

THE RARE WINE CO.
21481 EIGHTH STREET EAST
SONOMA, CA 95476
e-mail: sales@rarewineco.com



1-800-999-4342
1-707-996-4484
Fax: 1-707-996-4491
1-800-893-1501

Inside on Page 4

**Henri Boillot
2002 Whites**

Inside on Page 5

**First Offer:
1999 Brunellos**

APRIL 6, 2004

CALIFORNIA

The Natural

Pax Mahle's Amazing California Syrahs

The Syrah grape is among nature's glories—producing profound wines from *terroirs* as diverse as the cool granite slope of Hermitage and the warm sandy floor of Australia's Barossa Valley. Unlike its kindred spirits Pinot Noir and Nebbiolo, Syrah adapts itself easily, and though the *terroir* always expresses itself, you will surely find the grape's essence in the glass.

But while France and Australia long ago found their Syrah Edens, California is still looking. Following the grape's virtual extinction after Prohibition, there has been an explosion of interest in the past decade, most of it directed towards warm microclimates. But until Pax Mahle, few Californians had attempted to capture the magic of the Northern Rhône, crafting great Syrah from relatively cool microclimates.

A Meteoric Rise

Making successively more exciting wines in each of his first three vintages—2000, 2001 and 2002—Pax has emerged not only as a pioneer of high-altitude, cool-climate Syrah; he has also come to symbolize the arrival of a new collecting genre: Cult Syrahs. With



*Syrah in
Castelli-Knight Ranch*

*"Pax Mahle looks to be
a 'natural' ... he is
fashioning some of
northern California's
most remarkable Syrahs."*

Robert Parker

minute production—Pax makes ten different Syrah *cuvées*, most of them just a couple hundred cases—his 2002's are not only nearly unobtainable on the retail market, they are already appearing at auction at much higher prices.

Origins

Before launching his winery, Pax was a wine buyer for Dean & DeLuca. He had made only experimental wines—and had no formal training in enology—but his dream was to make Syrah likes those of his favorite Hermitage and Côte Rôtie growers ... and to do it in Northern California.

His dream became a reality in 2000.

During a 1998 barrel-tasting, Donald Patz (of Patz & Hall) mentioned that the source of their great Mendocino Pinot Noir—Stu Bewley's Alder Springs Vineyard—also contained a small section of Syrah. Pax was particularly intrigued by Bewley's obsessive approach to vineyard management, reportedly using *tweezers* to cull bad berries from bunches.

Pax introduced himself to Bewley, and by June 2000, Bewley was able to offer Pax a ton of Alder Springs

Continued next page

Pax's Incredible 2002 Syrahs

Continued from Page 1

Syrah. This was hardly enough to start a label, but Pax found a couple of other sources—including Lauterbach Hill in the Russian River Valley—with which to make wine that year. His total production was 700 cases.

Over the next few months, he scoured Northern California for other sites with cool micro-climates and distinctive soils, coming up with two more exceptional Russian River sites: Castelli-Knight Ranch and Walker Vine Hill. In the 2001 vintage, Pax was able to make about 1,000 cases of Syrah, earning for the first time the critical acclaim of Robert Parker.

A Great Vintage in 2002

But Pax hit his stride in 2002. During the off-season, he discovered the rock-covered Obsidian Vineyard in Knight's Valley and the amazing Griffin's Lair in the

Petaluma Wind Gap (a pocket in the coastal foothills through which the ocean air streams from San Francisco Bay).

His six vineyard-designated 2002's are remarkable for their quality. In 2002 he also displays, for the first time, his unique gifts as a blender, producing two phenomenal *prestige cuvées* where the whole is definitely greater than the sum of the parts: Pangea and Cuvée Keltie.

With the release of these 2002's, Pax's extraordinary accomplishments in just three years come clearly into focus. Among the finest Syrahs yet made in the Western Hemisphere, Pax's 2002's set a new standard for the way they express both varietal and site. These are potentially historic wines.

