

PAGE SPRINGS CELLARS

Autumn 2010

AUTUMN EQUINOX

Volume 7, Issue 3



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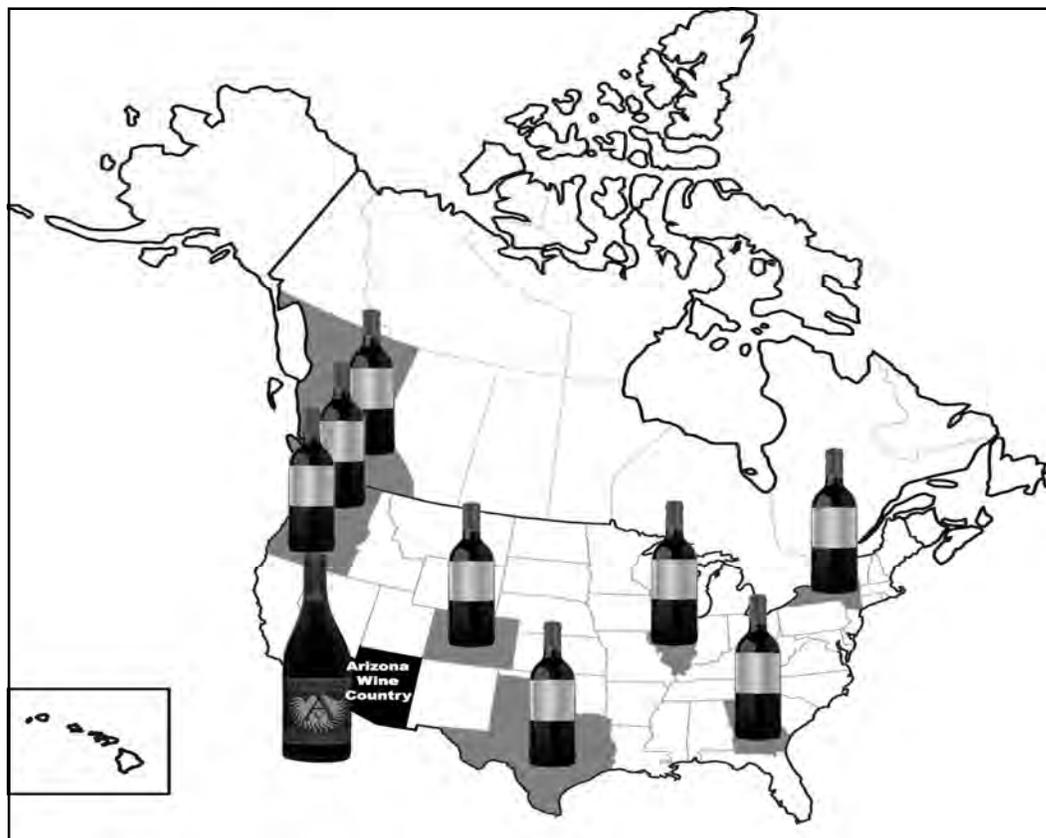
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Perceptions of Arizona Wine Across Our Country

by Eric Glomski



In the past several months I have been traveling throughout the United States and Canada promoting Arizona wines to everyone from small mom-and-pop wine shop owners to internationally renowned restaurants. My travels have landed me with our southwestern neighbors in Dallas, Austin, Houston and San Antonio; I have gazed up at the Rockies from Denver, taken sea planes to Vancouver Island, been rained on in Seattle and Portland, and blown off my feet in Chicago. I have spent way too much time in cabs in Manhattan only to get on a plane so I could wade through the thick, hot air in Atlanta. As you might expect, the most common question (aside from recent immigration law inquiries...) took on the form of "how can you grow wine in the desert...isn't it too hot??" Equipped with a topographic map that was color-coded to represent summer highs and an arsenal of

wine - I set out to reverse people's perceptions that our State's wines would be over-ripe, flabby, too high in alcohol, listless and innocuous.

In the beautiful city of Vancouver, British Columbia I had the luck of being able to compare and contrast the issues that Okanagan wine growers of B.C. face. Their biggest perceptive challenge with the consumer (other than the markups associated with the heinous alcohol taxes in B.C.) is that most people assume it is too cold up there to grow grapes. Touché! Interestingly, many of the pros I met pointed out that heat was their biggest problem. I found this ironic because, at least in my experience, cold is one of Arizona's biggest challenges. Fascinating - here we have two challenges that present polar opposites to the popular understanding of these up-and-coming regions. Most importantly,

Test Your Knowledge

By Justin Ove

Working in the tasting room we naturally answer a lot of questions. Not only from first time visitors, but long time members as well. We love to engage these questions, and it's just as fun to discuss wine with a guest who may be learning the difference between Pinot Noir and Pinot Gris as it is to discuss the subtle contrast of Barolo and Barbaresco with a fellow wine geek. The "test" below is a combination of questions we get every day, as well as questions that have made us scratch our own heads in the past. (Answers are below. Score yourself one point for every correct answer.) Good Luck!!

