual talents into a highly effective team.

Polenske was born in Bermuda to a father who worked as a hurricane hunter and later worked in the Presidential Support Squadron responsible for piloting Air Force One and Two under President Nixon. After an itinerant early childhood, Polenske’s first exposure to wine came with family trips to California’s wine country. Polenske’s family was later transferred to Travis Air Force Base near Napa Valley, where he spent most of his youth.

While majoring in finance at Chico State, Polenske complemented his economic studies with wine classes. His original intention was to provide financial services to the vintners of the Napa Valley, but by happenstance he was assigned to Silicon Valley, where he found himself working for e-gurus amid the burgeoning technology boom of the eighties and nineties.

In his 20 years of investment management, Polenske observed the fact that many of his clients preferred investments that reflect their personal interests. Applying the same principle to himself, he displayed an impressive sensitivity to the prevailing zeitgeist. He became a founding investor of New York’s storied SoHo House, the private club and hotel whose rooftop swimming pool was prominently featured in the TV show, Sex and the City. Another of his interests, Boulettes Larder in San Francisco, is an epicurean restaurant devoted to organic fare, embracing the slow food movement, which has made a strong impression in the culinary world. Boulettes also sells its gourmet ingredients for the home cook. Among his other interests are The Vines of Mendoza in Argentina; Taylor’s Refresher in San Francisco, St. Helena and Napa; Terzo, a sister restaurant to the acclaimed Rose Pistola; and an import business Patina Atelier Antiques which carried European art and furnishings.

Polenske, with the addition of Curator to his résumé, foresees building a synergistic relationship between his former ventures and his latest enterprise, Ma(i)sonry Napa Valley—“a life aesthetic.” Opened in the town of Yountville in the fall of 2008, Ma(i)sonry allows guests to appreciate or acquire art and furnishings, all while sampling artisan wines from collective vintner partners, including Blackbird Vineyards.

In January of 2010, Polenske acquired the I. Wolk Gallery in St. Helena, as well as the sculpture gardens located at Auberge Du Soleil in Rutherford and MacArthur Place in Sonoma, CA. The I. Wolk Gallery will merge with Ma(i)sonry to serve as Napa Valley’s premier destination for the appreciation of world class works of art and design.

Philanthropically active, Polenske is a councilmember of the Woodrow Wilson Center, a nonpartisan think-tank in Washington, D.C., and a board member of the Russian National Orchestra. He is also a Founding Board Member of Festival Del Sole Napa Valley, a sister festival to the Tuscan Sun Festival in Cortona, Italy, which celebrates the art of life with components of music, art, food and wine.

Through September of 2006, Polenske served as a Managing Director of Quellos, focusing on financial and investment activities of private clients. Prior to Quellos, he was a Managing Director at Mezzacappa Management, LLC, an investment management firm. Before joining Mezzacappa, Polenske was President and Chief Executive Officer

of Chase Manhattan Bank & Trust Co., N.A., heading up the private banking business in the Western U.S. Polenske joined Chase Manhattan Corporation from J.P. Morgan, where he served as the head of the private banking group’s west coast/north region. Prior to J.P. Morgan, he was the Managing Principal of the San Francisco region for American Express Financial Advisors and was co-founder of both the San Mateo and San Francisco offices.





about Destination Cellars

**WE TRANSPORT YOU TO DESTINATIONS THAT
EXEMPLIFY WINE MAKING AT ITS FINEST.**

Destination Cellars is the first and only luxury destination club that offers affluent wine, food and travel enthusiasts the exclusive and personalized access to prestigious winery properties around the world. We accomplish this by combining membership exclusivity with the top names in the wine and travel business. Destination Cellars members don't merely enjoy wine. They experience it.

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