



PUTTING IT TOGETHER

DRY CREEK WINES GO WELL WITH SAG AWARDS

What better way to celebrate a 10-year relationship than with a fine bottle of wine?

In the case of the SAG Awards, we're actually talking about hundreds of bottles of wine, provided each year for the past decade by Dry Creek Vineyard.

"The SAG Awards really cares about the experience of their guests," says Kim Wallace, vice president of the second generation family-owned winery, "and I really care about the experience when people taste my wines, so that's a commitment we both share."

She says the relationship started with a referral from a friend at Jeff Margolis Productions, which produces the SAG Awards in association with Screen Actors Guild Awards, LLC.

"Our wines were starting to be served at Hollywood-type events, and at one point were in Emmy gift baskets," Wallace recalls. "My friend was telling me about the SAG Awards show and their emphasis on fine food and wine."

The SAG Awards Committee loved

the wine, and the relationship has existed ever since.

To celebrate, Dry Creek has created a special cuvée, a term which is derived from the French word *cuve*, for vat or tank; it indicates a high-quality blend.

The 10th Anniversary SAG Awards Cuvée was produced from the 2007 vintage and bottled exclusively in 1.5 liter magnums. This artful composition was carefully selected from a handful of the winery's finest estate vineyards and grower partners. Each of the components, 82 percent cabernet sauvignon, 8 percent merlot, 6 percent cabernet franc, and 4 percent petit verdot, add depth, richness and complexity to the wine. This particular blend was aged 20 months in a combination of French, American and Hungarian oak barrels.

The cuvée and Dry Creek's 2007 Chardonnay will be served the night of the SAG Awards. Fifty-five cases of the cuvée have been produced, of which approximately 20 cases will be offered to the public beginning on Friday, January 15, 2010.

The winery will also continue its tradition of offering wine tasting bars for sampling of select Dry

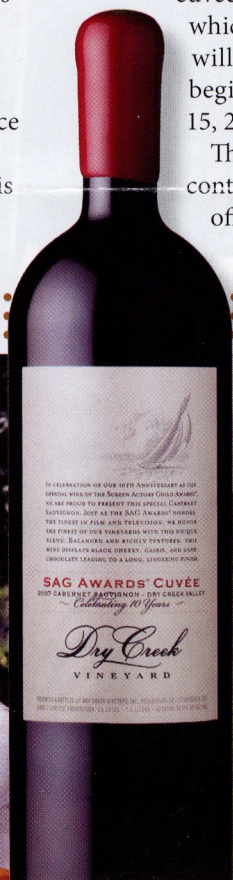
Creek vintages during the pre-show cocktail hour. This year's additional tastings include the 2008 Fumé Blanc and 2007 Heritage Zinfandel.

Founded in 1972 by David S. Stare, Dry Creek Vineyard is located in the heart of Sonoma County, Calif., just outside of the charming wine country town of Healdsburg. Wallace currently runs the business with her husband Don.

"While we're family-owned, we're not tiny," says Wallace. "We distribute nationwide, and you can find our wine at just about any good wine shop."

Even so, all aspects of production are done on the property. Wallace says she'll be doing the bottling and packaging by hand, down to the unique wax top, and she says adding that special human touch is part of the joy she gets out of the experience.

"I think the partnership between Dry Creek and SAG Awards is a mutually respectful and agreeable one. I love the people I work with, so for us, it's like working with friends."



FROM FAR LEFT: Owners David S. Stare, Don Wallace and Kim Stare Wallace share a family moment; the cuvée created for the SAG Awards; Dry Creek vineyard and winery (above).