1. When was the vineyard at Page Springs planted?

- A. 2006
- B. 1997
- C. 2003
- D. 1980



2. How many bottles of wine do you get from one barrel?

- A. 500
- B. 1,000
- C. 50
- D. 300



3. True or False?

Full, slow moving "legs" on the side of a wine glass indicate the wine is of superior quality.

4. Another term for "sweet" is:

- A. Full-bodied
- B. Off-dry
- C. Fortified
- D. Fruity



5. Approximately how many cases of wine does PSC make per year?

- A. 15,000
- B. 1,800
- C. 8,500
- D. 30,000



6. True or False?

Heavy summer monsoons are beneficial for the vines at PSC.

7. True or False?

French wines contain sulfites.

8. When used properly, the term "dry" refers to:

- A. High tannin (astringent) content
- B. Lack of residual sugar
- C. Wine made in the desert
- D. Low acid levels

9. True or False?

White wine can be made from virtually any red varietal.

10. PSC has two resident pets. What are their names?

- A. Angie and Coco
- B. Pfeffer and Mira
- C. Corey and Phil
- D. Chupa and Cabra

SCORE / GEEK LEVEL	
0-3	Gallo
4-6	Mondavi
7-9	Rothschild
10	Glomski



Justin Ove—Tasting Room Associate / Off-site Event Coordinator

Answer: 1: c, 2: d, 3: False, 4: b, 5: c, 6: False, 7: True, 8: b, 9: True, 10: b



An Innkeeper purchased an odd number of wine kegs, and one keg of beer. These are shown in the picture on the left. The Innkeeper then sold an amount of the wine to one woman and twice this amount to another, but kept the beer to herself.

Can you figure out which keg contains the beer? (the kegs were sold just as they were purchased, without manipulating the contents)

To divide the wine as described, the gallons of wine must be evenly divisible by 3. The 20 gallons keg is the only one that can be subtracted from 119 to leave a number divisible by 3, so the 20 gallon keg is the beer, leaving 99 gallons of wine (to go with the 99 bottles of beer on the wall). So, 33 gallons must have been sold to one woman, and 66 to another. Hence, the 18 and 15 gallon kegs were sold to the first woman, the 31, 19, and 16 gallon kegs to the second, and the 20 gallon keg of beer was kept.

Answer:

Perceptions of Arizona Wine

when these folks tried our Arizona wines, they loved them! We have dozens of accounts in British Columbia now and interest in our wines is growing steadily.

Another interesting visit was Manhattan, New York. Having just come from Dallas where our lighter, more elegant wines were viewed as wimpy (it's gotta' go with a big steak if it's gonna' fly in Dallas), I didn't know what to expect from what many view as "the capital of wine and food sophistication" in our country. After spending several days visiting restaurants and wine shops as well as being honored by having our wines poured at a dinner with Chef Michael Carrino at the James Beard House, I left with renewed excitement about our small southwestern wine industry. I also left with a new perception of New York. To my surprise, just about every account I visited took on our wines. As interesting was what they took. In total contrast to

Dallas, New Yorkers' wanted the lighter, higher acid, more elegant offerings. This not only made sense in the context of food pairings, but it was also apparent that palates there were much more influenced by Europe than by California and the New World. All I can say is that Arizona is going strong in the Big Apple!

Atlanta and Athens Georgia were also very interesting stops. Whenever I visit a particular market, I always talk about Arizona geography, but I also talk about the "idea" of Arizona wine. In a number of states, I have found that wine enthusiasts have tired of California wines. There has been a more-than-plentiful supply for some time - or dare I say, a glut... In contrast, Arizona is relatively young, fresh and exciting. Obviously, what is in the bottle counts and is incredibly important, but when it comes down to it, people are looking for a story - a story that connects them with a place and with other people.

They want contrast, connection and culture. People also don't just buy wines for themselves, they buy wines to share, and they buy wines to share something unique and storied. To me, Georgia exemplified this. I can't tell you how many times someone said to me "I love your wines son, but all this stuff about pioneering, the Apache, water supply, elevation...well that's just a great story!" We do have a great story in Arizona and we should be very proud of it.

