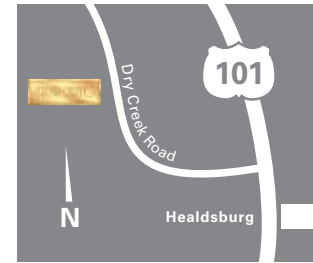


Circle of Friends

Ferrari-Carano's Circle of Friends Wine Clubs were created to bring you our newly released wines, limited production wines only available to club members, and difficult to find wines – all delivered to your door. In addition to wines personally selected by Don and Rhonda Carano, your membership includes: the Circle of Friends newsletter with winemaker notes, recipes from Rhonda's personal collection and news about upcoming events and vineyard happenings; special discounts on wines, merchandise and private tasting programs; personalized concierge service when visiting the winery; private tours by appointment; and invitations to exclusive members-only events, including wine country weekends and seminars.

FC
CIRCLE of FRIENDS

Realizing the potential this area held, the Caranos began to acquire additional vineyard land and in 1981 founded Ferrari-Carano Vineyards and Winery. Ground was broken for the winery in 1985, and the first wine bearing the Ferrari-Carano name was released in 1987 – the 1985 Ferrari-Carano Alexander Valley Chardonnay, which won instant critical acclaim and put the winery on the map immediately. Today, Ferrari-Carano's elegant wines are among the most popular in the nation and include: Russian River Valley "Vineyard Select" Chardonnays, Pinot Noir and Eldorado Noir, a black Muscat grape dessert wine; Reserve Chardonnay from Napa/Carneros; from Alexander Valley, Sangiovese, Cabernet Sauvignon, Trésor, a Bordeaux-style blend, as well as two mountain vineyard Cabernet Sauvignons, PreVail Back Forty and PreVail West Face; Zinfandel from Dry Creek Valley; Merlot and Siena, a Sangiovese blend, from Sonoma County; and "Vineyard Select" Pinot Noir from the Highlands in Mendocino County.



From Hwy 101, take the Dry Creek Road

exit west for approximately 9 miles

to the Ferrari-Carano Vineyards and Winery.

We are open 7 days a week from 10am to 5pm.

Tours and private tastings are available by appointment.

Please call for event information.



www.ferrari-carano.com



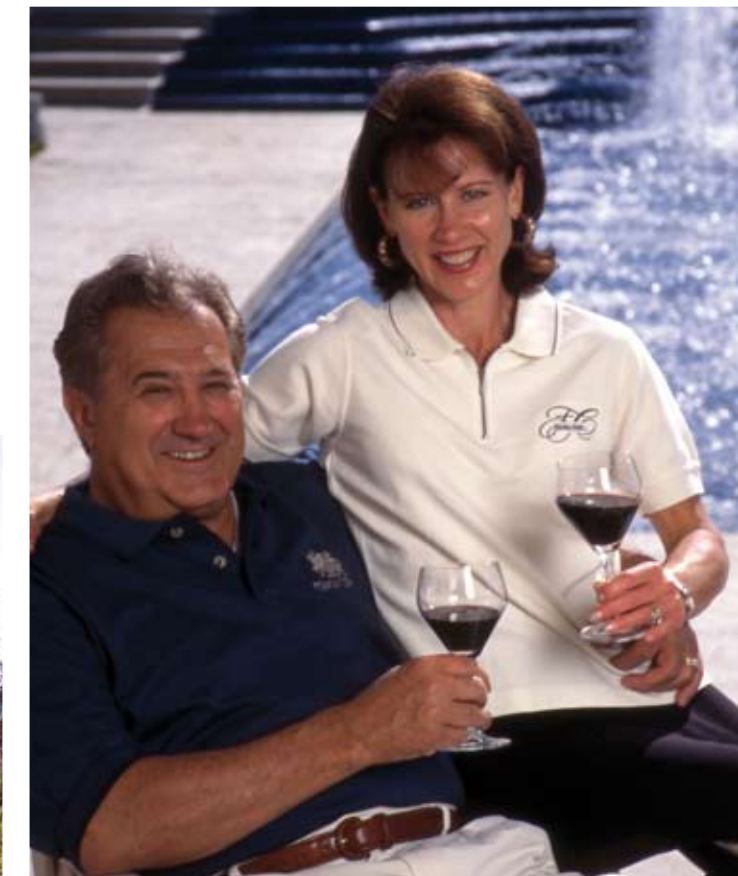
8761 Dry Creek Road, Healdsburg, California 95448

