



## DA NEWS

### *DA Team*

*Domaine Alfred owner A. Terry Speizer is pleased to announce several recent additions to the DA team of "Expressionists of the Terroir" of our acclaimed Chamisal Vineyard.*



*New DA Winemaker Fintan du Fresne takes over the reins from Mike Sinor, who has left to make his own signature wines. Du Fresne (Fin) brings a wealth of fine winemaking and growing experience from stints at Adelaida and Calera wineries in California, as well as several prominent wineries in his native New Zealand, where he has earned graduate degrees in Geomorphology and Geology and post graduate degrees in Viticulture and Enology. He can be reached at [fdufresne@domainealfred.com](mailto:fdufresne@domainealfred.com).*

*Ron Rawlinson is the new DA Marketing and Sales Director. Rawlinson has worked with prominent local wineries such as Talley Vineyards and Justin, ran The WineGuy retail sales operation, taught wine courses at Cal Poly, is a professional wine judge and serves as a coordinator for the Central Coast Wine Classic and Hospice du Rhone. He can be reached at [rrawlinson@domainealfred.com](mailto:rrawlinson@domainealfred.com).*

*Manager Will Cavanagh ([wcavanagh@domainealfred.com](mailto:wcavanagh@domainealfred.com)) continues to provide you DA best in hospitality and DA Club service.. Look for smiling faces and professional pouring from our newest Tasting room staff: Stephanie Eisenhauer, Melissa Yeung, Anadina Vallejos and Leland Reichel. In addition, we have added Kristen Wurster and Michael Bruzus to the DA winery production team.*

### *DA Happenings*

*DA Team got together at the end of August for an afternoon of bonding while working, starting with Winemaker Fin leading the group through a session of canopy management. The*

staff learned “hands-on” the art and science of leaf pulling and shoot thinning and its importance to better grape growing by cleaning up the greenery on the cabernet vines that line the fence posts at the entrance to the DA Tasting Room. The goal was to trim back lateral shoots and leaves within a focused two foot tall swath known as the “fruit zone” to provide sunlight and optimize vine balance and even ripening.

The next stop on DA tour was a visit to the DA winery wastewater pond, where biodynamic sensitivity and creativity have resulted in a place that turns wastewater from wine into potable water that smells good and is even drinkable!

The last stop was the winery, where DA staff's hard work was rewarded with a tasting of all the current and soon-to-be-released DA wines accompanied by insightful enologic guidance from Fin followed by a hearty grilled dinner and more wine. DA Team is now fully immersed in DA Way, and ready, willing and able to serve you. Please visit us soon!



### **DA Website**

If you haven't been to [www.domainealfred.com](http://www.domainealfred.com) for awhile, we have a new look and lots more information available for your edification than ever before. New graphics, updated reviews, easier navigation and more!

### **DA Club**

Out of DA wines? Not to worry... It's time for DA Club Fall wine shipments to go out. If you have ANY changes to your contact, shipping or billing information, please contact us immediately at [tastingroom@domainealfred.com](mailto:tastingroom@domainealfred.com).

We appreciate you and your support of our wines. As a matter of fact, we'd like to have more people JUST LIKE YOU become members of DA Club. We know that you have friends and family that are incredibly jealous of your ability to get priority access and special pricing on our rare and wonderful DA wines, just because you had the smarts to join DA Club before there was a waiting list to get in. Yeah, that's right, like our Chamisal Vineyard vines and grapes, you are cool. You know it, we know it and they know it. Here's your chance to share .....

For a limited time, as in “right now”, DA is giving you the chance to gift a membership to DA Club, or to refer a potential member, based on your “insider” preferred status. For the first 50 (FIFTY ONLY) of you that contact us by October 15<sup>th</sup>, we will make sure your “gifted” DA Club member receives our Fall shipment of wine and that your referred members (Limit: 3) move to the TOP of the DA Club waiting list for the Spring Shipment. Share DA LOVE!