Now that our Arizona wines are in 30 states and two Canadian provinces, I can only say that Arizona is making its mark. Throughout my journeys I hear recollections of wine drinker's visits to Arizona. Callaghan and Dos Cabezas come up frequently and I am starting to hear people expounding on rare little finds like Pillsbury and Keeling-Schaefer. Pretty exciting! Despite lousy economics, the Arizona wine industry is growing and bucking the trend.

Wine Club Member Profile Greg & Tina Gibson and Colleen Dalrymple

Homage to a Rock Star - OK, I'll admit it in a public forum, I first discovered PSC because of a certain rock star that was releasing his first wine in March of 2006. I took my wife Tina to calm my nerves, but it turned out she was just as nervous. While it was quite an experience to finally meet someone that had inspired me with their words and music, the unexpected inspiration was to find Page Springs Cellars; a beautiful refuge in the middle of the barren Arizona desert. Soon thereafter, we became wine club members along with my wife's sister, and soon-to-be partner, Colleen.

In 2007, Tina and I purchased 20 acres of land across from ASV and were beginning to dream about opening a B&B, but that was still 10-15 years away. We had volunteered at harvest, racked wines at Colibri vineyards, and did our best to spread the word of PSC's wines, but we just wanted to get more involved. Still being a fan of the rock star's band, Tina, Colleen and I went to a concert in Las Vegas and it was during this road trip that we began to conceptualize how we could be a part of this burgeoning wine industry while providing more structured support.

We had experienced afternoons drinking on the deck or in the cellar at members events and, realizing the dangers of driving all the way back to Phoenix intoxicated, we identified the need for an organized tour company to and from the valley. It was in this realization that Arizona Grape Escapes (wine gets better with AGE) was born.

We trudged our way through grueling wine classes and then acquired a shuttle bus, to create the "Winobago." Our maiden voyage was in the summer of 2008 - a celebration of friends and family member's August birthdays.

Throughout the past two years we have had the pleasure of personally and professionally spreading the word about PSC and the local wine industry as a whole. While often being unable to attend all PSC events, we are still proud members of the PSC family and are deeply passionate about the wine that Arizona can produce. Give us a shout next time you see us bouncing around the winery and, if you all have ever seen Eric wearing his leather pants, you know as well as we do who really earns the title "rock star" of Arizona wine.

Greg & Tina Gibson
Colleen "Chase" Dalrymple

Arizona Grape Escapes

www.arizonagrapeescapes.com



PSC Staff Profile Dillion D'Adamo

by Dillion D'Adamo



Hello, my name is Dillion D'Adamo and I am one of the newest members of the PSC team. I am the Chef de Cuisine in charge of the food that you will be having when you visit

our tasting room. I have lived in the Verde Valley for nearly a decade, a transplant from New Hampshire, and have a beautiful wife named Niccole and an incredibly adorable-so-much-that-you-can't-help-but-stare year and a half old boy named Ethan. When I am not at work, I am loving life with my family and usually doing something active and in nature.

I have watched PSC, and Arizona's other wine growing regions with great enthusiasm with PSC being my favorite overall maker of Arizona wine and just a general "really nice place to hang out on a day off." If you have been a member for a while, you too probably have been impressed with how this winery has matured and is producing world class wine. I am an avid oenophile and passionate lover of all things food.

The clearest memory of my first "foray" into the world of food was when I was four years old...my Mother placed me on a chair in front of the stove. She handed me a wooden spoon and told me to "stir the onions round and round" in a pot. What child doesn't want to "help" their parents cook when they are that age? I asked how long was I to stir, to which she would respond, "quite a long time if you want to make something good to eat." I tasted the soup when my mother was finished making it. It had just the right level of sweetness from the caramelized onions that had made my arm sore from stirring the onions. Making a healthy soup that a four year old will eat and that he or she feels like they were able to "help" with, was and always will be a challenge. It just so happened to be a success that has ripened into my calling and career. That is what I remember about my mother teaching

me to make her French Onion Soup. The same philosophy applies to life, nature, and, of course, the grape vine.

As I enter my 18th year in my professional trade, I would like you to know that I take a great deal of pride in everything that will be coming out of our kitchen. We hand select ingredients, meats and cheeses to heighten your tasting experience with our wines. Please come join me and the rest of the PSC staff as we make a few more great memories.

