Before you read any further, ask yourself if you know what occurred on this important date. If you know the answer, you are one of the more educated wine drinkers today. If you don’t know, you should: 1920 marks the year that the 18th Amendment (Prohibition) to the United States Constitution was ratified by Congress, thus setting in motion a juggernaut of legal and social changes in our country that can still be felt today. As important as 1920 is 1933…the year that Prohibition was repealed.

I recently read a book by Richard Mendelson titled *From Demon to Darling - A Legal History of Wine in America*. Most people would likely find this book painfully boring, but I have to admit that I could not put it down. A great number of these pages were dedicated to the "Great American Experiment", National Prohibition. Shortly thereafter, I picked up *Vineyards in the Sky*, the life story of legendary California vintner, Martin Ray. (Among his many feats, Ray was the first American Vintner to put a varietal name on a bottle – most notably, Pinot Noir!) Martin Ray was inspired by and learned from an even bigger California wine legend, Paul Masson. Masson’s brilliant and pioneering winery in Saratoga, California, suffered brutally at the hands of Prohibition, virtually destroying his health, his wine business and his prestigious sparkling wine efforts. Both of these books helped me to understand our wine law legacy and have shed light on the struggles of my forbearers.

Prior to Prohibition, hard liquors were really the most controversial alcoholic beverages – and probably for good reason. In the second decade of the 20th Century, saloons and bar rooms were widespread in most states in our country and alcoholism was rampant. As sentiments (which began as “temperance”) veered away from relatively unrestricted production and consumption of alcohol in our country, both the distillers and brewers banded together to defend their businesses. Wine growers did not organize. This was possibly due to their stoic nature as well as their (flawed) belief that wine possessed an inherent cultural exemption from this crisis due to its seamless integration with day-to-day life, because it was to be enjoyed with food, and because it was the drink of the upper classes.
As I write this, racking and really getting to know the new 2009’s is on the forefront of my mind. We have a lot of work to do to get these wines off their lees (the solids that precipitate from a wine as it ages in barrel or tank). But, always looming in the dark recesses of the winemaker's mind is one ominous, terrifying word: "bottling.”

By the time you receive this Wine Club shipment, we’ll be gearing up to blend and bottle the final 2008’s (all client wines now) and the first whites and pinks of the 2009 vintage – and I’m sure I’ll be a mess because bottling is both extremely taxing and extremely cathartic.

There is a lot of work and planning that goes into bottling. First, you have to make decisions about and order packaging, i.e., what kind of closure, what kind of bottle, etc.

I’m sure very few people understand the challenges of preparing a wine label – something Eric could probably write a tome about. These things are closely regulated by the federal government and one tiny error can set back your whole plan. There is also significant time that must be spent with your label producer to make sure everything is right.

While all that is happening, blends should have already been decided and should be coming together in the cellar. This is also typically when we make any last minute adjustments before the wines are sealed up and taken out of our hands. Some wines are fined to remove bitterness or tannin (usually about 2 or 3 of our 50+ batches every year are fined). Sometimes we make small adjustments to a wine’s acidity to bring it into better balance. And we always adjust sulfite levels to preserve the wine during its time in bottle.

Occasionally, a wine also needs to be “sterile filtered” during bottling because it is “unstable.” This means that, either purposefully or otherwise, there is enough residual sugar or malic acid in the wine to risk re-fermentation in bottle, so we filter out all yeast and bacteria that could cause this unfortunate mishap. At PSC, most of our whites are sterile filtered because we inhibit malolactic fermentation, which converts malic acid into the more stable and softer lactic acid. With reds, we try to avoid filtration unless a coarse filtration cleans up the palate or we absolutely have to.

Once the wines are ready, the very physical task of bottling is the next hurdle. Actually running a bottling line takes a fair degree of mechanical savvy – something a wine-sniffig, effete, dandy-boy like myself fails to possess leaving me rather powerless.