707.433.6700 | 800.831.0381

Fax 707.431.1742



Vineyards and Winery



The Story of Ferrari-Carano

Don and Rhonda Carano had no plans to create a world-respected winery when they first came to Sonoma County in 1979, but were simply looking for delicious wines and some rest and relaxation. The Caranos are both second-generation Italian-Americans from Reno, Nevada, where they own the Eldorado Hotel/Casino. Great food demands fine wine, and on a wine buying trip to California's Sonoma County, Don and Rhonda fell in love with the area and purchased an old farmhouse surrounded by 30 acres of wine grapes in Alexander Valley. The vineyards that were part of that property piqued their curiosity about winemaking so they began taking classes on enology and viticulture at the University of California, Davis. The wine they made in their barn was bottled under the "Carano Cellars" label and was given to friends.

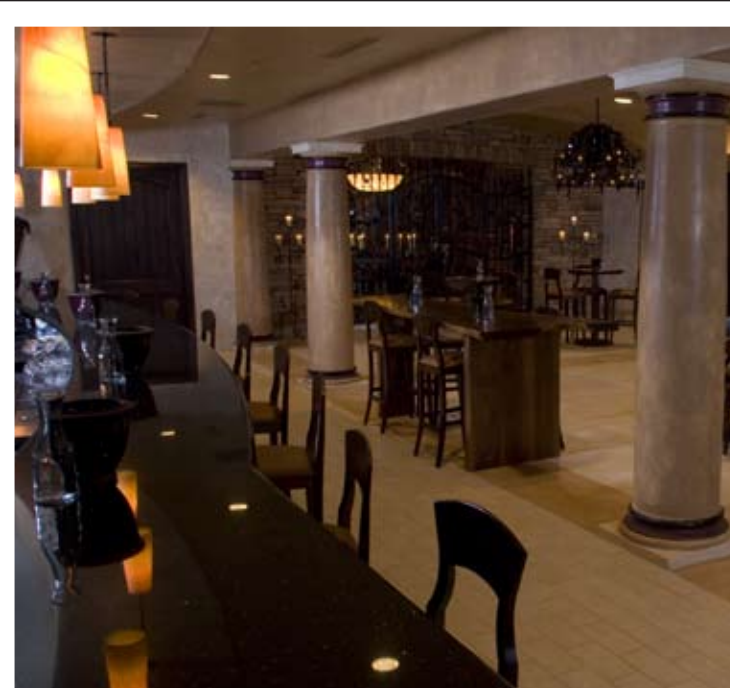


Visiting Ferrari-Carano

The Spectacular Gardens of Ferrari-Carano

Ferrari-Carano's spectacular, award-winning, five acres of gardens surrounding the winery are just as well known as our wines. What began in 1997 as a labor of love for gardener extraordinaire, Rhonda Carano, took 16 months just to plan and complete the initial planting. Today, garden aficionados and wine lovers alike enjoy the beautiful gardens and dazzling displays of color that Rhonda has created.

The gardens surrounding Villa Fiore (House of Flowers), Ferrari-Carano's tasting room and wine shop, are Italian/French parterre in style with classic, geometric shapes that form the architectural backbone of this garden. The enclosed garden at the front of the Estate Winery has a more park-like setting; relaxed in design with an emphasis on color and texture, and featuring a mixture of trees, shrubs, perennials and annuals. No matter the season, the gardens are a delight, changing constantly in color scheme and plantings, beginning each year with over 10,000 tulips and daffodils that take center stage in the spring. Visitors can leisurely stroll the meandering path and foot bridges along a rippling stream captured at both ends by waterfalls that flow into fish-filled ponds. The over 2000 species of trees and shrubs are marked with identification tags, making this self-guided tour informative as well as breathtaking.



