

# GustavoThrace

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July 7, 2005

Dear Academy class of 1975

Your classmate, Mark Beesley, approached me about the possibility of producing a special label wine for your 30<sup>th</sup> class reunion in September. He supplied the artwork for your class ring and asked that we develop a label using the design for your reunion wines.

First, a little history. I first met Mark in Bitburg, Germany in 1976. Imagine my surprise the very first time I walked into the Officer's Club to have someone wheeled past me in a shopping cart – yep, it was Mark and we've been friends ever since.

I started a small winery in 1996 and Mark has watched, and sampled, the progress for the past nine years. We do seven different varietals for a total of 5,000 cases per year. My partner and winemaker, Gustavo Brambila, was the winemaker at Grgich Hills for 23 years and has a long history of making world-class wines here in the Napa Valley. You can learn more about us at our website [www.gustavothrace.com](http://www.gustavothrace.com)

For this project Gustavo developed both a red and a white blend. The grapes for these wines are all from the Napa Valley and he made these as rounded, easy-drinking wines to appeal to the greatest number of palettes.

The price for each wine is \$12.95/bottle or, with a case discount \$140/case for either red or white or a mixed case. I hope that once you've tried the wines you will see what great wines he has put together for you at this price.

These wines may be ordered now for delivery to your home/office or you may pre-order them to be picked up at the reunion in September. I will be at the registration tables in September to deliver your pre-ordered wines as well as take new orders for delivery to your home after the reunion.

I am attaching a proof of the class label that will be on the wine and an order form to get you started. If you would like to pre-order any wines for home delivery or for pick-up at the reunion – hey, you've got to have something to drink in your hotel room – please let me know by August 1, 2005. You may print out a copy of the attached order form and fax it to us at (707) 257-7001. Any wines ordered for home delivery will be shipped the first week in August.

I look forward to meeting you in September and please let me know if you will be in Napa, we'd be happy to have you visit the winery.

Cheers,

Thrace Bromberger