OUR NEW MENU

Pairing Plates

White

Il Numero Uno Prosciutto (Parma),
Melon, D'affinois Brie
Dried Apricots, Brioche with Black
Truffle Butter

Red

Hudson Valley Duck Sausage, Yellow
Tomatoes, Rosemary Manchego
Dried Cherries, Brioche with Black
Truffle Butter

Port

Candied Walnuts, Vosges Chocolate
Square, Roaring 40's Blue Cheese
Black Mission Figs, Brioche with Black
Truffle Butter

Summer Salads

Green Mango Cilantro

Baby Greens tossed with sliced green
mango, peppadew chilis, house made
white wine dressing and shaved San
Pietro cheese

Belgium Endive

Belgium endive, Roaring 40's blue
cheese, candied walnuts, dried bing
cherries, tossed with a creamy stone
ground mustard dressing

Melon Mint

Crisp melon, Valbreso feta, estate
grown mint, served over mixed
greens & sprinkled with pink
Himalayan sea salt

Basic Cheese Plate



Three Seasonal Cheeses served with
Roasted Almonds, Dried Apricots, a
Fresh Apple, and Cucina Viva
Breadsticks

Bistro Plate



Three Seasonal Cheeses served with
Prosciutto (parma), Italian Style
Salami, Duck Sausage, Marinated
Yellow Tomatoes, Marinated Gigan-
des, Dried Cherries, Queen Creek
Olive Mill Assorted Olives, & Rose-
mary Flatbread Crackers

Bruschetta Plate

Choose three different Bruschetta
proudly served on Orion Bread Co.
Bread and a side of Queen Creek
Olive Mill Olives

Balsamic Tomatoes, Mozzarella, Basil
Prosciutto, Mascarpone, Fig Spread
Salami & Sun Dried Tomato
Parmesan

Artichoke & Roasted Garlic Yellow
Tomato & Rosemary Manchego
Brie, Fig & Caramelized Onion
Roasted Red Pepper, White bean
puree, Roasted Garlic

Weddings and Event Hosting

Page Springs Cellars is the perfect place to gather and celebrate a private or corporate event, class or family reunion, birthday or anniversary party, weddings or a renewal of vows. As many of you know, we have a unique and attractive setting surrounded by lush vineyards and the sounds and beauty of nature.



Do you need an outdoor place for team-building, or a place to bring your clients? Corporate picnics are always a great way to relieve some of the 9 to 5 tension. Some company meetings call for a change of scenery for brainstorming, boosting morale or to reward valued employees. PSC is the place where you can make connections, refresh and have fun. It's not all business when you plan a meeting in our casual and picturesque location.



If you want to avoid the traditional wedding halls and find something new, PSC offers you a romantic and intimate atmosphere perfect for exchanging your wedding vows. Surrounded by friends, family and the rich textures of a vineyard setting, the ceremony and reception takes place in our herb garden or on our deck overlooking pristine Oak Creek.

Bring in your own planner, caterer, photographer, etc. or ask us for our "Resource List" of approved professionals to help plan your event.

For more information contact
Darlene Wilson
928-639-3004 or email
Events@PageSpringsCellars.com

Welcome New PSC Employees

Page Springs Cellars would like to introduce some of our new employees. Please welcome:



Jason Dudley is one of our Tasting Room Associates. He lives in Jerome and has many years of experience working in the wine industry. Jason is looking forward to answering your questions about our wines and Page Springs Cellars.



Etta Phillips is our new part-time Wine Club Administrative Assistant. She will be taking care of all your reservations for WC Events as well as lending a helping hand with club needs.



Vivie Bernard is a new Tasting Room Associate. She became interested in wine when she was traveling through the Argentina and Chile wine country. She is from Virginia and new to Arizona.

Goodbye to a PSC Employee



Many of you had the pleasure of attending a Wine Club event led by our winemaker, Joe Bechard. Joe is very passionate about wine and winemaking and so it is with excitement and sadness that we say goodbye to Joe and wish him the very best with his winemaking future.

Good Luck Joe!!

2009 PSC Vintage

by Corey Turnbull

Due to the success of our ever growing wine club and the popularity of the Tasting Room, late summer has become a challenging time for us. We always seem to run out of wines. If you have visited our tasting room, you are aware that we offer a wide range of wines to the consumer. We take great pride in this fact! Most tasting rooms offer 8-10 wines. I feel that less than 20 is a crisis situation. This time of year, after filling club shipments and tasting room orders, we excitedly await the new wines to come rolling off the bottling line. We are eager to get them to you and replenish our diminishing stock. This has never been more true than it is this year in anticipation of the 2009 vintage.

Everyone here at PSC, especially Eric, believes that this last vintage was the best ever for Arizona. We did not see the sometimes devastating monsoons; but rather a warm, dry Indian Summer that led to great color development and optimum sugar levels. The quality of the wine is not only credited to the vintage, but also to the hard work and dedication of everyone involved. From the first bud break in the vineyard to the last bottle off the line, great wine is crafted by many different people with many different responsibilities, all working together.



