



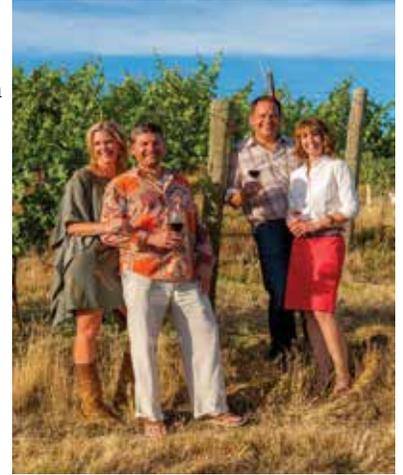
## Dusted Valley and Boomtown by Dusted Valley

This year Dusted Valley proudly celebrates their 14th anniversary of growing and crafting spectacular Washington State wine under the Dusted Valley and Boomtown by Dusted Valley labels. With strong roots in agriculture, brothers-in-law Chad Johnson and Corey Braunel focus their wine growing philosophies in the vineyard with sustainable practices, low (or modest) yields and minimalistic winemaking. The resulting wines offer a sense of place and showcase their estate vineyards in the Walla Walla Valley and other premier vineyards throughout the state.

### *Family grown, world-class wines from the Walla Walla Valley*

Dusted Valley represents our family's quest to fulfill a dream of crafting world-class wine in Washington State. In 2003, we set out on a hunt for the best fruit and estate vineyards in the Walla Walla Valley and ended up finding that and much more. Here, the sun drenches the valley and the moon shines over the Blue Mountains. The local produce and restaurant scene is fantastic and the wines are among the best in the world. Life does not revolve around rush hour traffic and corporate deadlines, but rather the expansive vineyards and farmlands that link us with our agricultural roots, connect us to our neighbors and surround us every day.

Here, there is a spirit of camaraderie and community. Neighbors work together towards common goals and interests, and founding fathers mentor the next generation of Washington wine stars. This is Walla Walla. It's where we grow our grapes, make our wines, raise our families and where we are proud to call home.



*from left to right...*

**Janet & Chad Johnson  
Corey & Cindy Braunel**

### **WISCONSIN ROOTS**

Ask anyone who knows us, and they will tell you that we are proud Wisconsin farm kids. Corey represents the fourth generation of his family in agriculture and was raised on a ginseng farm in Northern Wisconsin. Sisters, Janet and Cindy, grew up just down the road on their parent's 250-acre dairy farm. Chad gained an appreciation and then a passion for the wonders of food and wine while working in the hospitality industry in Wisconsin.

What does the Badger State have to do with wine? Well, it just so happens that some of the barrels we use in our oak program also come from Wisconsin. Our family hails from the Northern part of Wisconsin where the growing season is short, and the winters are harsh. This is one of the most Northern forests where American White Oak (*Quercus alba*) grows. The short growing season produces an extremely tight-grain that is unique to oak from this region. It's this tighter grain that frames the wines rather than having it take center stage and allows for a more elegant extraction.

*"Quite simply, great wines are grown in the vineyard. Our sustainable farming practices, attention to detail and extremely low yields produce grapes of infinite quality."  
- Chad Johnson*



### **OUR PHILOSOPHY?**

#### **QUITE SIMPLY, GREAT WINES ARE GROWN IN THE VINEYARD.**

Our sustainable farming practices, attention to detail and extremely low yields produce grapes of infinite quality. Call us mavericks, rebels or even crazy, but we like to walk the edge and push ourselves everyday. If we don't make mistakes along the way, we aren't pushing our boundaries hard enough. The rewards always outweigh the risks.

#### **WE MAKE WINES WE LIKE TO DRINK.**

That's why we are growing grapes and making wine in Washington State. Old world structure, funk and earthiness meet the always bright new world fruit. Our wines are a true expression of Washington State terroir and a celebration of the people that help us grow and craft this art. Similar to our philosophies and sustainable practices in the vineyards, we apply the lessons of good science, a fair bit of experimentation and a blend of old world techniques to get the extreme quality and concentration of flavors we seek in our finished wines. This starts in the vineyard and ends with the finished product in the bottle. As part of our commitment to delivering exceptional vino to our fans, we became the first Washington winery to use screw cap closures on all of our wines, thus ensuring every time you "crack that cap" it's sure to be a good experience.



## CHARDONNAY OLSEN VINEYARD - YAKIMA VALLEY

**Blend:** 100% Chardonnay  
**Vineyard:** Olsen Vineyard  
**Elevation:** 1,100 feet - 1,350 feet  
**Clones:** Wente, FPS 15, ENTAV 76, 96, & 548  
**Production:** 9,600 bottles **UPC:** 856589001200  
**Oak Program:** Fermented in 85% French oak barrels (20% new); 10% Stainless barrels; 5% Egg  
**Winemaker's Notes:** This Chardonnay was picked at perfect ripeness preserving its beautiful fruit flavors, racy acidity and natural balance. It has more in common with old world Chardonnay than the typical domestic Chardonnay, offering a generous, layered entry and mid palate framed by crisp acidity. This is an amazing food wine that should be the star of setting your imagination on fire with pairing possibilities.



