

*Cru Vin Dogs™*  
WINE GROUP  
**TRACKS**  
ISSUE 3 • FALL 2008

*Give the Gift that Gives Back*

We noticed during our first year of selling that there is a great deal of gifting of our wines. Individuals are giving to friends and relatives; businesses to clients; non-profits, such as Morris Animal Foundation, to Vets and Researchers; and various dog breed clubs to their members. Some of this is surely related to our mission to give back at least 10% of our sales revenue to our charitable partners, and some is dog-breed related. Other factors include the stunning artwork of artist Jay Snellgrove – which makes a beautiful presentation – and, we hope, the exceptional quality and value of the wine itself.

So, during our second holiday season, we want to make gifting as easy as possible for all our supporters: simply mail or fax the order form we've enclosed for your convenience; or you can call us toll free or go online to do your ordering. We've added some attractively-packaged gifting ideas for your consideration.

And, with the turbulent in the political and economic landscape, who couldn't use a glass or two of fine wine to soothe the nerves, all the while knowing that your purchase and/or consumption actually contributes to organizations that help people and dogs!

From all of us at Cru Vin Dogs Wine Group, we wish you a healthy, happy and prosperous 2009.

*Cheers!*

*Holiday Gift Ordering:*

**Online:** [www.cruvindogs.com](http://www.cruvindogs.com)

**Mail or Fax Your Order:**

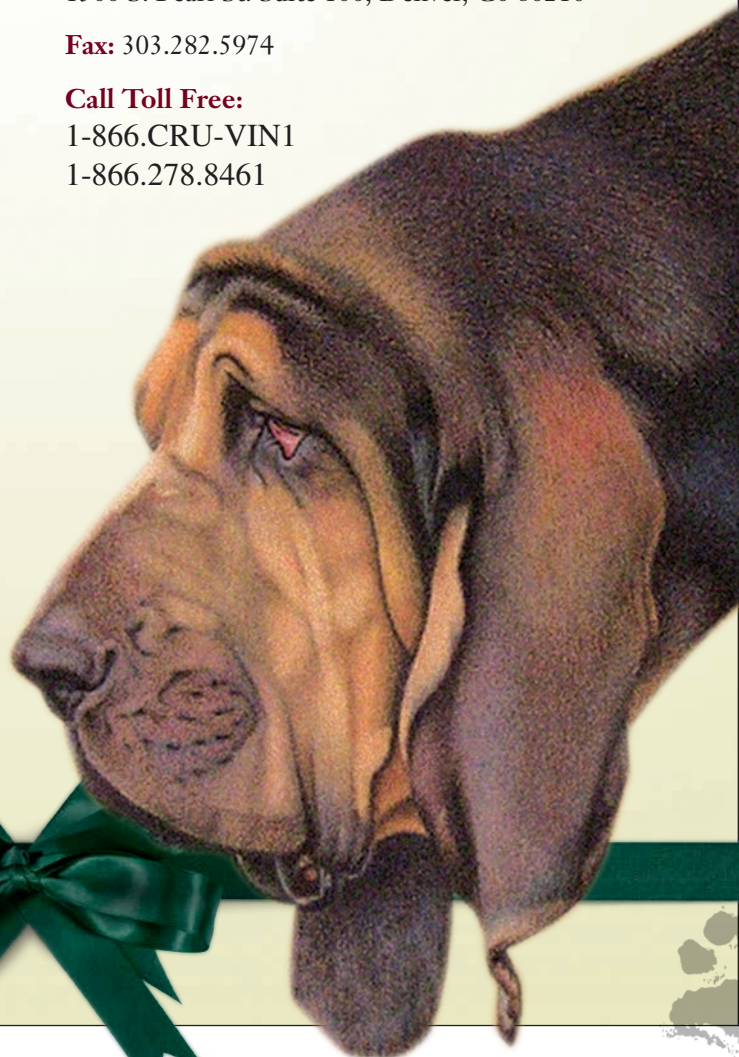
1500 S. Pearl St. Suite 100, Denver, CO 80210

**Fax:** 303.282.5974

**Call Toll Free:**

1-866.CRU-VIN1

1-866.278.8461



# TRAVEL TAILS



Some of our team will be headed down to New Zealand in January to bottle our 2008 Sauvignon Blanc, which will be released in Spring 2009. While there, we will be attending the Central Otago Pinot Noir Celebration in Queenstown on the South Island on January 30th and 31st. This is a terrific event—very laid back, but with many of New Zealand's finest Pinot's. This year's keynote address will be given by English wine expert and writer Jancis Robinson. If you've never been to New Zealand, Queenstown is one of the most beautiful settings on earth! It's also the Adventure Capitol of the World and the jump-off point for several famous hiking tracks including the Milford and Routeburn which we've done several times. If you are interested in the Pinot Celebration, check out [www.pinotcelebration.co.nz](http://www.pinotcelebration.co.nz) or give us a call.



# Wine and Art "COLLECTIBILITY"

Our intent from the beginning has been to make wines in our Portrait and Best in Show Series that could age for extended periods. Superb fruit and impeccable balance is key and, in our opinion, so far so good. Yogi, Lucky and Best in Show all will have long life but are enjoyable now as well. While the Puppy Series is not intended for extensive aging, all should improve over a three-to-five-year period. And don't be surprised if the Golden Retriever Chardonnay continues even longer.