The excitement started last fall when our awesome vineyard staff harvested tons of grape clusters that looked practically textbook perfect. They had tremendous color, toasty seeds, amazing flavors with practically no sign of shatter, bee damage, or uneven ripening. This excitement has built to a high pitch level thanks to the production crew. They did a stand up job crafting some of the most

Preparing for Harvest at Page Springs Cellars

by Jeff Hendricks

Harvest Festival 2010

by Lisa Rhodes

It's hard to explain the sense of relief and happiness when that last cluster is picked. In some ways it doesn't matter if it was a good year or a bad year...either way it's the end of a battle to grow the best grapes we can given the circumstances.



Harvest season and the preparation really begins at veraison. This term basically means the onset of ripening and in red grapes it's when the berries change color. It marks a shift in farming strategy as well, moving from an offensive strategy to a defensive one. To simplify, before veraison we are trying to make the plants grow a certain way using water, nutrients and some sharp pruning shears. After veraison we move to a strategy of protecting the fruit that we worked so hard to grow. The lure of sugar



seems to have no bounds in the animal kingdom. Birds, squirrels, insects and fungus all love the sugar filled purple berries and we go to great lengths to prevent them from getting it. The unsightly nets covering the vines this time of year will deter birds and squirrels...and a spray regiment of fungicides will prevent fungal invasions. We employ other methods of protection

but these are the notable ones. As the fruit ripens and harvest draws closer, Mother Nature's monsoon rains become a big problem...an untimely storm can cause excessive growth and unwanted moisture creating a perfect environment for fungal growth. In fact, a powerful monsoon can pummel the plants with hail rupturing berries and puncturing leaves.

Amidst the protective strategies we are also making some last minute changes to the vines and clusters. We'll often go in and drop some fruit to concentrate ripening in the remaining clusters. We'll pull leaves to increase sun exposure and airflow. We watch the fruit very carefully and check on it daily during this time of year. In the weeks leading to harvest we'll continually test



sugar levels and pH... looking for a specific sugar level that the winemaker wants based on that particular varietal. We'll also look at the skin thickness, seed color and texture, and taste of the berries to determine when to harvest. Once you pick the clusters you can't put them back on the vine so we try and weigh all these factors before deciding to schedule the pick.

Then we arrive at harvest day. When all is said and done we'll gaze at massive bins mounding with beautiful fruit and in the background hundreds of vines picked bare preparing for a well earned winter.



Wow, wasn't Harvest Festival great? It seems like our little end of the growing season celebration just keeps getting better and better. We hope you liked the music this year - Luc and the Lovingtons really rocked. Good job to our Off-site Event Coordinator Justin for finding them! We decided a few years ago to have a different local band each year and this year Muskellunge really got the party off to a fun start—we're so fortunate to have such amazing talent right here in the Verde Valley. It was nice to have Alisa Fineman, Roger Feuer and Kimball Hurd back again as well.

We try to add something new every year and this year we moved the stage. Everyone seemed to enjoy being in the shade. It certainly made the early part of the event more enjoyable. As usual, our hay bale maze and hay rides were big hits with the little ones.

Finally, we owe a great bit "Thank You" to Inner Circle member Kurt Leinbach and his daughter BreAnna for the great pulled pork BBQ (hope you got a chance to try the delicious cuisine), our awesome volunteers (without whom this event would not be possible), the good people at "A Day in the West" who provided shuttle service to and from our offsite lots and, of course, our amazing staff.



All in all, a great event!! We thank you all for coming, and if you have suggestions for next year, send them to our Event Coordinator Justin@PageSpringsCellars.com. And now, looking ahead, the back breaking months of crush season have just begun!!

Private Wine Tours and Tastings

by Norris Peterson

2009 PSC Vintage

continued from Page 5

Want to learn more about Page Springs Cellars? Arrange your own private winery tour complete with group tastings.



If you are curious or interested to learn more about PSC, this is your opportunity. You will learn something of the history of the vineyard and land, the wine making process, as well as the myths about making wine in Arizona. A special bonus is pairing this tour with tastings of our award winning wines.

For groups of six or more, by reservation only, we conduct a personal, private tour and wine tasting. The



tour is done on your schedule as well as at your pace. You will experience a walking tour of the vineyard, the barrel room, the fermentation area and the crush pad. Your group is welcome to bring a picnic lunch or purchase an assortment of appetizers from our Tasting Room menu and hang out on the lower deck overlooking beautiful Oak Creek.