But, during almost every bottling, amidst the high-paced chaos, I also feel a sense of relief and pride. All that commotion stirs up a wistful nostalgia in me that says: “finally, these wines you’ve worried about and babied for the last 6 to 18 months – or sometimes more – are out of your hands. Stop worrying…”

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By Joe Bechard

"In water one sees one’s own face; But in wine one beholds the heart of another." ~ French proverb

Greetings and salutations, fellow wine lovers. My name is Colleen, and I’m one of the new kids on the block. And I have to say, what a joy it is to be a part of the PSC Family!

It's good to be home! My family moved from Southern California to Sedona when I was a teen. After high school I moved to LA and have spent the last several years pursuing acting and modeling, as well as working as a makeup artist. I worked on a lot of fun projects and had some really cool experiences. 2009 was a year full of big transformations, even bigger questions that arose in me, and the pull to take a sabbatical from life in the city. My roots were beckoning me back. Landing a job here was one of those serendipitous doors that opened and confirmed for me that I am right where I am supposed to be.

I enjoy connecting authentically with people, and working in the tasting room has given me the opportunity to do just that. I am grateful for the warm welcome I have received, and the eager wine enthusiasts passing through with whom I get to share a conversation and some education around all the different shades, textures, and personalities of the wines.

I don’t have an extensive background in wine, but simply a love for a good creation. Working here has given me a newfound respect for all the subtleties and nuances of a great wine; for all the expertise, dedication, love, and hard work that plants the seeds for a quality end product. I have now come to understand that wine is akin to poetry in a bottle. Mouth-watering, delicious poetry.

When I’m not sampling - er, I mean pouring in our tasting room, I enjoy motorcycle riding, animals, spending time in nature, and laughter.
When Prohibition passed, vintners were not spared. All beverages containing alcohol were now outlawed. There were notable exceptions though. Sacramental wines, medicinal wines, wine tonics and home winemaking became the tiny legal outposts for wines (and other alcoholic beverages) to be produced. Although some of the bigger wineries were able to garner the licenses and contracts to eek out an economic existence making medicinal or sacramental wine, the reality was that Prohibition laid waste to the majority of the small wineries in our country. (It is funny to note, though, that the Hebrew faith had the simplest process for organizing a religious group and ratifying a rabbi. In the 1920’s, there was a proliferation of Hebrew [home] Temples whose members had names such as O’Shaunessy, Flarherty and Kilpatrick...)

As you might suspect, alcohol production on a grander scale did not halt, it simply went under ground. Crime syndicates now had the opportunity to step into the vacuum that Prohibition created. Now alcohol was being produced without any legal standards whatsoever, thus creating an environment where cheap (money making) alcohol was produced in lieu the menagerie of artisanal distillates, beers and wines that existed before Prohibition.

It is easy for one to think of Prohibition as a thing of the past. I have to say, though, that the most interesting aspect of both exceptions though. Sacramental wines, the reality was that Prohibition laid waste to the majority of the small wineries in our country. (It is funny to note, though, that the Hebrew faith had the simplest process for organizing a religious group and ratifying a rabbi. In the 1920’s, there was a proliferation of Hebrew [home] Temples whose members had names such as O’Shaunessy, Flarherty and Kilpatrick...)

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### Wine Club Member Profile

#### The Century Club: expand your wine horizons

by Christopher J. Herbert

When I first became a wine drinker, I had the good fortune to have a college friend to guide me. He had traveled in Germany during high school, had done some grape picking while there, and was thus quite fond of German wines. As a result of his experiences, we drank a lot of Riesling. One day, at our local wine shop, as we walked to the register with a couple bottles, the proprietor stopped us. “You guys like Riesling,” he said. “That’s good! Now it’s time to try something else.” And he took the Riesling from us, walked us back to the shelves, and put a bottle of Chenin Blanc into our hands instead. I learned that day that part of the fun in being a wine drinker is the joy of a new discovery. And soon, my friend and I had moved into explorations of red wine as well.

So back in 2005, when I first learned from *The Wine Spectator* about the Wine Century Club, I was immediately intrigued. The idea of this club is a simple one — to promote the awareness of uncommon wine grape varieties — but becoming a member was not all that easy. Could I really say with confidence that I had tasted wine made from 100 different wine grapes? It turns out that I could not meet the membership requirements right away, and I suspect very few people can... but the fact that such a club existed spurred me to look carefully at wine lists and wine labels and thus finally get to that 100-grape level a few months later. Truth be told, I couldn’t stop once I’d reached that point! I’ve kept adding to my “life list” of grape varieties wherever I happen to be and have gotten to 219 grapes at last count.