Because our wines are produced in limited quantity and the label art changes with each new release – once they are gone, they are gone forever – both the wine and the art take on the unique aspect of becoming highly collectible. While the portfolio continues to grow and more breeds and special dogs are featured, the art becomes more collectible as the value of the early drawings continues to rise. We know that the artist, Jay Snellgrove has received numerous commission requests from around the country – he recently accepted a wildlife drawing commission from a famous Napa winery for a future label on their wine – so we look for his reputation to rise in the coming years. And for our part, we're both thrilled and honored with Jay's long-term commitment to our project!



For more information, contact  
Images in Realism:  
website,  
address, phone

## NEWS UPDATE:

*Cru Vin Dogs has been named the official winery of the 2008 AKC Eukanuba National Championship! This year's event will be held December 13 –14, 2008, in Long Beach CA.*

*Every year, nearly 3,000 of the world's top canine competitors from all 50 states and more than 70 countries are invited to vie for Best in Show honors and a total of \$225,000 at the AKC/ Eukanuba National Championship. The event is one of the most highly competitive and exciting events in the canine world. It is held in conjunction with the AKC National Obedience Invitational and AKC Agility Invitational, representing the culmination*



*of a year of competition in three AKC sports: Conformation, Obedience and Agility.*

*One of the most exciting attractions is the AKC Meet the Breeds with over 150 AKC breeds on display for the public to meet and speak with breed experts. The AKC Demonstration ring features fun, educational and exciting demonstrations such as herding with live ducks, agility, obedience and seeing-eye dogs.*

*For more information, go to:  
[www.akc.org/invitational/2008](http://www.akc.org/invitational/2008)*



MORRIS ANIMAL FOUNDATION  
**Canine Cancer Campaign**  
 Best Friends Helping Best Friends.

## MAF Canine Cancer Campaign Advances

Morris Animal Foundation's (MAF) Canine Cancer Campaign continues to meet with success in its quest to find a cure for canine cancer, while developing new treatments for dogs suffering from the disease today. To date MAF has raised over \$3.5 million to fund canine cancer research at some 19 of the nations top schools of veterinary medicine and scientific institutions. MAF thanks Cur Vin Dogs wine for their generous support. To watch a web cast exclusive on canine cancer or to make a donation to help save dogs from cancer go to [www.curecaninecancer.org](http://www.curecaninecancer.org), or the main MAF web site at [www.morrisanimalfoundation.org](http://www.morrisanimalfoundation.org).

## LOOKING AHEAD TO 2009

As we mentioned, the 2008 Sauvignon Blanc will be bottled in January. The label will feature a Greyhound puppy and a portion of the proceeds from the sale of this wine will go to Greyhound rescue. As is our norm, 10% will also be split evenly between Canine Companions for Independence and the Morris Animal Foundation. The wine is super! Lots of grapefruit and refreshing zest—you'll love it!

As a side note, our current 2006 Savvy is evolving beautifully and becoming French Sancerre-like in its character. It's a fantastic food wine, and if you're in San Francisco, you'll find it being poured at a number of fine restaurants around the city.

Also coming next year will be our 2007 Best in Show Pinot Noir, featuring an Airedale Terrier on the label. This single vineyard Russian River Pinot is absolutely fabulous and will most likely be released in April. Only 130 cases will be available plus a few magnums for our collectors.

Other things in the works are a Puppy Series Shiraz from McClaren Vale in South Australia which we are developing with the former Chief Red Winemaker for Penfolds, Mike Farmilo. In addition, our winemaker, Tony Wasowicz, is headed to Argentina in December to check out the possibility of adding a Malbec or Malbec blend to the pack. We also have 21 barrels of a single-vineyard 2007 Cabernet from Bradford Mt. in Dry Creek Valley that is incredibly tasty and may well become part of the next Portrait Series blend.

Exciting things to look forward to!

*Any interest out there in a dry Rose???*

## Kibbles and Sips!

### Barbeque Marinade

(Bill Foss, Chairman)

Try this great recipe with either a boned and butterflied leg of lamb or a beef tenderloin (5-6 lb)

In a mixing bowl, blend together:

1 8-oz container of sour cream  
 (you can add more if you like)

1 tsp. salt

1 tsp. oregano

1/2 tsp. fresh ground pepper

1 garlic clove, crushed

2 tbs. chopped parsley

You can really add any herbs you like...it's the sour cream that infuses the meat with the spices and makes it incredibly tender.

Poke some holes in the meat with a fork and then coat it completely with the sour cream mixture.

Marinate covered on a cookie sheet for 24 hours. Allow one hour to come to room temperature before grilling. Let stand for 10 minutes before carving.

Wine Pairing: Great with Portrait Series or Best in Show!



Cru Vin Dogs tracks down small lots of special wines and grapes from vineyards throughout the world to craft masterful blends of exceptional quality and value. Labels in our portfolio feature original, graphite or pastel pencil illustrations of real dogs drawn by artist Jay P. Snellgrove. A minimum of ten percent of our revenue is split evenly between our charitable partners: Canine Companions for Independence (CCI) [www.cci.org](http://www.cci.org), and the Morris Animal Foundation's Cure Canine Cancer Campaign [www.curecaninecancer.org](http://www.curecaninecancer.org); we also make addition donations on selected wines to great causes like the Alie Foundation, [www.alie.org](http://www.alie.org), in order to provide both awareness and funding.

Visit us online @ [www.cruvindogs.com](http://www.cruvindogs.com); or at Cru Vin Dogs Collection, 1500 South Pearl Street, Suite 100, Denver, Colorado 80210; 303.722.7363;(1.866.CRUVIN1)

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