

THE RANCH

— W I N E R Y —

May 28, 2011

Dear Valued Client,

The Ranch Winery is pleased to provide you with custom winemaking services for the 2011 harvest. Every year, as harvest approaches, we find that timely communication of customer needs and Ranch expectations is critical for everyone's success. With that in mind, please remember that your primary point of communication with us is your Ranch winemaker. They will be able to update you on any new procedures or policies that have been implemented for everyone's benefit.

A few things never change. To reserve your tank space, please complete the 2011 Harvest Worksheet and return it by no later than July 1, 2011. The Ranch will invoice for the harvest deposit when the worksheet is received, with the deposit due on receipt of the invoice. Priority is given to fruit for which a deposit has been paid in full. Please schedule all fruit deliveries as far in advance as possible with your winemaker. Daily processing priority is determined on a first scheduled, first delivered, first served basis. Any unscheduled fruit deliveries will be processed on an as available basis.

All deliveries must be made in half ton macro bins or standard picking totes. Valley bins or gondolas will be accepted with prior approval. Remember to provide a completed grower tag (example attached) stating the origin and variety of the grapes being delivered. Incomplete information will result in a delay in processing of your fruit.


Review our standard winemaking procedures that are also attached to the e-mail. It would be helpful to know if you will be requiring any services that are outside our normal protocols so we can plan accordingly. This would include things such as automatic or hand sorting, extra pumpovers, tub and screen, rack and returns, cold soaks and extended macerations. Our standard fermentation time is set at 14 days in tank. Extended macerations and tank storage will only be permitted if tank space is available and must be approved in advance by the General Manager.

Thank you for putting your trust in The Ranch Winery. We look forward to working with you for Harvest 2011 and beyond. If you have any questions or concerns, please feel free to contact us directly via phone or email.

Thank you for your business and continued support!

Cheers,


Bob McCaffrey,
General Manager


Gretchen Brakesman,
Sales and Marketing Manager