Your private vineyard tour and tasting can be arranged any day of the week or weekend, between 11am and 6pm. As you can probably imagine, our Saturday and Sundays, are our busiest days so to ensure a leisurely paced tour and tasting we recommend that you schedule your tour during the week. To accommodate your tour group as efficiently as possible, advanced reservations are always required.

The tour topics may include discussion of areas such as:

- history and geology of the land in this area;
- history of the winery;
- the weather and climate myths;
- soil and farming methods;
- the grapes we grow, and why;
- the connections with Maynard James Keenan, Caduceus Cellars and Merkin Vineyards;
- The development of AZ Stronghold and its connections to PSC;
- where the grapes for PSC come from;
- the fermentation of wines and how the red and whites are different;
- the cold fermentation of some whites;
- the "punch down" of the reds and the substantial physical work;
- the process of making fortified wines;
- Origins of oak barrels;
- Impact of oak on wine and the process of aging;
- the bottling process;
- Bottle aging and proper storage; and
- where you can find our wines.

Beyond the basics there is much to cover, which is why the tours are ultimately directed by you - the tour participants. We listen to your questions and customize every tour to elaborate on the subjects that you are most interested in hearing about.

There is a charge for the private wine tour and tasting. For more information please contact

Darlene Wilson at
(928) 639 3004 ext 104
Tours@pagespringscellars.com

balanced Arizona wines I have tasted. Never have I so looked forward to the wines coming down the pipeline. A very important step remains before the work is done.

Every summer, before harvest, a monolithic bottling takes place. Over the course of one-and-a-half weeks, we bottle every night from about 9:00pm



in the evening to about 8:00am in the morning. It is just too hot to do it during the day, and the wines are too precious to subject it to the heat. It is constant with the aid of coffee, energy drinks,

cold pizza, and the occasional joke, we buzz our way through the night. Then the sun comes up, joking seems to subside and as things wrap up we stumble our dreary way home. (This time totally sober). We do this out of love for Page Springs Cellars.

Soon after, the menu pages in the tasting room will start to fill up. We pick and choose which wines will be ready to consume (lighter wines are typically ready sooner) and which wines we will hold back to soften, typically due to high tannin content. Some of you may be familiar with the term "bottle shock". This describes how wines can be a bit disjointed after bottling. At times like this we are presented with mixed challenges. It is our goal to provide our members with the best wines available - and yet some of our wines may need more time to show their best. Inasmuch, we are "pre-releasing" wines to members - these wines will not be available in the tasting room - and we highly recommend that you take a look at the release breakdown on page 10 to see which wines could benefit some time before opening. For example, some of you might have received a bottle of the new 2009 El Serrano. This is the best El Serrano we have ever made, and we want it to reflect the quality it possesses. This reflection is best achieved by giving the wine a little time. I assure you that if you are patient with some of these wines and show some restraint, you will be thanking me later.

Wine Club News

By Susana Meister

Cork Boat Race Recap:

There was some debate from staff members leading up to our first ever Page Springs Cellars Cork Boat Race as to how well the boats would not only navigate the forbidding Oak Creek but also ... how many of them would make it across the finish line intact.



All the boats made it across the finish line. I for one was totally impressed by the range of architecture and methods of adhesive (someone even used wax!). Most of all, I was moved by the PSC patriotism that our competitors put into each craft, including an Eric Glomski pirate flag (complete with eye-patch), an anchor made from melting wine foils and a Mira dog as boat accoutrements.

This event will likely become a standard in the PSC Wine Club Event repertoire. In between races as members lined up to dish up the BBQ, the energy was buzzing with conversations about which ships did best and why – you could hear the wheels turning as members discussed ideas about what they would build next year. A number of members strongly urged that we create division levels: Lightweight/Heavyweight, Magnum/Jeroboam, etcetera. We will be posting the 2011 CBR Event rules on the website as soon as possible so members will have plenty of time to save corks and build their Oak Creek worthy vessels.



Boat racer Aaron Pratt, who added his last few corks (his boat was held together by rubber-bands) just moments away from entry cutoff, summed up his experience in the guaranteed favorite words of any event coordinator: "It was the perfect day."

I look forward to seeing what you all come up with next year!

ASV Madrean Four Corners Club



We are pleased to announce our Arizona Stronghold Madrean Four Corners Club!