For those of us who enjoy what Eric Glomski and Page Springs Cellars have done for wine in Arizona, the Wine Century Club is a logical match. Talk to most people about wine from Arizona (even a lot of Arizonans themselves!) and their reaction is likely to be amazement if they’re polite, and disparagement if they aren’t. But winegrowing in Arizona has a long history, and we are all indebted to those who have fought to make wine here and finally bring us to the point we’re at today. As members of the Page Springs Wine Club, we already drink wine from an uncommon place, so why not drink uncommon grapes, too? Luckily, Eric and PSC allow us that opportunity, with grapes like Cabernet Pfeffer (PSC is the only place I’ve ever seen this grape), Counoise, Malvasia, and others.

The Wine Century Club is simply a fun thing... no fees, no newsletters, a few chapters and an occasional dinner somewhere for those who want to attend, but mainly just the adventure of finding new grapes and the satisfaction of getting to that 100 mark.

You can learn more about the club at www.winecentury.com. And if you’re interested in some ideas to help get to that 100-grape level – or simply want some ideas of how to search out uncommon grapes – I wrote an article of tips based on my own experience searching and tasting, including how I discovered many grapes that I had indeed tried but did not realize that I’d tasted. If you would like to receive the article, please contact Darlene Wilson at darlene@pagespringscellars.com and she can send you the article.
Hello there, my name is Brandon and I am the new cellar hand over at Arizona Stronghold Vineyards. For starters, I suppose you could say my “wine story” begins like so many others in the industry. In 2008 I was a recent graduate from Arizona State University, working in a field completely unrelated to my degree of Political Science – and more importantly, working in a field for which I lacked any real passion. I can remember dreading going into my job back then at the hotel’s sales office. And perhaps a little more fondly, I recall the hours spent daydreaming at my desk of what it must be like to work for a winery.

In retrospect, it was about this time when I went what can only be called a little crazy. After a year of hotel sales I put in my two weeks, sent my resume to a bunch of wineries in Napa, and was determined for the first time to live somewhere other than Phoenix’s East Valley. After a couple of relatively fruitless phone interviews it became quite clear that an inexperienced and unconnected first-time interviewee would likely was not going to be able to work in the country’s premier winemaking region right off the bat. Giving up on California, but not completely undeterred, I knew in my heart that I wanted to move to Oregon – and I knew there were wineries less than an hour’s drive from Portland, so that was good enough for me.

After the numerous unanswered e-mails from my previous job hunt I was a little wary, but it was almost comical how quickly I landed my first wine gig in Oregon was my boss at my next harvest at Mud House Wines in Marlborough, New Zealand. After Elk Cove, Mud House was quite a shock – most notably its sheer size. We actually had a single 270,000 liter tank that could easily hold the current gallon capacities of Page Springs Cellars and ASV combined – which was truly a terrifying sight to behold. At such a large facility each cellar worker tends to have a single job throughout harvest (whether it be yeasting, cleaning tanks, processing fruit, or the like). I was the lucky one to land what the winemakers would later tell me was easily the “worst harvest job,” which was running two rather large lees filters for 12 hours a day, everyday, for two months. Towards the end of harvest I was fortunate enough to be asked to stay a couple more months. Towards the end of harvest I was fortunate enough to be asked to stay a couple more months.

Looking back on things, it’s amazing how far you can come in just two years. I am certainly grateful for having found a field I am both constantly challenged by and that I am truly passionate about. The fact that I’m able to help produce great wines and do it in my home state, not too far away from friends and family, is just the cherry on top.

Our Inner Circle Events maintain an air of mystery. The dates are not published but sent via post invitation and the details are rarely shared unless by members who attend them. However, I’m breaking with past precedent today as we had two very lucky Inner Circle Members at our last event.

