

2011 WINE GRAPE ESCAPES

Experience the beautiful Paso Robles wine country during the most spectacular time of year -- CRUSH! You'll get a taste of what winemaking is really like while enjoying a fantastic time in the vineyard and winery.

PICK, CRUSH & STOMP while learning about the region, the wines and the people that make Paso Robles a premiere wine producing region. You'll enjoy local wine country cuisine, great wines and a wine experience like never before!



SAVE

JOIN THE CRUSH CLUB & SAVE ON REGISTRATION, HOTELS, WINE TASTING & MORE!

SEE BACK FOR DETAILS

Qty	Package	Description	Price	Crush Club	Total
—	Crush Encounters	1 day wine grape crush experience ○ Sep. 24 ○ Oct. 1 ○ Oct. 15 ○ Oct. 22	\$255.00	\$229.50	\$ _____
—	Cellar Master	2 day wine grape crush experience PLUS 3 bottles of wine ○ Sep. 24-25 ○ Oct. 1-2 ○ Oct. 15-16 ○ Oct. 22-23	\$495.00	\$445.50	\$ _____
—	Winemaker	3 day wine grape crush experience PLUS 6 bottles of wine and winemaker dinner ○ Sep. 23-25 ○ Oct. 14-16	\$855.00	\$769.50	\$ _____
—	The Vintner	3 day wine grape tour and crush experience	\$860.00	\$774.00	\$ _____
—	Master Vintner one date only	3 day wine grape harvest tour and crush experience PLUS one case of wine ○ Oct. 28-30	\$1,100.00	\$990.00	\$ _____

ADD HOTEL PACKAGE— Limited availability on discounted hotels. BOOK EARLY TO ENSURE AVAILABILITY
2 Night Hotel Packages – rates per person based upon double occupancy – includes 12% room tax. Rates are already discounted so no additional discounts applied to hotel rates. Rate cut-off is 30 days prior to arrival.

Qty	Hotel Name	Sep. 23-24	Oct. 1-2	Oct. 14-16	Oct. 22-23	Oct. 28-29	\$ _____
—	Courtyard Marriott	○ \$185/pp	○ \$225/pp	○ \$185/pp	○ \$265/pp	○ \$185/pp	\$ _____
—	Holiday Inn Express	○ \$175/pp	N/A	○ \$175/pp	N/A	○ \$175/pp	\$ _____
—	La Quinta	N/A	N/A	○ \$185/pp	○ \$210/pp	○ \$170/pp	\$ _____
—	La Bellasera Inn & Suites	N/A	N/A	N/A	N/A	○ \$290/PP	\$ _____

All packages are subject to availability. All rates guaranteed only through registration deadline.

PAYMENT OPTIONS AND TERMS

You may pay for your weekend winemaking experience by check or credit card. Once your registration is received, a First Crush representative will call you to complete the transaction. Visa, MasterCard, American Express and Discover are accepted. **We offer a 2% discount to customers paying by check.** If you would like to pay by check, please call (805) 434-2772 or complete the registration form and fax it to (805) 434-3337, then mail your check to the address below. To secure your reservation, a 50% deposit is required at the time of registration. You will be billed for the remainder with the balance due 30 days prior to your expected arrival date.

CANCELLATION POLICY

Once your reservation is confirmed, you may cancel your reservation and receive a full refund within seven days of making the reservation **IF** the reservation is made more than thirty (30) days prior to your expected arrival date. Reservations cancelled less than thirty (30) days prior to the scheduled weekend but more than fifteen (15) days prior to arrival are subject to a \$100 per person cancellation fee. Less than 15 days prior to arrival, no refunds will be issued. However, reservations can be transferred for no additional fee up to three (3) days prior to arrival date. Transferee must accept all conditions of sale and provide completion of payment (if necessary) upon transfer. The \$100 cancellation fee may be applied to a future Wine Grape Escape or Crush Camp.

DISCOUNTS

Register before July 15, 2011, and get 15% off Regular Price. Register before August 1, 2011, and receive 10% off Regular Price. **Crush Club Members receive an additional 10% off of the Crush Club Price on registrations received by August 1, 2011.** Only one discount per person per registration.

