



ésignée

Columbia Valley Cabernet Franc

The Herbfarm

2005



ALCOHOL 14.3% BY VOLUME



ésignée is a partnership between The Herbfarm and the BUTY WINERY of Walla Walla. Together with Caleb Foster & Nina Buty Foster, we designed this wine to complement the foods of the PACIFIC NORTHWEST as served at The Herbfarm. This EXCLUSIVE WINE is 100% CABERNET FRANC. The dominant portion of the cuvée comes from the esteemed Conner-Lee Vineyard, which is noted for its aromatics and lively fruit. The remaining portion was sourced from the grand Champoux Vineyard to give added complexity and structure.

2005 WAS A STELLAR, BENCHMARK VINTAGE FOR RED WINES IN WASHINGTON. 552 bottles produced. *Salute!*



GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

Created & bottled by the Buty Winery, Walla Walla, WA 99362
for The Herbfarm, Woodinville, WA 98072 USA

750 ML • CONTAINS SULFITES • www.theherbfarm.com

FOR IMMEDIATE RELEASE

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**“Buty Winery and The Herbfarm Restaurant collaborate to produce a unique private label wine
Designée released August of 2008”**

WALLA WALLA, WASH. —September 3, 2008 — Buty (pronounced ‘beauty’) Winery and The Herbfarm Restaurant of Woodinville announce the release of the 2005 Designée Cabernet Franc available exclusively at The Herbfarm.

Three years ago, Ron Zimmerman of The Herbfarm asked Buty to make a cabernet franc for the restaurant. Buty and The Herbfarm elected to collaborate in the wine’s making, rather than create a special label for an existing wine. The process began with 2005 vineyard selections of Conner Lee Vineyard and Champoux Vineyard and continued through blending trials over the next 24 months until the wine was bottled.

"In my experience, Cabernet Franc is the most versatile grape for pairing with a whole array of Northwest foods," said Ron. "Washington Cab Franc is full of vim. It reveals layers of flavors whether enjoyed by itself or with dinner. When we decided we wanted the top Cabernet Franc for The Herbfarm, we turned to Buty Winery. Caleb understands balance and nuance, and that's what we got with our 'Designée.' The perfection of the 2005 fruit and Caleb and Nina's artistry hit the jackpot. The proof is in the unbridled and unsolicited raves we've gotten from our dinner guests."

"We loved Ron's invitation to make their dream Washington cab franc because it would make Designée a part of their history," Caleb explained. "I've known Ron and Carrie since their old farm site in Issaquah when I made wine with Woodward Canyon, and they have supported us since our first Buty release. Their reputation as #1 Destination Restaurant in the World by National Geographic, Top 40 Restaurants in the United States by Gayot, America's Top 10 Restaurants by Zagat Survey 2007, and Top 50 Restaurants in the World by Travel & Leisure inspired us as together we developed a truly special wine for their food style and focus. We've enjoyed the opportunity to work together and extend the friendship between their staff and ours."

Buty Winery, located in the heart of the Walla Walla Valley in southeastern Washington, was founded by owners/winemakers Caleb Foster and Nina Buty Foster in 2000. The Buty-Fosters have a total of 19 vintages of winemaking experience in Washington, New Zealand and South Africa. Designée Cabernet Franc is the first of two special private label projects for Buty. The Herbfarm and Canlis, two of the Northwest's most recognized and respected restaurants asked to work with Buty to create their special wines. The Peter Canlis Syrah will be released in the fall of 2008.

"Being approached by these two iconic restaurants within a few months of one another validates our philosophy of winemaking. Our efforts and our passion are reflected in this wine. Designée is about relationships: between us and the land, between us and the wine, between us and our families and friends," said Nina.

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Owners Caleb Foster and Nina Buty Foster founded Buty in 2000, inspired by a decade of vintages from Washington and overseas. An artisan producer located in the Walla Walla Valley appellation in southeastern Washington, Buty creates vineyard designated chardonnay, a crisp white blend and nuanced red blends. Their winemaking and winegrowing philosophy is one of balance, artisanship and enjoyment. Buty's wines have received such prestigious awards as Food & Wine Magazine's Wine of the Year and Seattle Magazine's Wine of the Year.