It’s been an exciting year in the vineyards. We just finished planting about 20,000 vines over a 6 month period. Looking at the numbers will give you some scope of this endeavor. The estate vineyard was comprised of about 2,000 plants (after ripping out the Mourvedre and Grenache) and a neighboring vineyard that we manage has about 4,000 plants...that was 6,000 vines between the two sites. Now we care for 26,000 plants. This large increase isn’t large blocks of one varietal but rather 18 individual clones and 15 varietals. We planted Barbera, Syrah (3 clones), Mourvedre, Vermentino, Roussanne, Malvasia, Viognier, Petite Sirah, Pinot Noir, Counoise, Grenache, Teroldego, Seyval Blanc, and Traminette. The last two varietals listed are hybrids and are historically planted east of the Mississippi; they now occupy the lower portion of the estate where harsh winters and spring frost had previously pummeled our Mourvedre and Grenache. Where will our sunny hot climate take these grapes that are accustomed to very little sun? We’re excited to see. Then we have Pinot Noir, are we crazy? Maybe! Many of these varietals have never been planted in northern Arizona but this time we’re armed to the teeth with the knowledge of previous failures and successes. Malvasia has been a steady work horse down south, so we picked a lower elevation block to put it to the test. Syrah and Petite Sirah can do no wrong, so we planted a lot of it. Grenache is so damn interesting that we had to give it more acreage. And then there is Barbera, an Italian grape with very high levels of tannins and acidity that often force it into a blending role… our unusual amount of sun and heat just might keep it in check and allow it to stand on it’s own. The potential and possibilities are exciting!

The impact of these plantings reaches far beyond us though…it’s a significant acreage increase for northern Arizona as a whole. The landscape of the Page Springs Road area has changed...the drive down this historic road offers much different views from 6 months ago. You start to feel like you’re driving through a wine region and not just an area with a few wineries and vineyards. The Tasting Room deck now offers a distant backdrop of rolling hills covered in vines.

Vineyard continued on page 2
"The creation of something new is not accomplished by the intellect but by the play instinct acting from inner necessity. The creative mind plays with the object it loves."  

-Carl Jung

I joined the Page Springs Cellars team in May of 2008. During my time here, I have learned so many things concerning the "Business" of wine. While I have put in countless hours (often more than 80 a week) during crush, running tasting rooms, or expanding the business, I feel that this has never been a job. A job is usually considered work. Work, by definition, is something people generally don't like to do. The projects I have been a part of and the effort I have put forward have been things that have given me pleasure and a sense of pride; this comes from the privilege of sharing a passion with some of my closest friends. I always tell people I come across that I have not worked a day in three and a half years.

One of my favorite aspects of working in this business has been the ability to gain the trust of my colleagues, allowing me the opportunity to spearhead projects that create pleasing atmospheres we can share with those who visit us here in the Verde Valley. Much like the ASV Tasting Room, the new expansion at Page Springs Cellars is no exception. Not only was I responsible for maintaining a budget and time line for the room, I also was involved in every aspect of getting the job done. I designed the room. I was general contractor. I even applied the American Clay walls and built furniture in my garage. Some look at this effort and label me a martyr or masochist, asking why or how I could enjoy such pain or exhaustion. They all say that I "do too much". I look at it differently; I feel selfish. What I try to explain to these people is that I love being part of something bigger than I am. This job gives me so much. How could I not put in an equal amount of effort? I work on these projects with such intensity and pride because I believe that this business is not only my friend's, but in some small way, mine as well. I am loyal to the development and growth of Page Springs Cellars, Arizona Stronghold, Burning Tree Cellars, and Arizona wine as a whole. Throughout this process I’ve been able to develop and grow as a person. I feel I have been given the tools and experience to utilize for my own success. In a sense, I have been allowed to walk along a path that I helped pave. This is a path that has and will continue to improve not only my life, but also that of my family, and all those around me.

All that I do, to improve something that I love, to make it more accessible and enjoyable to the world (no matter how exhausting or difficult) feeds my soul in an almost unexplainable way.

