



*Cru Vin Dogs™*  
WINE GROUP

# TRACKS

ISSUE 6 • Fall/Winter 2010

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



## *Dog Tails... A Weekend with Betty White to Benefit*



## *Morris Animal Foundation*

Jay (husband and Cru Vin Dogs label artist) Snellgrove and I traveled to Williamsburg, Virginia, October 15th and 16th to attend a very special Morris Animal Foundation benefit weekend with TV legend, Betty White. Not only has Betty served as a trustee (since 1971) and president emeritus of Morris Animal Foundation, she's also sponsored dozens of animal health studies and raised untold sums to improve veterinary medicine for companion animals and wildlife.

And what a weekend it was! We spent Friday evening at a special cocktail reception at the Williamsburg Winery with Betty and a few invited guests. The evening was warm so part of the reception was held on their patio where the wines were being poured. I was just given a full glass of their best red wine, when Paul Raybould from Morris Animal Foundation whisked me away to a nearby room where Betty White and Tom Smith – the owner of Binn's of Williamsburg (a luxury fashion store) – were standing, waiting for me. Tom introduced Betty, thanked her for coming to meet the guests, turned



*Mary and Jay Snellgrove with Betty White at  
The Williamsburg Winery*

*Continued*

to introduce me and give me a hug—accidentally knocking the glass filled with red wine right out of my hands. We both watched in horror as the glass fell and shattered right by Betty’s leg. Take it from me, you have never seen an 88-year-old women move so fast! Tom and I were mortified and the room seemed to fall silent. So what does one do in such a situation? We yelled OPA! of course, at which point everyone, including Betty, seemed to relax and enjoy a good laugh.

On Saturday afternoon Betty arrived in an antique horse-drawn carriage at Binn’s where she was greeted by 3,500 fans. From 1:00 – 5:30 p.m. she signed a collection of European handcrafted ornaments created by Joy To The World Collectibles; then it was off to the Gala at 6:00 that evening to attend the “All About Animals” Black Tie event that included dinner, dancing and a silent auction at the Williamsburg Lodge in Colonial Williamsburg.

After dinner Betty was presented with a one-of-a-kind Betty White-themed cake made by the famous Dunn Goldman from Ace of Cakes (which will be featured on an upcoming episode of “Ace of Cakes” on the Food Network). Jay and I then had the privilege to present Betty with a Golden Retriever poster signed by Jay – I referred to it at the time as “a portrait of some ‘Golden Girls’” – and a Cru Vin Dogs “Golden Retriever” T-shirt. Betty has a beautiful Golden Retriever named “Pontiac” who she adores and later disclosed to me that she has our Golden Retriever Chardonnay bottles displayed all over her house. What an honor!

Cru Vin Dogs donated all the wine for the gala, and the winning bidder of the silent auction will receive a dog portrait and a case of wine with the portrait label to be illustrated by Jay. We were both extremely honored and moved to be part of this amazing group of events which raised more than \$70,000 for such a worthwhile cause.

And yes, Betty White is a lovely and adorable bundle of energy, and an absolute hoot to be around!

*Cheers!*

**Mary Snellgrove**  
President



*Betty arriving in style for her signing session at Binn’s*



*Dunn Goldman presenting Betty White with one of his special creations*



*Mary and Dunn pause for a photo-op*



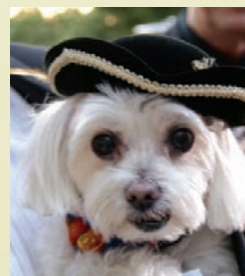
*Betty is overjoyed to learn how much Cru Vin Dogs has given back to canine charities*



*Jay’s presentation of a signed print of Golden Retrievers to Betty White*



*Mary Snellgrove, Tom and Kim Smith of Binn’s, and Paul Raybould of Morris Animal Foundation*



*“Bently” dressed and ready to meet Betty White*

# It's the Season...

by Bill Foss, Chairman

## ...Holiday Get-togethers

*Festive parties and special meals beg for good wine...our favorite time of the year!*

*We've asked our winemaker, Tony Wasowicz, to re-taste all our wines and give us his updated notes. These are now posted on our website. From personal experience, I can tell you that the wines have matured beautifully and are really pairing well with food. We have also collected some of our team's favorite family recipes for your holiday enjoyment and listed them under "Kibbles & Sips" on the website. We wish you all a great holiday season.*