On Page 3, it is an honor to offer five of Pax Mahle's most sought-after and compelling 2002 Syrahs. ►

1999 Scavino Barolos

Daniel Thomases has long been known as one of Italy's most skilled and knowledgeable tasters. Robert Parker could not have chosen someone better to assume the duties of reviewing Italian wines in *The Wine Advocate*.

In last October's *Advocate*, Thomases wrote an appreciation of "classic" Piedmont vintages: those emphasizing depth and balance over pure size. His preferences went to 1989 over 1990 and 1996 over 1997. Among more recent

vintages, he gave the nod to 1999.

Enrico Scavino enjoyed particular success in 1999. We purchased two of Scavino's best '99 Barolos—Bric del Fiasc and Caro Bric—early last year when the dollar was strong. Grab both of these exceptional wines at these low prices.

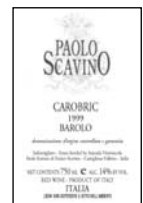


Enrico Scavino

1999 Scavino Barolo
"Bric del Fiasc"
94 Daniel Thomases
\$69.95



1999 Scavino Barolo
"Carobric"
93 Wine Spectator
\$59.95



Thomases: "A potent and penetrating nose of tobacco, chocolate, and tar is followed by a palate of mouthfilling, concentrated, high-extract yet sweet flavors, abundantly endowed with licorice, tar, and minerals. The wine is very solid in texture, but voluptuous in its caressing tactile sensations."

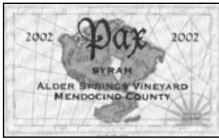
Wine Spectator: "Aromas of crushed blackberries, with hints of lemon grass and rose bush. Full-bodied, with full tannins that are ultra-fine and have great length. It goes on for minutes. Very well-done. This is a blend of vineyards and very fine indeed."

CALIFORNIA

The Wines

Alder Springs

Alder Springs offers unique growing conditions for Syrah. This south-facing site is nearly a half mile above sea level and the microclimate is simply incredible—with 40°F nights and 100°F days in August. Under Stu Bewley's watch, yields are a tiny 1.5 tons/acre.



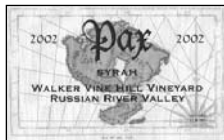
2002 Alder Springs
95 Parker
\$69.95

Parker: "An explosion of blueberry liqueur, black raspberries, and exotic floral scents soars from the glass of the spectacular inky/purple-colored 2002 Syrah Alder Springs Vineyard ... awesome richness, great purity, and tremendous sense of fruit as well as place."

Walker Vine Hill

Pax's original Russian River site, Walker consists of Syrah densely planted in a white powdery sand. Despite a due-south exposure, Pax dropped half the fruit to get the ripeness and concentration he wanted. The result is a wine of true Northern Rhône character.

2002 Walker Vine Hill
93 Parker
\$59.95



Parker: "Serious stuff. Syrah's telltale melted asphalt characteristic emerges along with blackberry, blueberry, licorice and a hint of cappuccino ... massive fruit, an unctuous texture, and a blockbuster, 40+ second finish, it will provide immense pleasure over the next 6-8 years."

Griffin's Lair

The first vintage for this astonishing new wine from a southwest-facing site in the Petaluma Wind Gap. Just 137 cases were made.



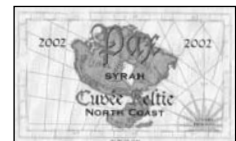
2002 Griffin's Lair
92+ Parker
\$59.95

Parker: "Wild blueberry and floral aromas ... An earthy *terroir* character permeates its blue and black fruit flavors. The finish reveals moderate tannin as well as crisp acidity, resulting in vigor and liveliness on the palate. Give this 2002 1-2 years of cellaring, and drink it over the following 10-12."

Cuvée Keltie

Made from selected lots of Alder Springs, Walker Vine Hill, Lauterbach, Griffin's Lair and Castelli, the fruit is foot-tred and the fermentation is 100% whole-cluster. Just 207 cases were made—making it essentially unavailable at retail. Extremely limited.