From the Vineyard continued from page 1

This massive endeavor ends with harvest looming. My colleagues and I barely finished planting the new vineyards in time for the harvest/crush season. It’s been an exhausting winter, spring and summer and now we’re rolling into harvest chaos with sunken eyes and blurred speech. Morale hit some epic lows throughout the installation of these vineyards; somewhere in the neighborhood of 50 people worked through bitter cold mornings, blinding dust storms, boiling summer heat…biting bugs, scorpions, rattlesnakes…backbreaking prison-style labor chipping through immovable rock and sustained muscle and mental pain. We lost many along the way, some the same day they started…but a handful of people held on through it all and gave their heart and soul for little reward other than the feeling that they were instrumental in completing one of the biggest projects Page Springs has ever undertaken.

Next time you sip a glass of wine and stare across the creek to our new vineyards maybe you’ll look at them a bit differently, whether you see it as a large leap for northern Arizona viticulture or maybe it will invoke thoughts of what it actually takes to install a vineyard. It’s only when I sit and write that I see the big picture, the potential of northern Arizona and the beauty of it all. Tomorrow I’ll walk the vineyard and see weeds, leaking pipes, rock piles and all the work that still needs to be done…I better get some sleep.
Sometimes the most sad and painful things are indeed just that…sad and painful. You run the cognitive programs through your brain reflexively repeating rationalizations about how you are learning and growing from the experience - that losses and death are a natural part of being - but the truth is that when someone is truly close to you, their death leaves you feeling incomplete and scared because you are losing a part of yourself just as real as one of your limbs. Time is the only antidote. Such has been my experience with the passing of my partner and sidekick of nearly fifteen years – Mira.

Close to fifteen years ago I was driving down Iron Springs Road in Prescott, Arizona on a Sunday with my first wife Chris and my son Josh. We were on our way to a dinner party in Williamson Valley and were running behind, as usual. Out of the corner of my eye I saw commotion in a dirt parking lot. Two sketchy looking guys (one about 275 pounds and well over six feet and another about my size, with no shirt on and completely tattooed on his upper body) were yelling at each other. Only moments later did I realize that the bigger guy was holding a very small puppy (maybe 4 weeks old) by its hind legs and was hitting it against a tree!

In retrospect, probably a pretty irresponsible thing for me to do (with regard to my wife and child), I drove over the curb and slammed on the brakes about 50 feet away from this scene. It felt like laser beams were shooting out of my eyes I was so shocked and enraged. I immediately told my wife to stay in the car and lock the doors (we didn't have cell phones back then…). Earlier that day I had been cleaning the overgrown yard in our new home and had found a baseball bat. Without even thinking, I ran around the back of the car trying to remember if I had stowed it in the hatchback. I didn't find it (which also is probably a good thing, in retrospect) so I engaged these two characters and the puppy armed with nothing but my voice and anger (which I would later, loosely refer to as my negotiating powers). What transpired in the next few minutes has been burned into my memory so vividly that my heart is pumping rapidly again just writing about it (I will never forget seeing the puppy, after bouncing off the tree and landing on the ground, stumbling sideways, trying to run, and falling on its face in an attempt to escape).
Joining the PSC Cellar Door club was a no-brainer. Our first club event was a vineyard tour led by Eric Glomski. Eric’s twin passions for winemaking and the environment were evident as he explained the sustainable practices employed at the winery. We were eager to support his vision of cultivating a winemaking region in the Verde Valley, so when Tasting Room expert, Wells, later proposed investing in PSC membership at the Inner Circle level, it was an easy decision to sign up.

With stock-market investing on a par with playing the slots these days, our Inner Circle membership has been our only investment that has consistently generated healthy returns. Our PSC relationship has enriched our lives with new friendships, awesome educational experiences, good laughs, and oh yes, terrific wines. We’ve had barrels of fun at club events, thanks to the creative merry-making efforts of planners Sussana and Etta.