Most know of the "Four Corners" region wherein Arizona, New Mexico, Colorado and Utah come together in a statehood tour de force. More important to our Apache mythology and the spirit of Stronghold is the great *Sierra Madre Occidental* – the massive mountain range we find thrusting its way upward through Mexico into the U.S. Southwest. Here the Madrean Four Corners: Sonora, Chihuahua, New Mexico and Arizona were once the homeland of the Chiricahua Apache, the mighty Cochise's tribe. Prior to the forma-



tion of Mexico and then later the political boundaries of the United States, Cochise's people migrated annually throughout this region following the seasonal productivity of the land. Our Madrean Four-Corners Club commemorates this landscape and these people by offering you a chance to explore and develop a sense of place through our wines and events.

Red Sleeves:

is the Spanish translation of the name of Apache Chief Mangas Coloradas who brokered for peace for his people. We named this club to both pay honor to the fallen chief and to the dedication and hard work of winemaking. Hang around the winery during harvest and you'll see more than stained sleeves - you'll see red hands!

3 bottles per shipment

10% discount

12 free tastings (annually)

Price per Release: \$90 or under



Hardwood:



Is named after the mighty Cochise, whose name translates to "strength of wood". We thought it oddly applicable to wine barrels and aging. Oak can easily overpower a wine – it's about balance and nuance.

6 bottles per shipment

20% discount

24 free tastings (annually)

Price per Release: \$180 or under

Quarterly releases occur February, May, September and December.

Please check out our website for additional information, or fill out our online application to join.

www.azstronghold.com

Wine News

by Susana Meister



RIP Coffin Set Rio San Lucas Vineyard

Retail Cost: \$295.00
Special Pricing for Members!!

\$195 Before Member Discount
September Only

Located in the Salinas River Valley in Southeast Monterey County, CA, the Rio San Lucas Vineyards were planted in 1963. This site included Cabernet Sauvignon, Cabernet Franc, Syrah, Zinfandel, Gamay, Petite Sirah, Sangiovese, Pinot Noir and Chardonnay. At one time they also had several other varietals including Riesling. In 2006, the Vineyard was purchased by Earthbound Farms and the vines bulldozed to make way for organic lettuce. Now all that survives is a fraction of Pinot Noir. While we're all for organic farming (which we practice here at our estate vineyard) it broke our wine-drinking hearts. This boxed set is a commemoration of a lovely vineyard site that produced beautiful complex wines.

The soils at RSL are fairly uniform, fine river silts, with varying quantities of sand and gravel. The vines here ranged in age from 7 to 40 years. While certainly a classic Pinot site due to the cooling influences of Monterey Bay, the

moderate temperatures produced great spice characteristics in the Rhone varietals. This coolness also aided in producing very food friendly wines that were higher in acid and lower in alcohol.

#1 2005 PSC Rio San Lucas Pinot Noir:

Light to Medium-bodied. Dried cherry and cranberry with notes of forest floor. Soft on the palate with red cherry and a hint of menthol-like coolness on the finish. Very nice, Burgundian styled Pinot.

#2 2005 PSC Rio San Lucas Syrah:

Medium-bodied. Earthy and gamey, with dried currant, black cherry, saddle leather and tobacco. A very mineral driven, old world styled Syrah. Hermitage?

#3 2005 PSC Rio San Lucas Zinfandel:

Medium-bodied. Jammy and expressive. Blackberry, briar and candied plum with hints of allspice and dried leaves. Flavors of blueberry, grape skin and mulberry. Great acid and low alcohol. Great food Zin. Think BBQ.

#4 2005 PSC Rio San Lucas Petite Syrah:

Medium-bodied. Slightly muted aromas of candied black cherry and blackberry with earthy notes of underbrush and turned earth. Dark black cherry on the mineral laced palate. Also very old world in style.

#5 2005 PSC Rio San Lucas Cabernet Franc:

Rich and full bodied. Black currant, licorice and cassis meld with freshly turned earth and mint. Big dry tannins that grip the palate with a long finish echoing blackberry and eucalyptus. Very, very Paullic. Awesome wine.

Upcoming Wine Club Events

2010 EVENTS

Punch Down Contest

September 24th
6pm—8pm

September 25th and 26th

11am—1pm
3pm—5pm

Gruel and Grog

December 4th & 5th
Eric Glomski
11am—1pm
3pm—5pm

December 11th & 12th

John Scarbrough & Corey Turnbull
11am—1pm
3pm—5pm

2011 EVENTS

Burgers and Barrels

February 26th & 27th
11am—1pm
3pm—5pm

March 5th & 6th

11am—1pm
3pm—5pm

Vernal IC Event

April 16th

Build-A-Blend

May 7th & 8th
11am—1pm
3pm—5pm

May 14th & 15th

11am—1pm
3pm—5pm

Cork Boat Race

June 25th

PSC Events sell out quickly. We advise members to make reservations early! In 2011, we will offer two weekends of each Quarterly Event!! In this way, we hope to ensure that more members can secure reservations and attend events.

