



# THIRD TIME'S A CHARM!!

OMG - three GREAT vintages in a row. As the old adage says, the third one is often the best.  
And so it is with the 2012, 2013, and 2014 vintages.

## The 2014s are FREAKIN' STUNNING.

2014 Vintage : Fall Release Wines : Available Now!

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*Graham Family Vineyard Pinot Noir, Keefer Ranch Vineyard Pinot Noir, Durell Vineyard Pinot Noir, Rosella's Vineyard Pinot Noir,  
Garys' Vineyard Pinot Noir, Durell Vineyard Chardonnay, Rosella's Vineyard Chardonnay*

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These Pinots are the best single vineyard wines we've produced since 2009. And the Chardonnays are the best ever. The Pinots are bright, fresh, plush, and silky smooth. The Chardonnays are lush and yet a bit brighter and more focused than previous vintages, with a nice minerality streak running through them. SUPER YUMMY!!

The Graham Family and Keefer Ranch Pinots, as usual, are the brightest and freshest of the Fall Release Pinots. Very pure wines that provide great fruit with awesome acidity.

The Rosella's and Garys' are quintessential examples of what those two vineyards can deliver: gorgeously deep, yet perfectly balanced wines of stunning aromas and flavors. Mouth watering wines.

The Rosella's Chardonnay is crazy tasty with amazing citrus and mineral components. We're coming into our stride with Chardonnay, and it really shows in this wine. Extra yummy!

Sadly, the Durell Pinot and Chardonnay will be our last wines from that wonderful vineyard. We've really enjoyed working with the crew at Durell, and have always loved the wines we've produced from there. But we've decided that we're going to focus more on Santa Lucia Highlands and Sta. Rita Hills going forward. While we'll miss Durell, we'll have a few new and very exciting wines to offer you this Spring, and well as more next year.

Once again, we've decided to hold the line on prices. We're consumers too, and we face the same pain of rising prices on wines we like to buy. Not to pat ourselves on the back too much.... but we're extremely proud of the fact that over the past 10 years we've raised prices by LESS THAN 5%. Not 5% per year - but only 5% above our 2004 vintage pricing. And if you buy our mixed case deals, THE PRICE IS LESS THAN 10 YEARS AGO. We really appreciate the support we get from you, our very best customers, and will always offer you the best deal possible.

Thanks for your support!  
Brian & Kimberly

# LORING WINE COMPANY 2014 FALL ORDER FORM

INDIVIDUAL BOTTLES	PRICE	NUMBER	SUBTOTAL
2014 Graham Family Vineyard Pinot Noir	\$46 X	_____	= _____
2014 Keefer Ranch Vineyard Pinot Noir	\$46 X	_____	= _____
2014 Durell Vineyard Pinot Noir	\$46 X	_____	= _____
2014 Rosella's Vineyard Pinot Noir	\$46 X	_____	= _____
2014 Garys' Vineyard Pinot Noir	\$46 X	_____	= _____
2014 Durell Vineyard Chardonnay	\$40 X	_____	= _____
2014 Rosella's Vineyard Chardonnay	\$40 X	_____	= _____
<b>HALF BOTTLE 3 PACKS</b>			
3 bottles 375ml Garys' Vineyard Pinot Noir	\$72 X	_____	= _____
<b>MIXED PINOT 12 PACK</b>			
2 Graham, 2 Keefer, 2 Durell, 3 Rosella's, 3 Garys'	\$499 X	_____	= _____

SHIPPING RATES - \$5 per order plus:	GROUND	3 DAY AIR	2 DAY AIR	SUBTOTAL
CA	\$1.25 per bottle	N/A	N/A	_____
AZ, NV	\$1.50 per bottle	N/A	\$2.75 per bottle	_____
CO, ID, MT, NM, OR, WA, WY	\$1.75 per bottle	\$2.25 per bottle	\$3.25 per bottle	_____
AR, IA, KS, LA, MN, MO, ND, NE, OK, SD, TX	\$2.00 per bottle	\$2.75 per bottle	\$3.75 per bottle	_____
AK, HI	N/A	N/A	\$4.50 per bottle	_____
All Others	\$2.25 per bottle	\$3.25 per bottle	\$4.75 per bottle	_____
<b>PICK UP AT WINERY : NO CHARGE ( Write "PICK UP" for shipping cost when calculating your total )</b>				
				<b>TOTAL</b> _____

NEW SALES TAX RATES	CA 7.75%	CT 6%	GA 4%	ID 5%	IL 6.25%	IN 7%	KY 6%	LA 4%
MD 9%	MI 6%	NC 7%	ND 7%	NE 6%	NH 8%	NJ 7%	NV 7%	NY 8.75%
OH 7%	OH 7%	OH 7%	OH 7%	OH 7%	OH 7%	OH 7%	OH 7%	OH 7%
SC 6.5%	TX 6.25%	VA 5%	VT 6%	WA 6.5%	WI 5%	WY 12%	ALL OTHERS = NONE	

PLEASE FILL OUT COMPLETELY	
DATE OF BIRTH	PHONE
CC NUMBER	EXP
<i>Sorry, but we don't accept American Express or Discover.</i>	
EMAIL ADDRESS	
<b>PLEASE LIST YOUR SHIPPING ADDRESS BELOW</b> Even if it hasn't changed, we like to double check ourselves Please provide an address <b>WHERE SOMEONE 21 YEARS OF AGE OR OLDER</b> will be available to <b>SIGN</b> for the wine	
BUSINESS/CONTACT NAME	
SHIPPING ADDRESS: STREET/CITY	
STATE	ZIP

You can mail this form with your **Check** or **MasterCard/Visa** number to: **Loring Wine Company 1034 W. Aviation Drive, Lompoc CA 93436 -- or -- FAX this form to (877) 571-4556.**



Loring Wine Company  
1034 W. Aviation Drive  
Lompoc, CA 93436

**The wines are available for purchase through our on-line ordering system.**  
Here is your Password and/or User ID:

Place your order online at **LoringWineCompany.com**  
Click **ORDER NOW** and **Sign In** using your User ID and Password.

**You can also send this form with your Check or MasterCard/Visa number to:**  
**MAIL TO:** Loring Wine Company 1034 W. Aviation Drive, Lompoc CA 93436 | **FAX TO:** (877) 571-4556.