Our good fortune continued at our first IC event. As if tasting all those extraordinary wines wasn’t enough, we won a private blending session with Eric. We arrived at the appointed time and headed to the cellar joined by Mira, the Glomski’s beloved family dog. We watched from below as Eric climbed among the racked barrels like a crazed monkey, returning with sample after sample of wine for consideration in our blend, listening intently as he generously shared his winemaking knowledge. With expert guidance from Eric and Mira, we formulated a blend of Cabernet Sauvignon, Petite Syrah, Syrah, Mourvedre, and Counoise for bottling. Sadly, faithful Mira has moved on, but we think of her and our awesome experience in the wine cellar with every sip of our blend.

Our own family pets have also enjoyed the benefits of club membership. Our dog Rodeo, a lifelong fan of “foodie” magazines, has taken to enjoying a glass of PSC wine while pawing through the latest editions. And, after her first sip of La Serrana, our cat Mighty Pixel abruptly switched preferences from her usual espresso to white wine. But cats are curious and over-indulgent to a fault, and Pixel eventually succumbed to a mysterious liver ailment after briefly experimenting with two-dollar wine. Following that heartbreaking loss, good fortune returned in the form of a winning raffle ticket for the Mother of All Prizes, a winemaker’s dinner at our home hosted by Eric and Gayle.

It remains a mystery how Eric and Gayle squeezed all those bottles and a stack of hula hoops into the back of their Porsche 944, but even more baffling is how ten of us managed to drink nearly all that wine in one evening. In addition to his exceptional 1998 David Bruce Pinot Noir and 2006 PSC Enz Vineyard Mourvedre, Eric shared outstanding wines from France, Greece, Italy, Germany, and California, which he paired perfectly with the Mediterranean menu. Trust us, braised goat shanks are not the easiest dish to match! We would love to share more about the remarkable experiences and wonderful friendships that
Labels were first put on wine bottles in the early 1700s, but it wasn’t until the 1860s that suitable glues were developed to hold them on the bottles.

Putting ice and kosher salt in a bucket will chill white wine or Champagne faster.

One Barrel of wine contains:
- 740 pounds of grapes
- 59 gallons of wine
- 24.6 cases
- 295 bottles
- 1,180 glasses

“Wine brings to light the hidden secrets of the soul, gives being to our hopes, bids the coward flight, drives dull care away, and teaches new means for the accomplishment of our wishes.”

- Horace

In a land far away, a kingdom was famed for its wine. The king was scheduled to throw a huge banquet in honor of his birthday. Unfortunately, the king had many enemies. One day, about a month prior to the banquet, he went down to the wine cellar and found a spy poisoning one of the wine bottles. Unfortunately, the king did not notice which of the bottles was poisoned. The spy was interrogated and questioned, but refused to answer. He said that since they didn’t know which bottle was poisoned, they were all rendered useless. Since they couldn’t get anything out of him, they killed the spy for his treachery. Before he died, however, the spy did tell them a few things about this particular poison:

1. The poison is so strong that any amount of dilution will have no effect on it, so if they tried to dilute the wines, it would still be poisonous.
2. The poison would take 1 month to work. Only if after 1 month someone dies, then you know he was poisoned.

This made the king very upset. Three brave men came forward and said they would sacrifice their lives to honor the king.

**IN SHORT** You have 8 wine bottles, 1 month, and 3 expendable men. Since you have 1 month, you only have one shot at this. At the end of the month, you have to know EXACTLY (without guessing) which wine bottle is poisoned and what other 7 are good. Obviously this will require arranging the 3 men to drink the bottles in a certain fashion.

**HINT** List all 8 bottles by number, assign each of the 3 men to be A, B or C, then determine which man (or men) you think should drink from each of the listed bottles.

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**DID YOU KNOW?**

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**Mathematical Thinking Puzzle Answer**

Let’s call the 3 men A, B and C. Let’s call them the power rule. It states that any set of items can be of the form: A, B, C, A and C, B and C, A, B and C.