2002 Cuvée Keltie
95+ Parker
\$79.95



Parker: "... Hermitage-like in its proportions ... scents of ground pepper, roasted espresso, blackberries, and cassis ... This tight/formidably endowed Syrah is best treated like a great French Hermitage ... wait 6-8 years and drink it over the following two decades."

Pax's "Sonoma Hillsides" ... A Monumental Syrah Bargain

Pax's 2002 Sonoma Hillsides is an amazing achievement for a \$25 wine. It's hard to imagine a Northern California Syrah of this quality and complexity at a price so low.

The backbone of this cuvée comes from three Sonoma County vineyards—Las Madres, Sorpresa and Janian—supplemented by a few barrels from the vineyard-designated cuvées. To maximize its character, the wine was entirely fermented with natural yeasts and pressed into barrique. Remarkable juice.



2002 Sonoma Hillsides
\$25.00

Parker: "A full-bodied, saturated dark ruby-colored effort displaying forward aromas of white flowers, bitter chocolate, blackberries, licorice, and earth. Chunky and fleshy, it is ideal for drinking over the next 5-6 years."

WHITE BURGUNDY

Henri Boillot 2002's

Historic White Burgundies from an Important Vintage

"As I worked my way to the top of Boillot's hierarchy of white wines, this thought crossed my mind: how can chardonnay get better than this?"

Steve Tanzer

"It is perhaps worthy of some discussion to try and understand how someone can accomplish what Boillot has done in such a short period of time in a wine market that is so hotly contested for the very best juice." Burghound

Today, Henri Boillot is making some of the greatest white wines in Burgundy—surpassing the work of all but a handful of the region's greatest domaines. This seems an impossible feat for a micro-negociant who only just started in 1999.

Boillot's success has not been by accident. He has, according to Burghound's Allen Meadow, "an attention to detail that is nothing short of incredible." And each of his *premier cru* and *grand cru* wines comes from a single grower, translating into the kind of consistency, control and character that are the hallmarks of the great Burgundy domaines.

We are pleased to offer a selection of Boillot's finest, and most sought-after, 2002's at truly impressive prices.

The Monumental Grands Crus

**2002 Henri Boillot
Corton Charlemagne***
95-98 Tanzer
\$139.95

Tanzer: "Pure, aromatic nose of apple, clove and nut oil. Amazingly thick and voluminous but with powerful minerality giving the flavors grip and verve ... Very long, powerful, chewy back end shows no rough edges."

**2002 Henri Boillot
Batard Montrachet***
94-98 Tanzer
\$199.95

Tanzer: "A huge yet suave grand cru, showing great freshness for an infant Batard ... Palate-saturating finishing flavors go on and on."

**2002 Henri Boillot
Chevalier Montrachet***
95-98 Tanzer
\$199.95

Tanzer: "Dense but suave on entry, then pure, vibrant and brilliantly delineated in the middle palate ... A monumental wine in the making."

The Amazing Premiers Crus

**2002 Henri Boillot
Meursault-Genevrières***
93-97 Tanzer
\$79.95



Tanzer: "Extraordinarily perfumed nose combines lime oil, nut oil and spices ... great sweetness and perfume on the palate, with captivating lime and soft citrus flavors characteristic of completely ripe Genevrières ... Powerful, exploding finish is all oils and esters. Wow!"

**2002 Henri Boillot
Meursault-Perrières***
93-97 Tanzer
\$89.95



Tanzer: "Deeply pitched aromas of lemon drop and wet stone. Superripe and thick, with chewy soft citrus and pineapple flavors complicated by stone and gunflint ... A wine of great solidity, concentration and palate-staining persistence"

Opening Salvo

The Top 1999 Brunellos ... Including Fanti ... at Compelling Prices

For some time, it has been apparent that 1999 would be the next great Brunello vintage. In 2002, the best 1997's became the most sought-after Brunellos ever, seducing both critics and consumers with their rich, luscious fruit. But an eventual show-down was looming even then, as the 1999's showed such early promise in barrel.