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Our goal in the Vineyard is to grow the best fruit possible for creating wines that express the Terrior of our vineyard sites. For those of you not familiar with the term Terrior (pronounced tier-wharr) the simplest definition is a "Sense of Place". A sense of place emerges from an intricate balance of relationships within the vine's ecosystem. Here, the soil, weather conditions, moisture levels, neighboring vegetation, surrounding topography, and our cultural farming practices collectively add to the personality of the wine.

We create beneficial insect habitat, furnish nutrients, and create a conduit for providing nutrients to the vines. Cover cropping builds organic matter in the soil and helps with the regulation of the soil pH. Additionally, we gain weed suppression and create habitat for beneficial microorganisms in the soil. We can even use cover crops to temper extremely vigorous vines or invigorate vines that are growing sluggishly.

This winter we have planted a mix of perennial cover crop seeds including oats, gramma and buffalo grasses, strawberry clover, and a blend of flowering clovers. Most of these seeds germinated quickly as we have been graced with rains this winter season. Some will come up when soil temperatures are a bit higher. In the early spring, once the cover crops begin to thrive, we will mow the fields to let the natural process of decomposition begin to feed the nutrients mined by the plants back into the soil. We will continue to mow the cover crops until the heat and dryness of summer temper their growth for us.

No matter how involved you are with wine, examining the Terroir of a vineyard while sipping a glass puts you at the heart of the wine's origin. On the other hand, if you choose to admire the beauty of the flowers and grasses in the vineyard from afar (while enjoying that glass of wine), at least you can look in the field knowing that you are looking at cover crops and not a bunch of weeds we forgot to mow... We hope you enjoy the flowers and grasses at our vineyards this spring. I know I will.

The last few days have tapped me out with my phone ringing off the hook. Reservations for Club Events create a frenzy of paper and spreadsheets on my desk as well as the muttering and mumbling to myself that coworkers seem surprisingly comfortable with.

Even with advanced notice (such as the notification that went out with 2010 membership cards) many members find themselves in the predicament of getting a group together for a specific event time and calling for reservations only to find that the time they wanted is sold out. So, to help stem the flow of disappointed event-goers, I’ve scheduled all quarterly wine club events for 2010. I want members who are really looking forward to attending a particular event to have the opportunity to book reservations far ahead of the rush that comes after quarterly postcards hit mailboxes.

I would advise members, particularly if calling close to the event date, to provide two attendance options when leaving me a message. It will provide a better likelihood of obtaining reservations rather than playing phone tag.

Enclosed is our current 2010 calendar through July. Also included are our Spring and Summer Off-site events. Fall events will hopefully be posted in the next newsletter. If you are one of the rare members that finds difficulty in using all your annual free tastings, consider bringing your member card to Off-site events and using your free tastings there. There obviously are not as many wines as you could choose from here (since these events involve carting cases off premise) but it’s a great way to support a local festival or farmer’s market and utilize one of your great benefits as members!

Cheers!
The ‘09 vintage is finally in the barrel and *Blood Into Wine*, the documentary that aimed its cameras at dormant vines all the way through to the blending stage, is finally “in the can”. On the night of Friday, February the 19th 2010, the world is invited to see the fruits of our labor at the W Hotel in Scottsdale, AZ.

As one of the directors of *Blood Into Wine* maybe I’m not allowed to say that Maynard Keenan and Eric Glomski are the stars of a highly original documentary...but I’m going to say it anyway. This is a documentary that challenges the perception of growing grapes in an unlikely place (Arizona), the perception of stuffiness of wine, and the perception of a rock star becoming a farmer. The film also touches on sustainability and introduces the concept of Sensualism and how wine has brought Eric and Maynard closer to being alive. I’m not sure if I’m allowed to say this either but I believe that *Blood Into Wine* blends all of these things in a witty, thoughtful way that has not been seen before. But don’t take my word for it, visit www.bloodintowine.com for ticket information. Cheers!!

**Confirmed Theater Showings**

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**Arizona Stronghold Vineyards - New Tasting Room**

*“The light is what guides you home, the warmth is what keeps you there.”*  
~ Ellie Rodriguez

There are few of us that are within or associated with Arizona Stronghold Vineyards that can call a place home when referring to the company, whether it be our beautiful 80 acre namesake vineyard located at the base of the Chiracaua Mountains, or our new production facility nestled in the heart of the Verde Valley.