Hence, how you should assign them to drink is as follows:

- A
- B
- C
- A, B
- A, C
- B, C
- A, B, C
- None

In other words, if the 5th bottle was poisoned, then at the end of the month A and C would die. The rule to help you here would be the power rule. It states that any set of items can be combined to form $2^n$ combinations. $2^3 = 8$.

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If you have a great puzzle for our Puzzle Page, we would love to use it! Please submit it to susana@pagespringscellars.com
have grown out of our association with PSC, but we’ve already exceeded our allotted word count – proof that PSC Malvasia Bianca actually does cure writers block! So, with wishes that every PSC Wine Club Member may enjoy the same good fortune, we conclude this tale of how a single taste of Vino del Barrio changed our luck.

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**Membership Discounts**

The concept of Membership is centered around sharing a bottle of wine with friends. That is why we have always encouraged Members to bring in their friends to the Tasting Room and share our winery with those they love. If Members have occasionally wanted to share their discount with their friends, allowing them to purchase a bottle or two with their discount, we have been understanding and allowed friends of members to buy PSC wines with the Member discount.

Unfortunately we must put an end to this benevolence in the spirit of fairness. Our new policy will be that **ONLY** Members can use the Membership Discount.

**We are doing this for two reasons:**

1. Our Wine Club is nearly full and we’ve had to turn away Members from club levels, instead adding them to our waiting list. It is unfair for non-Members to be able to use the discount when other customers who have wanted to join our Club cannot.
2. When Members share their discount, and a friend/family member uses their own credit/debit card for payment, our system is storing that information under the member file. Also, we have just realized that our system is automatically applying the Membership discount whenever that card is used (even without the member present).

So, in the spirit of fairness, our new policy is: Only a payment card with the Members name on it can be used for payment under the member discount.

**Some good news for our Shipping Members!** We’ve spent some time analyzing our shipping rates and as of September 1, 2011 we’ve lowered our shipping rates! We value our Members and want to provide you with the fine wines you love at the best value possible.

Also, beginning with this 3rd Quarter Release, we are now shipping all SHIP Club Releases within a two-week window (communicated via email, postcard and website). If you have a special shipping request, please contact Susana or Etta and we will be happy to work with your schedule.

**Will Call Extensions.** It is our policy that we hold Will Call Releases in the Tasting Room for 30 days. After the 30 days, Releases are shipped (at the Members expense) to the Shipping Address on file. Life can be hectic. And we understand that sometimes 30 days can fly by. So, as of September 1 extended holds (beyond the 30 day pickup window) can be accommodated for a nominal fee of $5 per month. This way if you find (like I do) that 30 days can fly by, you can rest easy and extend your Will Call Release for pickup with little inconvenience.
I marched up to these two, asked what the hell they were doing and told them I was taking that puppy away. The tattooed guy seemed shocked at my confidence and backed away. The big guy, who was obviously drunk, took the puppy and threw it into a rock pile several feet away from him (the puppy disappearing from my sight) and told me it was none of my f’ing business. At that same moment, I heard screaming from behind me and I reeled to see what was going on. My wife, unable to contain herself, had gotten out of the car and was screaming and pointing at the big guy like a mother who had just had her baby taken away from her.

As he lumbered toward her shouting profanities, I quickly positioned myself between them and kept taking steps backwards, warning him to back off (while also trying to tell her to keep quiet). Before I knew it, the gap had closed and my back was about to hit her. I remember thinking, “Oh crap… here it goes…” and with all my weight I leaned into a punch that connected squarely with his nose (apparently breaking my index finger upon impact which I didn’t know until later). Blood gushed as he fell backward but he got ahold of my shirt and I was pulled down on top of him to the sound of my wife’s anguished cheers and screams in the background.

