

Cru Vin Dogs™  
WINE GROUP

# TRACKS

ISSUE 5 • Fall/Winter 2009

COMBINING GREAT WINE, FINE ART, SPECIAL DOGS AND WORTHY CAUSES  
IS WHAT CRU VIN DOGS IS ALL ABOUT.

## Introducing Our First Puppy Series Red:

# “Blue Heeler”

Shiraz-Grenache-Mourvèdre  
Barossa Valley, South Australia



SHIRAZ-GRENACHE-MOURVÈDRE

### *Tracking down great wines for good causes...the story of “Binder”*

We thought you might enjoy a look behind the scenes as to how we tracked down this particular wine and the origin of the label. We were looking at three countries for our first Puppy Series red: Australia, Argentina and Spain. Having started my career in the wine business importing Australian wines way back in the early '70s, it seemed natural to go back to my roots—so to speak.

### *The Wine*

I arrived in Adelaide, a city in South Australia surrounded by famous vineyard appellations, where I met up with wine industry veterans Mary Anne Kennedy and Mark Bolton. We set off on a week-long journey of winery visits and tastings to find a winemaker we could work with long-term. One such meeting was extraordinary.



### *Rolf Binder Winery*

We dropped in at Veritas winery and met Owner/

Winemaker Rolf Binder, who Robert Parker calls one of the most talented winemakers in Australia. After tea and a discussion about upcoming rugby games, we went to Rolf's cellar to taste a variety of individual wines he still had in the barrel, and to create a blend that fit the style we were after.



*Continued*



Every wine I tasted was of impeccable quality, and after experimenting with different lots combined together in various percentages, we came up with a 70% Shiraz, 15% Grenache and 15% Mourvedre blend. WOW! This wine was fantastic, so I took a sample bottle with me for the Cru Vin Dogs team to taste. We then took Rolf to lunch and shared a bottle of Cru Vin Dogs 2005 Best in Show Cabernet – which I had brought along for just such an occasion – and celebrated the beginning of our new found friendship and working relationship.

After arriving back home I blind-tasted the team on Rolf's wine along with samples from two other producers I had visited. No contest—the purity of flavor and the elegance is superb.

### *The Breed*

During my travels with Mary and Mark and others we met along the way, we discussed what breed would be a good match for this wine. The overwhelming choice was either a Red or Blue Heeler, which are cattle/sheep herding dogs with great character. They were developed by pioneer settlers in the 1800s by crossing Dingo-blue merie Kelpies to Dalmatians and black and tan Kelpies with a little Bull Terrier tossed in. An intriguing blend as is the wine itself!



### *The Label*

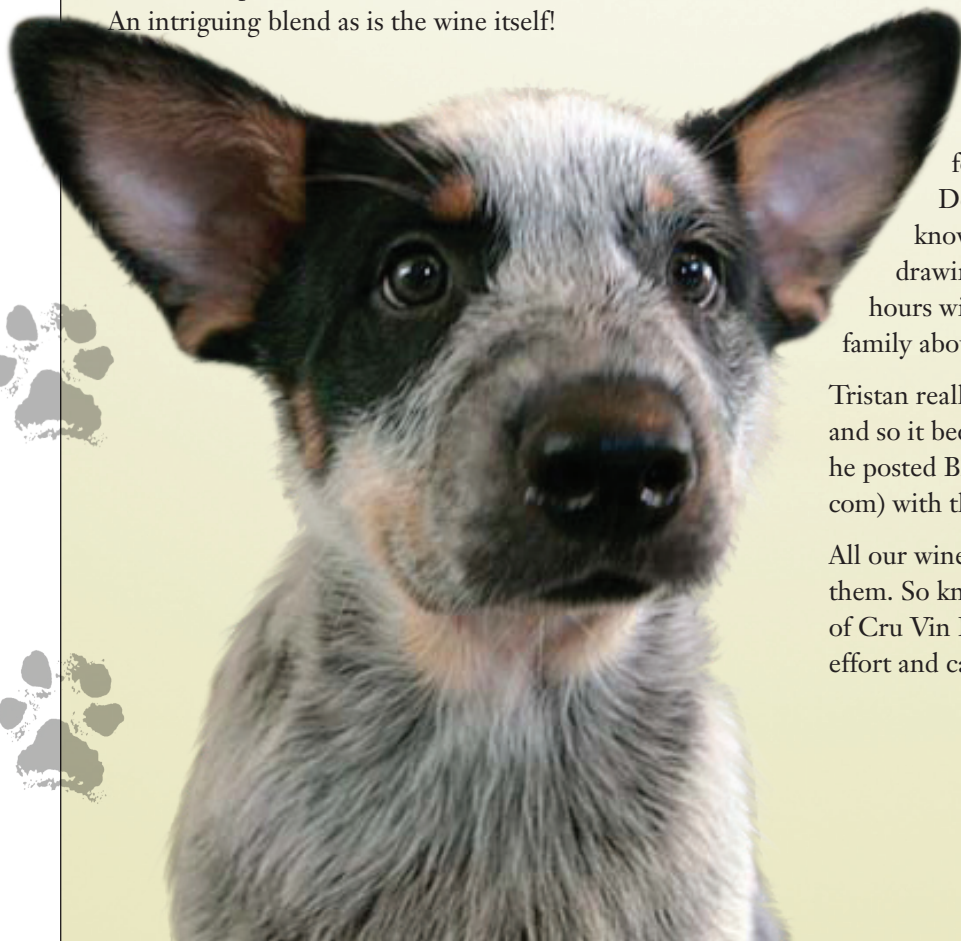
Artist Jay P. Snellgrove then went on a mission to find a Red or Blue Heeler puppy for the label. Jay and his son Tristan found a Blue (10-weeks-old) just north of Denver and went to take photos and get to know its personality in order to do his pastel drawing. They were hooked after spending a few hours with the little guy and he became a part of the family about a week later!