### ...Warm Memories

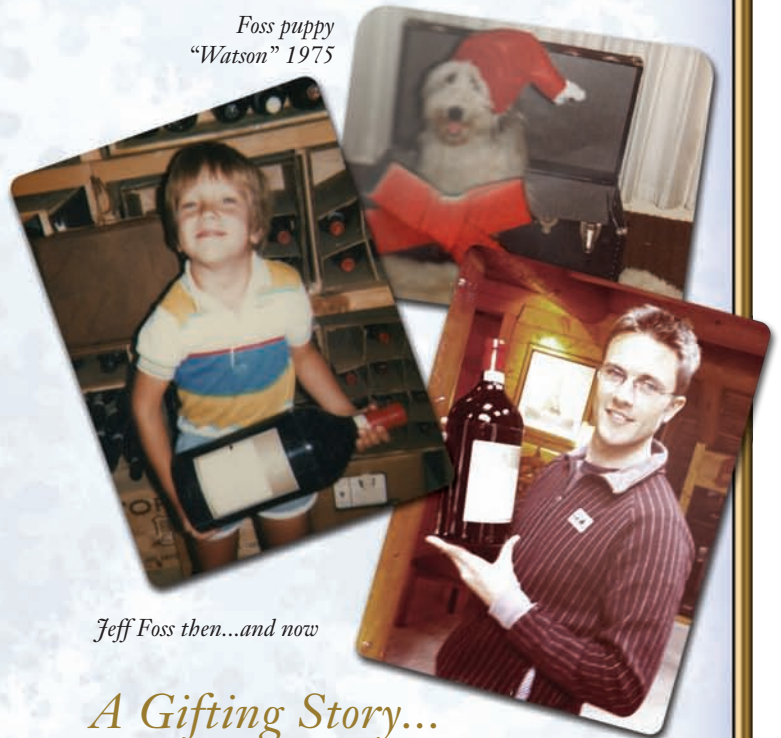
An old friend, wine writer Bill St. John, once wrote: "Good people are like good wine actually. They really don't ever go away because you have such strong and fond memories of them. They linger in your mind. Wine is one of the most wonderful ways we humans have to take us into other worlds. It is life itself, from the moment the bud breaks on the vine in spring, through the soft rains of summer and the orange sunshine of harvest, until the grape becomes another self which, too, grows and changes and matures. Wine is a gift we make to ourselves."

After 38 years in the wine world, what I truly love about it are the stories & memories of the wines, occasions and people you shared a glass or two with long the way. Learning about wine while camping through Europe with a couple of college

buddies; pioneering fine wine distribution in the '70's with the likes of Chateau Montelena, Robert Mondavi, Clos du Val, Freemark Abbey, Joseph Phelps, Ridge, etc., etc., what fun! All the tastings, meals & adventures (crossing the railroad tressel at midnight during the Oregon Pinot Noir Celebration seemed like a good idea at the time). There's a book in all this somewhere and I'm sure CVD President Mary Snellgrove has one too with her 28 years of wine-ing but we aren't finished gathering source material just yet.

Our Cru Vin Dogs project continues the journey for us in new and exciting ways, and we hope it will bring you, our supporters & friends, the warmest of memories and experiences as well.

Foss puppy  
"Watson" 1975



Jeff Foss then...and now

### A Gifting Story...

On my son Jeff's 5th birthday I gave him a 3 Liter bottle of 1980 (his birth year) Joseph Phelps "Insignia" which is their flagship Cabernet blend. (We represented Phelps in the '70's & '80's with my wholesale company in Ohio.) We took a picture of Jeff putting the wine in the cellar.

In August of this year, Jeff married Lindsey in Breckenridge, Colorado, and the next day a bunch of the relatives came over to our cabin outside of Grand Lake, just on the west side of Rocky Mt. National Park. Jeff opened that special 30-year-old bottle with great drama—we needed a coffee filter to decant it because the cork crumbled. But WOW what a wine and such a fond memory we will have of how both our son and the wine had matured. We all signed it of course and it will continue to reside at the cabin along with many other signed-bottle-friends!



Camping in Italy, 1968

## Gifting Update

So many of you tell us our wines make perfect gifts and are so very much appreciated that this year, in addition to being able to customize your choice of wines, we've added a number of new gift combinations at special prices. We've also tweaked the ordering process to make it as user-friendly as possible for both personal and corporate gifting. You can order online, by fax, mail, or just give us a call toll-free at (866) CRU-VINI. One of us will be happy to help (Bill, Mary, Jay, Bob, Lynn, or Selina). And remember, 10% of your purchase goes back to our charitable partners. We would be more than happy to provide tax documentation if requested.



## Helping Others

In such a difficult economy, charities of all shapes and sizes are feeling the pinch. Giving a gift of great wine that gives back helps.



ALIE Foundation

*Cheers!*

## COMING ATTRACTIONS

*We've been busy! Although it's been some time since our last new release, we've been working hard to track down more great wines for good causes! Here's a sampling of what's coming down the pike.*

### *The Loyal Companion™*

*Priced just under our Puppy Series, we're working on a new tier of red and white wine that could sell for around \$12/bottle. With Club or case discounts the price could be in the \$10 range making it more affordable as an everyday house wine*



*for our supporters. Label Artist Jay Snellgrove is currently working on the artwork of a wonderful shelter dog he came across, and we hope to bottle the wine early next year. The label for this tier will not change as our others do but each release will have a different Lot # and a description of the blend. We've been conducting blending trials during the past six months and we're happy to report that we'll have some very special wines when we launch.*

*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 80210 303.722.7363 (1.866.CRU.VINI)*



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