**San Francisco Chronicle**  
**WINE COMPETITION**  
THE LARGEST COMPETITION OF AMERICAN WINES

*The first vintage of Olsen Chardonnay was awarded a GOLD Medal at this years competition!*

## CABERNET SAUVIGNON - COLUMBIA VALLEY

**Blend:** 80% Cabernet Sauvignon, 14% Petit Verdot, 5% Merlot, 1% Cabernet Franc  
**Vineyards:** Southwind, Dionysus, Stone Tree, Olsen, Elephant Mountain  
**Oak Program:** 40% new oak **Alcohol:** 15.1%  
**Production:** Approx 26,400 bottles **UPC:** 856589001187

**Winemaker's Notes:** This is just a spectacular Cabernet Sauvignon from the Columbia Valley! This medium bodied wine is both lithe and expressive, with embracing tannins wrapping gently around a focused core of dried herb-accented black cherry and licorice flavors, dancing with finesse on the finish.

## PETITE SIRAH - WAHLUKE SLOPE

**Blend:** 90% Petite Sirah, 10% Syrah **Vineyard:** Stone Tree, Northridge  
**Alcohol:** 15.1% **Oak Program:** 35% New 500L Wisconsin Puncheons  
**Production:** 6,600 bottles **UPC:** 856589001040

**Winemaker's Notes:** You are welcome and encouraged to Stain your Teeth on this. We are not making any excuses for this big bad boy. From the beginning it seemed to have a life force all its own. I told Corey he should have given the Petite Sirah a little direction. But, Nooo! He said the wine could find its own way through this cruel world. Anyway, be prepared this wine may give you a grundy from the inside out.

**THIS WINE STARTS BIG; STAYS BIG; FINISHES BIG.  
DRINK NOW OR UNTIL IT'S GONE.**

## STAINED TOOTH SYRAH COLUMBIA VALLEY

**Blend:** 100% Syrah  
**Vineyards:** Stoney Vine, Stone Tree, Olsen  
**Oak Program:** 18% new oak  
**Alcohol:** 14.9%  
**Production:** 10,368 bottles  
**UPC:** 856589001002

**Winemaker's Notes:** Purple is our favorite color. You know you're drinking the good stuff when your teeth develop that unmistakable hue. Don't worry, Chad's father Dr. Dan Johnson D.D.S. says, "life is too short to stain your teeth on cheap wine." The Stained Tooth Syrah is 100% Syrah and is sourced from some of Washington State's top vineyards. The bouquet floats out of the glass and draws you into all the extraordinary fruit while the ripe tannins provide a silky finish.



## WASHINGTON'S PERFECT CLIMATE FOR WINEGROWERS

When you begin with quality fruit, the outcome is superior wine.

- Washington State gets plenty of sunlight, averaging 2 hours more than CA each day. Very long days due to high latitude – 16 hours of sun at the summer solstice!
- The sun's angle is similar to the great winegrowing regions in Europe. This helps with the production of sugars and the physiological ripeness of the fruit.
- Due to cold winter temperatures, vineyards are mostly pest-free. Therefore, very few chemical based pesticides are needed, leading to sustainable vineyard practices.
- There is NO phylloxera. Dusted Valley is planted on its own roots which aids in the purity of the fruit.
- There are many diverse microclimates. Washington has 13 separate AVAs, varying from 100 feet to 3,000 above sea level.
- The diverse AVAs provide many different ripening cycles and allow production of many grape varieties.
- The vineyards are located in one of the highest latitude wine regions in the world.
- The growing season is a dry one averaging 300+ days of sun per year.



**RAIN SHADOW EFFECT** - Only 7 to 12 inches rain fall in Eastern Washington. The north/south running Olympic and Cascade Mountain ranges in the Western portion of the state combine to stop the clouds rolling in off of the Pacific Ocean.

**DIURNAL SHIFT** - There is up to 40° F difference between daytime high and nighttime low temps. This is a natural phenomena that allows the grapes to develop a balance between ripe sugars and a crisp acidity. Cool nights preserve the acids and helps retain freshness and balance.

## DUSTED VALLEY ESTATE VINEYARDS

The Walla Walla Valley straddles WA and OR boundary, and has three distinct soil types: broken basalt, wind-blown loess, and freewater cobbly loam soils. Our three Estate vineyards are: Sconni Block (WA), Stoney Vine (OR), Southwind (OR)

### STONEY VINE

**Elevation:** 900 ft

**Soil Types:** Freewater very cobbly loam.

30-35% solid rock for 200' deep.

Root system develops very quickly chasing water and nutrients

**Varietals:** Syrah (Clones 99, 07, 470), Grenache, Mourvèdre, Tempranillo.

### SCONNI BLOCK

**Elevation:** 870 feet.

The home of our winery.

**Soil Types:** Spofford Silt Loam.

These are flood deposits, covered with wind-blown loess

**Varietals:** Cabernet Sauvignon (Clones 4, 8), Merlot, Malbec (Clones 4, 9), Petit Verdot, Cabernet Franc.

### SOUTHWIND

**Elevation:** 1,000 – 1,400 feet.

The newest estate vineyard.