Now that the 1999 Brunellos are in bottle, they are proving to be even more impressive. The best 1999's are more powerful and structured than their 1997 counterparts, while sacrificing none of the depth of

fruit that distinguished the earlier vintage.

As they could not legally be sold until this year, the 1999's are just now hitting the market. The first reviews we've seen appeared in the *Wine Spectator Weekly* on March 18. Eleven wines were reviewed (out of 120 reportedly tasted by James Suckling).

We are pleased to offer Suckling's four highest-rated '99's at low opening prices. Now is the time to buy all of these wines—particularly the 98-point Fanti, a wine that is destined to become both rare and expensive in the months ahead.

Fanti

During the 1990's, enologist Stefano Chioccioli tamed the strong tannins for which Montalcino's commune of Castelnuovo dell'Abate is known. Chioccioli's 1997 Fanti was among the highest-rated wines of the vintage; the 1999 proves that this was no fluke.

1999 Fanti Brunello*
98 Wine Spectator
\$69.95



Wine Spectator: "Now one of the greatest producers of Brunello ... Dark-colored, with incredible aromas of blackberry, treacle tart and smoke. Almost meaty. Full-bodied, with fantastically silky and rich tannins. It goes on and on. This shows massive structure, yet there's loads of finesse."

Fuligni

1999 Fuligni Brunello*
95 Wine Spectator
\$54.95

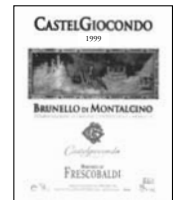


Wine Spectator: "Very fresh aromas of pressed flowers with hints of plums and raspberries. Full-bodied, with very well-knit tannins and a long, long finish of ripe fruit and beautiful character. I love this. **This is better than 1997. Get it fast. \$76**"

Castelgiocondo

Frescobaldi's ancient Castelgiocondo estate is producing some of Montalcino's richest, most opulent wines.

1999 Castelgiocondo Brunello*
95 Wine Spectator
\$43.50



Wine Spectator: "Frescobaldi continues to become one of the most serious producers in Montalcino. A tight and chewy wine, with full body and lots of raisin and spice character. Impressive ripe tannins. This is thick and powerful. Give it time. **\$56**"

Siro Pacenti

One of our favorite Brunello producers, Giancarlo Pacenti has been making fabulous wines since 1990.

1999 Siro Pacenti Brunello*
96 Wine Spectator
\$69.95



Wine Spectator: "This is always a top producer of Brunello and the 1999 proves it ... Beautiful spice, berry, plum and raspberry character with hints of spices. This is full-bodied, with well-integrated tannins and a long finish."

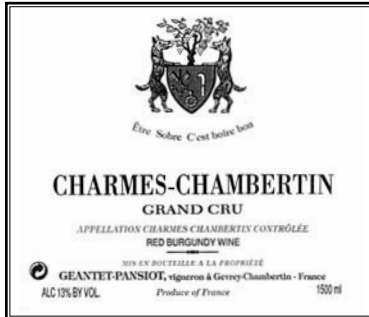
RED BURGUNDY

Old Vines & Great Wine

Exciting New Acquisitions from Geantet-Pansiot

Since taking over in 1989, Vincent Geantet has elevated Domaine Geantet-Pansiot to the top tier of red Burgundy producers. His father had always made good Burgundies from their 32 acres of old vines, but the wines were just short of great.

Vincent's wines are another story. He has maximized the potential of the family's prized vineyards by replacing herbicides with a plough, and by bottling without fining or filtration. And while many others of his generation are maximizing the use of new barrique, he wants to minimize their influence. As the *Wine Spectator* has written, "this winemaker wants the natural voice of his old vines to come through unhindered in his dark-colored, seductive and focused Pinot Noirs."



