



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.

The Herbfarm

14590 NE 145th Street • Woodinville, Washington
425.485.5300; www.theherbfarm.com

Once you commit to the Herbfarm's four-and-a-half hour dinner, a showcase of the food and wine of the Pacific Northwest, you don't have to make another decision for the rest of the night—unless you want to. Dinner includes six pairings, and you can just enjoy them with the themed menu of the new chef, Keith Luce (a James Beard Award winner and former sous chef at the White House). If you prefer, though, you can join the Cellar Open House and choose your own wine—or let the sommeliers (Lisa Rongren (below left), a Court of Master Sommeliers certificate holder; Tysan Pierce (right), an advanced-level instructor for the International Sommelier Guild; and Jake Kosseff, Best Young Sommelier in America in 2006) pick for you. Co-owner/ Wine Director Ron Zimmerman introduced another option this past year: 50 flights of rare wines. Whatever you choose, you'll enjoy the pre-dinner wine-and-food talk and the daily wine newsletter while you ponder what pairs with Basilwood-Smoked Columbia River Sturgeon and Fresh Garden Beets with Oregon Wasabi. (A Rulo Viognier from Washington, naturally.)



Key Stats

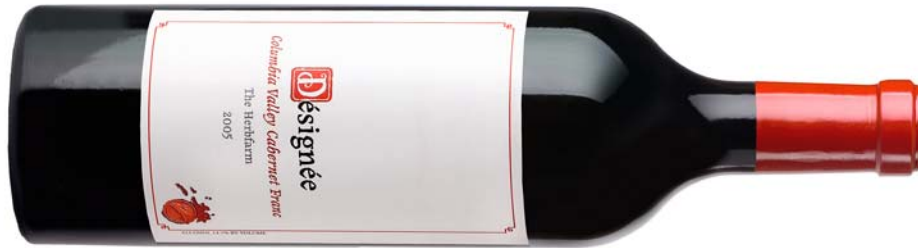
Number of selections: 4,200

Bottles in inventory: 25,500

Number of wines by the glass: 30 to 40

BYO: Yes. **Corkage Fee:** \$20

Wine list highlights: Arguably the world's largest selection of Pacific Northwest wines, plus wines of the world that pair with the foods of the Northwest (that is, lower in tannin and oak). Some 1,074 Pinot Noirs. Large selection of Rhône, Bordeaux dating from the 1920s, 19th century Ports, magnums of Château d'Yquem, 1795 vintage Madeira. Plus the Herbfarm house wines: a sparkling red Indigo Pinot Noir from Argyle in Oregon, a Pinot Noir cuvée, L'Herbe Sauvage, from Patricia Green Cellars, and Désignée, a Cabernet Franc/Merlot blend made by Buty Winery.



2005 *Designée Cabernet Franc* for The Herbfarm COLUMBIA VALLEY

Three years ago, over dinner, Ron Zimmerman of The Herbfarm Restaurant asked Caleb Foster and Nina Buty Foster of Buty Winery to create for The Herbfarm a cabernet franc. Naturally, we loved Ron's invitation to make their dream Washington cab franc because our wine would become a part of their history. The process began by agreeing on wine style and vineyard selection. Conner Lee Vineyard and Champoux Vineyard were chosen for their consistent quality. Together, we designed the wine through blending trials over the next 24 months until the wine was bottled.

Ron found, "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."

The 2005 vintage became a standard bearer for Washington. The great dry weather and long harvest season afforded a stunning wine. The 15 year old cabernet franc vines in Conner Lee's sandy soils and cold nights yielded natural acids. The dry hot summer heat consistently ripened the fruits. At Conner Lee we grew five pounds per plant of cabernet franc, two bottles per plant, and slightly more than Bordeaux First Growth harvest limits. All our fruits at Buty are hand harvested. The Conner Lee cabernet franc we harvested on October 18th at 24.5° brix hydrometer, 3.6 pH and 7.0 organic acids. We fermented in coopered upright Taransaud tanks, 18 days on skins. We used free run only in the wines. Traditional Bordeaux Taransaud Chateau barrels were selected to match the wine with 60% of them new. The blend with 10% Champoux Vineyard cabernet franc was finished prior to bottling on February 10, 2007.

Designée is an elegant, rich and structured wine, with bright persistence. It is a lovely partner to the varied, local and delicious foods of The Herbfarm.

We bottled 505 bottles along with six large format bottles. The wine was released September 1st, 2008 exclusively at The Herbfarm selling for \$95 per bottle.