**Soil Types:** Wind blown loess

**Varietals:** Cabernet Sauvignon (Clones 191, 412, 2, 337), Merlot (Clones 15, 347), Cabernet Franc, (Clone 327), Malbec (Clones 4, 9), Syrah, Petit Verdot. Majority of this vineyard is Cabernet.

## DUSTED VALLEY PREMIER VINEYARDS

Outside of Our Estate

### DIONYSUS VINEYARD

**Elevation:** 600-860 feet that was originally planted in 1972 “Old Vine”. Working with some of original plantings from 1972. Beautiful site overlooking Columbia River.

### STONE TREE VINEYARD

**Elevation:** 950-1250 feet that was originally planted in 2000. One of the warmest vineyards in WA State. Columbia Valley Cabernet Sauvignon, Stained Tooth Syrah and Petite Sirah is vineyard designate.

### OLSEN VINEYARD

**Elevation:** 1,100 feet - 1,350 feet. **Aspect:** South. **Slope:** 5% – 30%. **Annual Rainfall:** 8.8 inches. **Appellation:** Yakima Valley. **Clones:** Wente, FPS 15, ENTAV 76, 96, & 548



*The new 12,000 square foot facility is located at our Sconni Block Estate Vineyard in the Walla Walla Valley and boasts expansive views of our estate vineyards and the Blue Mountains was completed in time for the 2015 harvest.*

## WHAT IS BOOMTOWN?



BOOMTOWN by Dusted Valley offers varietal specific wines with one goal - to over-deliver. Boomtown is known as Dusted Valley's "little brother". Stylistically there are lots of similarities with Dusted Valley wines and some of those classic Washington State hallmarks such as fresh fruit and minerality. Boomtown is crafted for all of those unafraid to step out and leave their comfort zones and allows the opportunity to share a fantastic Dusted Valley wine with a larger audience. Winemakers Chad Johnson and Corey Braunel control the process from vineyard to bottle and source 100% of the fruit from Columbia Valley in Washington State.

### **BOOMTOWN BY DUSTED VALLEY PINOT GRIS - 100% PINOT GRIS**

**Alcohol:** 12.9%. **Oak Program:** 100% Stainless Steel. **UPC:** 856589001156.

**Winemaker's Notes:** Crisp and refreshing with notes of pink apple flavors makes the Pinot Gris your goto white wine that's absolutely right for any occasion.

### **BOOMTOWN BY DUSTED VALLEY CHARDONNAY - 100% CHARDONNAY**

**Alcohol:** 12.9%. **Oak Program:** 59% fermented and aged in neutral oak barrels, 41% stainless steel. The barrel portion went through full malolactic fermentation. Lees sirring for four months. **UPC:** 856589001163.

**Winemaker's Notes:** This Chardonnay opens with notes of freshly cut pears framed by balancing acidity. Fresh, vibrant and a sure bet for Chardonnay lovers.

### **BOOMTOWN BY DUSTED VALLEY CABERNET SAUVIGNON - 94% CABERNET SAUVIGNON, 6% PETIT VERDOT**

**Alcohol:** 13.9%. **Oak Program:** 35% new French oak **UPC:** 856589001194. **Winemaker's Notes:** The wine of kings and the king of wine. Refined, yet rugged; the wine offers wonderful cherry fruit and balancing acid while giving you the rustic complexity of freshly crushed herbs.

### **BOOMTOWN BY DUSTED VALLEY SYRAH - 94% SYRAH, 6% GRENACHE**

**Alcohol:** 14.1%. **Oak Program:** **UPC:** 856589001149. "As Dusted Valley Vintners continues to grow this brand, the Wisconsin boys haven't compromised on quality, especially with Syrah as this low-oak wine merits our top rating for the third straight vintage." - Great Northwest Wine

### **BOOMTOWN BY DUSTED VALLEY MERLOT - 91% MERLOT, 6% SYRAH, 3% CABERNET SAUVIGNON**

**Alcohol:** 14.6%. **Oak Program:** 20% new French oak. **UPC:** 856589001170. **Winemaker's Notes:** Washington State Merlot is phenomenal! The palate is filled with cherries and dusty malted-chocolate. Mouth coating tannins make it a great wine for big, flavorful foods.

*One of the Washington state wine industry's best success stories is the work done by the boys at Dusted Valley Vintners in Walla Walla, both for the hedonistic yet balanced juice under their main label but also the quality, branding and growth of their second label. - Great Northwest Wines*



**BOOMTOWN**  
BY DUSTED VALLEY

#### **Wine & Spirits**

**"Top 9 American Value Brands"**  
(out of 45 world brands - priced at \$18 or less)

#### **Wine Spectator**

**"Top 100 Domestic Values"**  
(2008 Syrah and 2009 Cabernet Sauvignon)

#### **Food & Wine**

**"World's Best Chardonnay Values"**

#### **Food & Wine**

**"2010 Thanksgiving Bargain Wines"**