I was now in the position that cage fighters call “Full Mount”. I sat atop this giant, straddling his chest, as he was recovering from the shock of my blow. At this point I really didn’t think. I was on top, he was down, and so I instinctively started pounding him as hard and fast as I could while letting a few profanities of my own fly. A couple seconds later, I came to my senses and realized that there was another guy around somewhere. Maybe a rock was going to come crashing down on my head any second. Where was my wife? My child? My hands covered in blood, I got up, gathering my senses, and ran back to the car. As I ran I became aware of the tattooed man yelling at me, imploring me not to hurt his friend because he was a “Vet”. Ignoring him, I told my wife to get in and by the time I had the motor started, the big guy had found an old two-by-four in the dirt and was hitting our car with it (I will never forget my wife telling me to run him over, which I luckily did not…).

I drove across the road and dropped the car and my family off at a bar (which was the only place open in the area). I ran inside and yelled for someone to call the police and told a couple guys to watch over my wife while I ran back to get the puppy. In seconds I was back at the dirt parking lot and the guys were getting into their car, which strangely, had the back window completely broken out with shards all over the ground. I began searching in the rocks for the puppy to the sound of police sirens. I could not believe how quickly they had gotten there (Later I found out that an old woman in a trailer park a block away had called the cops because these same two guys had beaten someone up in the road in front of her house and had left him half-conscious in her yard before stealing his car with a puppy in it! The big man had backed the car into a telephone pole)! The two guys took off at high speed with the cops on their tails. I focused on the puppy.

She (I now knew it was a girl) was unconscious and bloodied and was breathing with a wet, gurgling sound (I suppose if I hadn’t come to her she would have died right there, alone…). I picked her up and started walking back towards the bar in a surreal daze. In what was one of the strangest and amazing set of coincidences in my life, I looked up as I was walking only to see a Veterinarian sign at the end of the driveway right next to the dirt lot. Not realizing it was Sunday, I rerouted down the driveway in search of help. Of course, the place was closed. I did see a small car in the corner of the parking lot and decided to knock on the door. Just as I was about to give and on the edge of desperation, the door opened. A shocked man looked at me (I, of course, in my adrenaline-high state forgot that my shirt was torn and that I was covered in blood…and was holding a small, unconscious puppy) as if I was about to attack him. I quickly told him that I had rescued this puppy from being beaten to death and that I would pay anything it would take to save her. I handed him the puppy, gave him my wallet, and told him I would be back after I found my wife and kid. He, apparently, had just come in on Sunday to take care of some paperwork he had gotten behind on…

After gathering my family and wits, I cleaned myself up and put ice on my swollen hands. I think someone at the bar gave me a shirt… and I made a statement to the police who had managed to apprehend my two pals. An hour or two later, we made it over to the Vet where the little, injured puppy lay in a small, ICU style cage on a soft, light blue blanket. He told us she had broken ribs, a damaged eye and, based on her breathing, possibly a punctured lung. He said it was unlikely that she would live but told me to call him in the morning for an update. The next day I was hugely surprised when the doctor told me the puppy was doing amazingly well and appeared to be stabilizing. A few days later, we took her home. Later, when the doctor told us frankly that her survival and condition was a miracle, we named her “Mira”.

There is more to the story regarding court, the healing of my hands, where the puppy came from and what became of her first “owner” who had been beaten nearly to death himself – but it’s just too much for this newsletter.

We put Mira to sleep this past May after her quality of living had degraded from severe spinal arthritis and a bone tumor in her shoulder. Gayle and I and some of our kids sat with her as she left. Before her body went cold I knew she was gone. A day hasn’t gone by yet when I don’t look for her when I come home from work or am about to wash a greasy pan and think about putting on the floor for her to lick. A friend told me the other day that he thought he saw her out of the corner of his eye in our kitchen. She was with me through so many important parts of my life and I feel so lucky to have had such a beautiful friend who loved me unconditionally – always. In spite of her turbulent beginnings, she lived the best fifteen years a dog could have lived: hiking canyons, chasing squirrels, playing with our kids, lazing in the vineyard and swimming in Oak Creek. She was the vineyard dog. She will be missed.