IN THIS SHIPMENT

INNER CIRCLE

2008 Shell Creek Vineyards Petite Sirah

This MASSIVE wine is loaded with boysenberry, licorice, caramel and crème brulee. Extremely rich and equally tannic. Decant if drinking young. Improves with as much as 6-7 years. 100 cases produced.

2008 Lakeview Syrah

This Syrah has been a workhorse since PSC's beginnings and has become special to me in its own strange way. Drink young - within the next few years. Could reward up to 2 years. 325 cases produced.

2009 Stronghold Syrah - Norte Block

Under a beautiful core of dark fruit and earthy spice lies a firm structure of acid and tannin. This wine could reward up to 5 years of proper cellaring. 50 cases produced.

2009 Colibri Counoise

This high-elevation wine should make it obvious why this intensely spicy, acidic and fruity wine is so valued in blends and why just a little can go a long way. Hold for 2 months before drinking. 75 cases produced.

2009 Stronghold Ranchita Grafts ☺

We are proud to release this wine from Ranchita progeny. I can certainly trace similarities between the two vineyards based on the vine stock, but I just can't help but jump ship to Arizona. Let us know what you think. Should reward mid-term cellaring (3-5 years) 60 cases produced.

2009 Hames Petite Sirah ☺

From Shell Creek Vineyards this wine is dark, rich, soft with gobs of black fruit, blackberry and coffee notes. Benefits from aging (5 years) 25 cases produced

FRIENDS

2009 El Serrano ☺

This wine has good acidity, fresh fruit flavors and marked spiciness. Should reward short to mid-term cellaring (2 - 3 years) 400 cases produced.

2009 PSC Poquito Landscape

A silky and balanced palate is graced with flavors and aromatics of leafy green tobacco, dark cherries, orange rind and hints of roses and bramble. This is a classic expression of our PSC Vineyard. Drink young. 75 cases produced

2008 Lakeview Syrah

This Syrah has been a workhorse since PSC's beginnings and has become special to me in its own strange way. Drink young - within the next few years. 325 cases produced.

CELLAR DOOR

2009 MSGp ☺

Beautiful layers of spice, red fruit and earth come together on a silky palate with a lingering and complex finish. Rewards up to 2 - 3 years. 525 cases produced.

2009 Golden Rule Syrah ☺

This wine is less spicy, but possesses a much deeper, darker fruit character and softer texture. This is another great example of just how well Syrah expresses site character. Drink young 25 cases produced.

2009 Colibri Syrah ☺

Get great fruit development while being at a high enough elevation to achieve plenty of spice. This wine has the tannin and acidity to improve with a few years or more of cellaring. Rewards up to 2 - 3 years. 100 cases produced.

2009 Ranchita Petite Sirah ☺

Rich, dark and almost dessert-like, the RCV Petite is not a wine to be trifled with. It should stand up well to rich, strong BBQ or even a quality cigar! Rewards up to 1 - 2 years. 100 cases produced.

2009 El Serrano

This wine has good acidity, fresh fruit flavors and marked spiciness. Should reward short to mid-term cellaring (2 - 3 years) 400 cases produced.

FAMILY

2009 MSGp ☺

Beautiful layers of spice, red fruit and earth come together on a silky palate with a lingering and complex finish. Rewards up to 2 - 3 years 525 cases produced.

2008 Lakeview Syrah

This Syrah has been a workhorse since PSC's beginnings and has become special to me in its own strange way. Drink young. 325 cases produced.

2009 El Serrano ☺

This wine has good acidity, fresh fruit flavors and marked spiciness. Should reward short to mid-term cellaring (2 - 3 years) 400 cases produced.

2008 Colibri Grenache

The most tannic AZ Grenache we made from this cool, rainy vintage, this wine is both unruly and refined. The polished, feminine fruit, silky texture and the lusty hint of lipstick on the nose are balanced by a wild green spice, gritty tannins and an unmistakably Colibri earthiness. Drink young 75 cases produced

2009 ECIPS ☺

ECIPS is all about Arizona spice. This blend is so tasty that one of our WC members suggested the purported acronym read "Enjoy 'Cause it's practically sex." Possibly you agree... Rewards up to 2 - 3 years 310 cases produced.

☺ **These wines were bottled recently. Wait at least 2 - 3 months to enjoy. For details see our website: www.PageSpringsCellars.com**