The result has been stunning wines in top vintages like 1993, 1995, 1996, 1999 and 2002. Of course, Vincent's consistently greatest wine has been the superb Charmes-Chambertin, from a parcel of old vines adjacent to Griottes-Chambertin. It is among the finest expressions of this *grand cru* vineyard.

But the sleeper in his portfolio is the *premier cru* "Poissenots." This small vineyard lies on the western edge of the commune, just meters away from Clos St. Jacques—whose wine Poissenots resembles in its power and perfume.

We are pleased to offer Geantet's marvelous 1999 and 2002 Charmes Chambertin, along with the fantastic 2002 Poissenots ... all at fantastic prices.

2002 Charmes-Chambertin*

93 Tanzer
\$89.95

Tanzer: "... a blend of 1952, 1963 and 1972 plantings ... Brooding, darker aromas of black raspberry, smoke and flowers. The fattest and sweetest wine in the cave but without any heaviness. Exudes an utterly captivating rose petal perfume and sappy fruit flavors that I associate with the best examples of this grand cru ... Finishes extremely long and subtle, with superb fruit and great mineral snap."

1999 Charmes-Chambertin

93 Rovani
\$65.00

Pierre Rovani: "... a hedonist's dream. Plums, cherries, and raspberries can be found in its sweet, floral aromatics. Medium-bodied, concentrated, and beautifully defined, this outstanding wine is crammed with cherries and assorted red fruits whose flavors last throughout its seamless, harmonious, and long finish. Drink it over the next 12 years."

*"I would have
picked this
blind as
Clos Saint-Jacques"*
Steve Tanzer

2002 Gevrey-Chambertin "Poissenots"*

92 Tanzer
\$49.95

Tanzer: "Highly complex nose combines raspberry, minerals, rose petal and smoke. Extremely stylish and perfumed in the mouth, with compelling sweetness and great palate coverage. The wine's strong floral and mineral components give it great finesse. Slow-mounting, very long finish shows extremely fine tannins. I would have picked this blind as Clos Saint-Jacques."

PRIORAT

Clos Mogador

René Barbier hits his stride ... and No. 4 on Wine Spectator's Top 100

Were it not for René Barbier, Priorat's renaissance might never have happened. In 1980, he was the first outside winemaker to settle here—later inspiring such future stars as Alvaro Palacios and Daphne Glorian. In a sense, much of the innovation that has swept Northern Spain over the past two decades has sprung from the imagination of this unassuming winemaker.



tannins softening, their fruit blossoming. Today's wines are more suave, more sensual, more opulent than the early vintages. And while the soaring quality certainly reflects his maturing vineyards, they also show René's ongoing development as a winemaker.

We have been visiting René's Clos Mogador for years, witnessing the dramatic evolution of his wines, their

The 2001 Clos Mogador claimed the number 4 spot on the *Wine Spectator's* Top 100 list for 2003. Along with the spectacular 2000, it is easily the finest wine yet from this domaine and should not be missed.

2000 Clos Mogador
95 Parker
\$59.95 Limited



2001 Clos Mogador
95 Wine Spectator
\$59.95 Limited



Parker: "An opaque purple-colored, full-bodied, dense effort revealing notes of black fruits, liquid minerals, and flowers. There are layers and layers of richness, tremendous opulence, and impressive purity as well as persistence ... This is a knock-out wine!"

Wine Spectator: "Suave, sophisticated, rich and concentrated, but remains balanced and polished, with bright blueberry and blackberry flavors supported by toasty, vanilla-scented oak. A modern wine with great structure and harmony."

Les Terrasses Big Bottles

... from the Historic 2001 Vintage

Alvaro Palacios' reputation as the greatest Spanish winemaker of his generation was established in the mid-1990's by the first few vintages of his \$200+ L'Ermita. But increasingly he is becoming revered—by wine lovers and winemakers alike—as the man who makes the under-\$30 Les Terrasses.