Tristan really liked the name “Binder” for the puppy, and so it became. Of course Rolf was very honored, and he posted Binder's picture on his website (RolfBinder.com) with the caption, “My cute namesake”.

All our wines have great stories like this one behind them. So know that each time you have a glass or two of Cru Vin Dogs Wine, it is the result of a lot dedicated effort and care. And best of all, it helps good causes!

**Bill Foss**

*Cru Vin Dogs Chairman*





# Cru Vin Dogs Wines... Great Gifts That Give Back!



Even before we were featured on NBC's Today Show Last December, we started seeing many of our customers giving our wines as gifts to clients, customers, dog lovers, friends, family, pet sitters, Vets, and just about every category that might be on a gift list.

In June, we surveyed our customers regarding our wines. We learned that 80% also purchase Cru Vin Dogs wines as gifts and that 98% will do so again.

Here's some of what they told us:

*"I try to keep several bottles on hand to take as hostess gifts...because the wines have been good and because the concept is so well received..."*

*"Everyone LOVED this gift!"*

*"It's one of my favorite gifts to give and it's always well received..."*

*"It was a wow! Everyone loved the labels...and how good the wine is!"*

*"People love the wine and the mission behind the company"*

While there may be one aspect of our wines that appeals more than another, we think we've covered all the bases by combining fine wine, good causes, various dog breeds, and a very classy artistic presentation. And so does the media where you can find out about us in publications like:

Please visit us online or, if you prefer, use the enclosed gifting form to place your order. If you have more complex corporate gifting needs, please contact us by email at [info@cruvindogs.com](mailto:info@cruvindogs.com) or by phone at 1-866 CRUVIN1.





## Artist Corner



Cru Vin Dogs is honored to have Jay P. Snellgrove as our label artist. In addition to the wine labels Jay illustrates for us, his pieces are permanently exhibited at the Denver Museum of Nature and Science and at Invesco Field, home of the Denver Broncos Football Team (Jay has illustrated all Bronco Alumni inducted into the prestigious “Ring of Fame”). He has created posters for various National Specialty Dog Shows and has been commissioned to illustrate high profile Champion dogs.

Most recently, Jay has been selected by Duckhorn Wine Company to be the featured label artist for their 2007 Paradox release coming in February, 2010.

Many of our customers are interested in learning more about Jay’s background and artistic style so we posed some of the questions they’ve been asking of him:

### *What got you interested in art?*

**JPS:** I’ve always been interested in drawing...in fact, I used to get into trouble in grammar school when I got caught doodling in class.

My brother and I used to walk barefoot along the banks of Cherry Creek and we’d come across all sorts of critters that I’d take home and then draw. We also did a lot of camping as a family and I couldn’t wait to get home and learn how to draw some of the birds of prey we saw. That’s when I really got interested in scientific illustration.

### *Did you go to art school?*

**JPS:** I took a lot of art classes in high school and graduated from Colorado State University where I studied illustration and graphic design.

### *Tell us about the medium you work with...*

**JPS:** When I was at CSU, I learned from an art professor that textured paper was ideal for scientific illustration. I also found that working with graphite pencil and pastel pencil enhances the almost photographic effect I try to achieve with my illustration style.

### *What’s the hardest part of what you do?*

**JPS:** Getting started! And knowing when the illustration is done so I’m not tempted to overwork it.

If you are interested in learning more about commissioning Jay P. Snellgrove for an illustration, please contact him at 303-877-9588, or at [jay@cruvindogs.com](mailto:jay@cruvindogs.com).

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 additional 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 80210303.722.7363 (1.866.CRU.VIN1)



Jay P. Snellgrove with former Denver Bronco All-Pro Tight End Shannon Sharpe unveiling his most recent illustration at the Denver Bronco Ring of fame induction ceremony in September.

