



ROBERT MONDAVI
WOODBIDGE.

2 0 0 6

S H I R A Z

C A L I F O R N I A

• W I N E M A K E R ' S N O T E S •

Bold, ripe and spicy, our 2006 Shiraz bursts with juicy berry character. Layers of blueberry, blackberry and huckleberry, accented with violet and spice, fill the expansive aromas and plush flavors. Syrah (AKA Shiraz) and Petite Sirah—the two grapes that make up the majority of the blend—achieved dark, inky color and rich flavors in the 2006 vintage, giving the wine its unabashed personality. You need not be timid with our Shiraz, pair it with smoky barbecued meats and poultry, spicy grilled sausages and braised or roasted meats and stews. The round, full flavors also match deliciously with pasta tossed with an earthy porcini mushroom sauce.

Varietal blend: 80% Syrah, 10% Petite Sirah and 2% each Tempranillo, Malbec, Touriga Nacional and Petit Verdot

• V I N T A G E •

The Jekyll-and-Hyde 2006 growing season gave us unseasonably late, heavy spring rains and a scary record-breaking heat wave in early July, before cooling into a mild mannered ripening and harvest period. This perfect weather, from August until the last Lodi vineyards were harvested on October 13, saved the vintage and yielded outstanding grape quality. The crop was lighter than last year, with small berries that provided a high skin-to-juice ratio, giving the wines excellent color, tannin levels and concentration of flavor. “Harvest progressed in a smooth, timely manner, making it easy on our vineyard and winemaking teams, with excellent quality across the board,” said Marilyn Wolf, Director of Grower Relations. After a challenging start, 2006 finished as a great vintage.

• V I N E Y A R D S •

Shiraz is one of the most exciting varieties to hit the California wine scene, with some wine experts saying that it could one day challenge Cabernet Sauvignon as the premier red. It's not a newcomer to the wine world, this grape dates to Roman times in France's Rhone Valley and is thought to have originated in the ancient city of Shiraz in Persia. Syrah/Shiraz traveled to California in the 1800s where it develops lush flavors in inland regions, like California's Lodi American Viticultural Area (AVA) surrounding our winery. For our 2006 Shiraz, we selected grapes from the Lodi AVA and other San Joaquin County vineyards, the Central Coast AVA, and several other California viticultural regions well-suited to this variety.

• F E R M E N T A T I O N A N D A G I N G •

We gently crushed the grapes and fermented the must in temperature-controlled tanks at 86°F. We pressed the wine at the completion of the yeast fermentation, the fermentation that converts the sugar to alcohol. The second fermentation, known as *malolactic* because it changes the malic (apple-type) acid into softer, rounder lactic (milk-type) acid, then occurred. We gave the wine just a touch of oak aging to add complexity yet preserve the focus on fruit expression. Then we blended the Syrah with Petite Sirah for deep color, Tempranillo for blueberry character, and several complementary grape varieties for structure and flavor complexity.



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Wine analysis: 0.63% total acid, 3.6pH, 0.3% residual sugar, 13.5% alcohol

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• W I N E •

Varietal composition:

80% Syrah
10% Petite Sirah
balance Tempranillo, Malbec,
Touriga Nacional and Petit
Verdot

Flavor descriptors:

Bursting with vibrant blueberry,
blackberry and huckleberry
character, accented with violet
and spice. Soft, elegant style of
sweet, ripe fruit enveloped in
silky tannins.

Wine analysis:

Total acid: 0.63%
Final pH: 3.6
Residual sugar: 0.3% (dry)
Alcohol: 13.5% by volume

• V I N T A G E •

The Jekyll-and-Hyde 2006 growing season gave us unseasonably late, heavy spring rains and a scary record-breaking heat wave in early July, before cooling into a mild mannered ripening and harvest period. This perfect weather, from August until the last Lodi vineyards were harvested on October 13, saved the vintage and yielded outstanding grape quality. The crop was lighter than last year, with small berries that provided a high skin-to-juice ratio, giving the wines excellent color, tannin levels and concentration of flavor. "Harvest progressed in a smooth, timely manner, making it easy on our vineyard and winemaking teams, with excellent quality across the board," said Marilyn Wolf, Director of Grower Relations. After a challenging start, 2006 finished as a great vintage.

• V I N E Y A R D S •

Appellation:

California

Grape Sourcing:

A number of California viticultural regions well-suited to Syrah, with a focus on the Lodi and Central Coast AVAs

• W I N E M A K I N G •

Fermented at 86°F in stainless steel tanks
Pressed at dryness to retain bright fruit character
100% malolactic fermentation

Touch of oak aging to add complexity yet preserve focus on vibrant fruit expression
Blended with Petite Sirah for deep color, Tempranillo for blueberry character, and several complementary grape varieties for structure and flavor complexity



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SUGGESTED RETAIL PRICE AT RELEASE IS \$7.99

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S H I R A Z

C A L I F O R N I A

• S H O R T D E S C R I P T I O N S •

~80 words

Bold, ripe and spicy, Woodbridge 2006 Shiraz bursts with juicy berry character. Layers of blueberry, blackberry and huckleberry, accented with violet and spice, fill the expansive aromas and plush flavors. Syrah (AKA Shiraz) and Petite Sirah grapes give the wine its unabashed personality. You need not be timid with our Shiraz, pair it with smoky barbecued meats and poultry, spicy grilled sausages and roasted meats or stews. The round, full flavors also match deliciously with pasta tossed with an earthy porcini mushroom sauce.

~40 words

Woodbridge 200 Shiraz bursts with blueberries, blackberries and huckleberries, accented with violet and spice. The bold, ripe, spicy fruit flavors, from Syrah grapes grown in the Lodi appellation, pair well with smoky barbecued meats and poultry, or pasta with richly-flavored sauces.

~20 words

Woodbridge 2006 Shiraz bursts with bold, ripe berry, violet and spice character that tastes delicious with smoky barbecued meats and poultry