The wine that most captures Priorat's viticultural diversity, Les Terrasses is created from scores of vineyards—many 60 to 90 years old—spread throughout the mountainous Priorat region. It is a daunting task that only a winemaker with Palacios' talent, and focus, could master.

We have seen a succession of outstanding vintages for this wine—but, thanks to the year's incredible

weather, the 2001 sets a new standard for Les Terrasses' creamy richness and old-vine complexity. We are pleased to offer a small number of 3-liter bottles at a special price. In this format, this historic wine will age for 10-15 years with ease.

2001 Les Terrasses
90 Tanzer
\$115.00 3-liter

Steve Tanzer: "Black fruits, licorice and tarry oak on the warm nose. Dense, sweet and full, with wild, superripe fruit flavors. Has a distinctly warm aspect but this harmonious blend also boasts plenty of character. Perhaps the best vintage yet for this wine."

SOUTHERN RHONE

A Châteauneuf Superstar

Domaine de Beurenard's "Cuvée Boisrenard"

The owners of Domaine de Beurenard, the Coulon family, have been growers in Châteauneuf du Pape since 1695. And while they have estate-bottled their wines since the early 1900's, their Châteauneufs only really began to be noticed when the Coulons created their prestige cuvée, Boisrenard, in 1990. Since then, their estate has joined the Châteauneuf du Pape elite.

Cuvée Boisrenard is produced from a single vineyard whose ancient name, Bois Renard, was recorded as



early as the 1300's. Today, the vines are between 75 and 90 years of age. In average years, the vineyard's fruit goes into the standard cuvée; but in outstanding years, it is aged separately for 18 months in 50% new oak barrels. The result is a wine of great power and old-vine intensity.

The 2000 and 2001 of Cuvée Boisrenard are among the most acclaimed, and sought-after wines, of these two great vintages. We are pleased to offer both at very attractive prices.

2000 Cuvée Boisrenard*
98 Parker (in Hedonist Gazette)
\$69.95

Parker: "A candidate for wine of the vintage ... Subtle aromas of vanillin intermixed with blackberry, black cherry, chocolate, and espresso characteristics explode from the glass. In the mouth, there is firm tannin as well as enormous fruit, undeniable southern Rhône typicity, powerful, concentrated, thick flavors, and a finish that lasts for 45+ seconds. This is a stunning effort for Boisrenard."

2001 Cuvée Boisrenard*
97 Parker (in Wine Advocate)
\$69.95

Parker: "There have been a number of spectacular vintages of Domaine de Beurenard's luxury cuvée ... but the 2001 may be the finest they have ever produced ... The explosive bouquet is followed by an expansive, full bodied, powerful wine with great purity, tremendous multilayered flavor intensity ... It possesses structure, grip and a finish that lasts well over a minute ... it is a brilliant success!"

Wines may be sold and delivered only to persons who are at least 21 years old. All wines are sold in California and title passes to the buyer in California. We make no representation to the legal rights of anyone to ship or import wines into any state outside of California. We are not responsible for typographical errors. All items and prices subject to availability. An * indicates pre-arrival. Issued 16 times yearly. Copyright 2004 The Rare Wine Co.

THE RARE WINE CO.

21481 EIGHTH STREET EAST
SONOMA, CA 95476

1-800-999-4342 1-707-996-4484
Fax: 1-800-893-1501 1-707-996-4491
e-mail: sales@rarewineco.com

FOOD & WINE BEST WINE
2002 AMERICAN WINE AWARDS IMPORTER

INSIDE

Pax Page 1 *Geantet-Pansiot* Page 6
Scavino 1999's Page 2 *Clos Mogador* Page 7
Henri Boillot 2002's Page 4 *2001 Les Terrasses*
1999 Brunello Page 5 *Big Bottles* Page 7

April 6, 2004

VISA MASTERCARD AMERICAN EXPRESS

1st CLASS
U.S. POSTAGE
PAID
SONOMA, CA
PERMIT NO. 50

**FIRST
CLASS MAIL**