PACKAGE TOTAL	\$ _____
(before 7/15) 15% Early Registration	(_____)
(before 8/15) 10% Early Registration	(_____)
HOTEL PACKAGE	
50% Deposit	\$ _____
Club Membership	\$ _____
2% Cash Discount	(_____)
BALANCE DUE	\$ _____

Name _____

Mailing Address _____

City, State, Zip _____

Ph (_____) _____ Email _____

Registrant/Guest Names _____

5 EASY WAYS TO REGISTER

- By fax (805) 434-3337
- By email info@firstcrushwinemaking.com
- By mail 3850 Ramada Dr., B1, Paso Robles, CA 93446
- By phone (877) 82-CRUSH (27874) or (805) 434-2772
- Online: firstcrushwinemaking.com

CREDIT CARD INFO

Name on Card _____

Card No. _____ - _____ - _____ - _____

Auth Code _____ Expiration Date: _____ - _____

Billing Address _____ Zip _____

SAVE**JOIN THE CRUSH CLUB & SAVE ON REGISTRATION, HOTELS, WINE TASTING & MORE!**

- Individual Crush Club Membership (annual) \$35 _____
- Couple Crush Club Membership (annual) \$50 _____
- Add me to the **Crush Club RESERVE Wine Club**
Includes one annual shipment of First Crush special release wines with a holiday gift. Will be shipped and charged in Nov. \$50+tax & shipping

2011 First Crush Wine Grape Escapes - Package Features

PACKAGE NAME	Crush Camp	Cellar Master	Winemaker	Vintner	Master Vintner
Package Type	1 Day	2 day	3-day	3-day	Reserve
Available Dates	Sept. 24	Sept. 24-25	Sept. 23-25		
	Oct. 1	Oct. 1-2			
	Oct. 15	Oct. 15-16	Oct. 14-16		
	Oct. 22	Oct. 22-23		Oct. 28-30	Oct. 28-30
<i>Wine</i>					
WINE		3 bottles \$100 value	6 bottles \$192 value		1 case \$360 value
<i>Meals Included</i>					
Lunch	✓	✓	✓	✓	✓
Winemaker Dinner 1			✓	✓	✓
Winemaker Dinner 2				✓	✓
Sunday Brunch		✓	✓	✓	✓
<i>Activities Included</i>					
Winery Tour(s)			✓	✓	✓
Vineyard Tour(s)			✓	✓	✓
A Taste of Terroir	✓	✓	✓	✓	✓
Picking Party	✓	✓	✓	✓	✓
The BIG Crush	✓	✓	✓	✓	✓
Winemakers Challenge Grape Stomp	✓	✓	✓	✓	✓
Pilates for your Palate		✓	✓	✓	✓
Art of Blending Seminar				✓	✓
Bottle Bash		✓	✓	✓	✓
Winery Tour(s)				✓	✓
Live Music	✓	✓	✓	✓	✓
<i>Extras Included</i>					
Transportation	Optional	✓	✓	✓	✓
Teeshirt	✓	✓	✓	✓	✓
Quarterly Barrel Samples			✓		✓
Price	\$ 255.00	\$ 545.00	\$ 855.00	\$ 860.00	\$ 1,100.00
Crush Club - 10%	\$ 229.50	\$ 490.50	\$ 769.50	\$ 774.00	\$ 990.00
Crush Club 10% Early Registration Price Good until 8/15/11	\$ 206.55	\$ 441.45	\$ 692.55	\$ 696.60	\$ 891.00
Non-Member Price (10% Early Reg Discount) Good until (8/15/11)	\$ 229.50	\$ 490.50	\$ 769.50	\$ 774.00	\$ 964.80
BEST PRICE (15% Early Registration Discount Good until 7/15/11)	\$ 216.75	\$ 463.25	\$ 726.75	\$ 731.00	\$ 935.00
Transportation	\$ 50.00				
Winemaker	To/from winery/vineyard for harvest and crush experience on Saturday				
Winemaker Reserve	To/from winery/vineyard for harvest and crush experience on Saturday and Friday night winemaker dinner				
Master Vintner & MV Reserve	Transportation for all activities throughout the weekend				

FOR COMPLETE DETAILS - OR TO REGISTERcall 877.82.CRUSH (822-7874) or visit www.firstcrushwinemaking.com