These two places are familiar to us, places that excite our senses, quicken our heartbeat, and swell our pride. They represent the foundation to launch Arizona wines into the consciousness of wine lovers across the nation. We believe the liquid landscape of Arizona deserves to take its rightful place alongside all fine wine growing regions.

The problem with these two places is that they are so remote or production orientated that we cannot share them with you, our loyal customer. We want you to also experience the excitement found in the wines that we produce. When thinking of Arizona Stronghold Vineyards, you also need a place to call home.

We are proud to announce the creation of the Arizona Stronghold Vineyards Tasting Room. It will be located in Historic downtown Cottonwood. Located in the heart of the Verde Valley, Old Town Cottonwood is home to over 60 businesses that attract visitors and support local area residents. We are very exited to be part of this community. When you visit, you can enjoy all of our handcrafted wines including exclusive Arizona Stronghold, Caduceus, Page Springs, and Burning Tree Cellars wines that will be sold at this store. All new ASV gear will also be available as well as various retail items.

We are in the process of remodeling now. The new tasting room is set to open its doors by early March, 2010, with surprise events held to celebrate the grand opening. See you soon!

Check our website www.arizonastrongholdvineyards.com for opening date and grand opening events.
IN THIS SHIPMENT

INNER CIRCLE

2008 Arizona Stronghold Vineyards 383
Strawberry, roses, orange rind and a brambly spice, all floating on an incredibly soft, velvety palate.
Drink Now.
25 cases produced.

2008 ECIPS
For the second year in a row, ECIPS is all about Arizona spice. The goal is to create a complex, somewhat austere, age able wine, reminiscent of great Southern French blends. This wine should reward mid-term cellaring 3-4+ years
700 cases produced.

2008 Ranchita Petite Sirah
Velvety, mouth-watering and delicious!
77% Petite Sirah, 21% Syrah, 2% Viognier
Drink now or hold for 3-4 years.
500 cases produced.

2008 El Serrano
Fruit, spice, fine tannins, earth, femininity, subtlety, nuance.
Could reward up to 3+ years with proper cellaring.
50 cases produced.

CELLAR DOOR

2008 Arizona Stronghold Vineyard Syrah Norte Block
Under a beautiful core of dark fruit and earthly spice lies a firm structure of acid and tannin.
Could reward up to 4 or 5 years proper cellaring.
50 cases produced.

2008 ECIPS
For the second year in a row, ECIPS is all about Arizona spice. The goal is to create a complex, somewhat austere, age able wine, reminiscent of great Southern French blends. This wine should reward mid-term cellaring 3-4+ years
700 cases produced.

2008 Lakeview Petite Sirah
Delve into the beautiful, perfumey boysenberry palate or just take time to appreciate the sublime violets on the nose. This is our last vintage crafting wines from Lakeview due to a sale of the vineyard and we are sad to part ways. Drink now or hold for about 3 years.
100 cases produced.

2008 Cochise Grenache
Fruit from two separate picks off the Norte Block at ASV add spice and a red, rosy character, while a little Colibri Vineyards Grenache contributes more spice, tannin and flavor intensity. Drink Now.
144 cases produced

FAMILY

2008 ECIPS
For the second year in a row, ECIPS is all about Arizona spice. The goal is to create a complex, somewhat austere, age able wine, reminiscent of great Southern French blends. This wine should reward mid-term cellaring 3-4+ years
700 cases produced.

2008 Riverview Pinot Noir
The Pommard lends its brambly, earthy-dark cherry personality to the wine while the Dijons grace us with red cherry fruit, orange spice and a characteristic silkiness on the palate. Drink now or hold up to 3 years. 200 cases produced.

2008 Vino del Barrio
This is a testament to the art of winemaking - blending. Bigger blends like the Barrio are often made up of several varietals. They are much more complex and require more thought and effort on the winemaker’s part. Drink young—within the next few years.
768 cases produced.

2008 Keeling-Schaefer Vineyard Syrah
Juicy and delicious, has a core of black cherry and hints of anise with a unique minty character.
Drink now or hold for 3+ years.
100 cases produced.

FRIENDS

2008 Lakeview Petite Sirah
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