Villa Fiore Tasting Room and Wine Shop

Villa Fiore, Ferrari-Carano's magnificent Hospitality Center, is the perfect setting to taste our acclaimed wines. Upon entering, guests immediately feel the warm Italian ambiance of this elegant tasting room. Open daily from 10am to 5pm, visitors may enjoy a sampling of our classic collection and Villa Fiore wines in the wine shop, or head downstairs to the cellar and taste limited production, Reserve, "Vineyard Select" and PreVail wines in the Enoteca. The Villa Fiore Wine Shop offers a diverse selection of unique tableware, linens, wine accessories, logo clothing and wine country gift items.

Winery Tours and Private Tasting Programs

Winery tours are offered daily at 10 am, by appointment, and take guests on a behind-the-scenes look at Ferrari-Carano's gardens, crush pad, tank rooms, barrel rooms, wine cellar and Enoteca. For those interested in an even more in-depth wine country experience, Ferrari-Carano offers four Private Tasting Programs, available by appointment, that highlight the many nuances of wine in a fun and informative style, including The Enthusiast, White Wine Lovers, The King of Reds, Sentiments, and The PreVail Tasting. Private group tasting packages are available. Reservations may be scheduled by calling our Hospitality Department.

The Winemaking Team of Ferrari-Carano

White Wine Program

Under the guidance of Sarah Quider, Ferrari-Carano has emerged as a name synonymous with quality and excellence. Heading up Ferrari-Carano's White Wine Program – which includes the Chardonnays, Fumé Blanc and Pinot Noirs (no, Pinot Noir is not a white wine, but handled similarly) – Sarah and her team employ gentle winemaking techniques to ensure flavor quality and the multi-dimensional complexity that characterizes Ferrari-Carano's truly fine wines. Ferrari-Carano's Russian River Valley "Vineyard Select" wines focus on single vineyard designates. Each wine reflects the unique characteristics of its site. Grapes are harvested only at peak flavor intensity, then hand sorted and whole cluster pressed. The resulting wines are complex, intense and seamless, as well as balanced in both richness and delicacy.

Red Wine Program

Spearheaded by Winemaker Aaron Piotter, the Red Wine Program is housed at Ferrari-Carano's Mountain Winery Estate in Alexander Valley, one of the most scenic properties in Sonoma County. The Mountain Winery's uniquely-designed, eco-sensitive grape delivery system allows for meticulous hand-sorting of grapes for maximum quality control, while incorporating gravity flow delivery to French oak fermentors. Over 45,000 square feet of underground caves with natural temperature and humidity create the ideal environment for aging Ferrari-Carano's red wine, which includes Siena, Sangiovese, Merlot, Trésor, Cabernet Sauvignon, Zinfandel, Merlot, as well as PreVail Back Forty and PreVail West Face Cabernet Sauvignon wines.



Great Wine Begins in the Vineyard

Ferrari-Carano vineyard practices are customized to match the particular characteristics of each vineyard to help the vines produce the best fruit possible, and to, in turn, achieve the best wine possible. Directed by Don Carano and orchestrated under the supervision of Steve Domenichelli, Director of Vineyard Operations, these practices are extremely labor intensive. Steve and his team implement irrigation and nutrient regimes, trellis system and canopy management, rootstock and clone combinations, and pruning and cane selection for each vineyard site and each block within a vineyard. In addition, Ferrari-Carano practices sustainable farming techniques, such as recycling organic matter for use as mulch in the vineyards, planting cover crops and other plant species to avoid soil erosion, and adding desirable nutrients back to the soil to attract desirable insects.