Mira 1996-2011
IN THIS RELEASE

INNER CIRCLE

2010 ECIPS
ECIPS is all about Arizona Spice. We begin by setting aside all the spiciest Arizona grown wines from each of the batches in the cellar. We then look to harmonize these components with the goal of creating a complex, somewhat austere, ageable wine, reminiscent of great southern French blends.

2010 ASV Mourvedre Norte Block
Although some of our best blends are partially comprised of Mourvedre, we are frequently compelled to bottle it alone because it is such a delicious and interesting wine. Notes of wet soil, basil, black cherry, fennel and leather.

2010 Rio San Lucas “Resurrection”
This syrah brings back memories with blackberry and pepper, walnut and matchstick, and a hint of good herb. A delicious, soft and creamy palate.

2010 PSC Estate Vineyard Mourvedre
The 2010 vintage marks the only year that Mourvedre ever was or will be produced from our original Estate Vineyard. Previously located in the lowest block below our winery, these grapes were continually assailed by low winter temperatures and cool summer nights. 2010 provides us just enough heat to ripen this complex, earth driven, spicy wine.

2010 Ranchita Canyon Vineyard Cab Franc
Sypry black cherry and cedar dominate this wine. Hints of green peppercorn and tingly, savory herbs also grace the palate with a light, dusty spice on the finish. When you can, we recommend trying this alongside our other RCV bottlings from this year for a great vineyard comparison.

2010 Wirz Cabernet Pfeffer
Loads of fresh, young red-raspberry, ripe watermelon and plenty of mouth watering Bing cherry. The spice and vanilla notes take the fruit to the next level.

CELLAR DOOR

2010 ECIPS
ECIPS is all about Arizona Spice. We begin by setting aside all the spiciest Arizona grown wines from each of the batches in the cellar. We then look to harmonize these components with the goal of creating a complex, somewhat austere, ageable wine, reminiscent of great southern French blends.

2010 Wirz Cabernet Pfeffer
Loads of fresh, young red-raspberry and ripe watermelon and plenty of mouth watering Bing cherry. The spice and vanilla notes take the fruit to the next level.

2010 El Serrano
2010 marks the 8th vintage of El Serrano, our Flagship blend at Page Springs. Well balanced, fruity, spicy wine with moderate acid, tannins and impeccable balance.

2010 RSL “Resurrection” 2 bottles
This syrah brings back memories with blackberry and pepper, walnut and matchstick, and a hint of good herb. A delicious, soft and creamy palate.

2010 ASV Mourvedre Norte Block
Although some of our best blends are partially comprised of Mourvedre, we are frequently compelled to bottle it alone because it is such a delicious and interesting wine. Notes of wet soil, basil, black cherry, fennel and leather.

FRIENDS

2010 ECIPS
ECIPS is all about Arizona Spice. We begin by setting aside all the spiciest Arizona grown wines from each of the batches in the cellar. We then look to harmonize these components with the goal of creating a complex, somewhat austere, ageable wine, reminiscent of great southern French blends.

2010 Colibri Counoise
Counoise is a relatively unknown grape used in Southern Rhone blends. This wine metaphorically expresses our intention to bring you special bottlings that expand your wine knowledge and develop your palate. Vibrant and spicy.

2010 ASV Syrah Norte Block
Dark chocolate, mocha, smoke and ash interplay here in a pool of bittersweet dark cherry - with balanced acid and enough tannin to add dimension to the palate.

FAMILY

2009 Mixed Memories
This first ever Rhone style blend from Colibri Vineyards will hopefully not be the last. This blend shows the strength and character of Colibri alone. This wine was blended by a previous employee at PSC. It is excellent and... we release it with mixed emotions.

2010 El Serrano
2010 marks the 8th vintage of El Serrano, our Flagship blend at Page Springs. Well balanced, fruity, spicy wine with moderate acid tannins and impeccable balance.

2010 ASV Syrah Clone 383
One of the richest and softest syrahs that we produce; a velvety texture on the palate and interesting red/black cherry flavors with hints of fennel and tobacco.

2010 Wirz Cabernet Pfeffer
Loads of fresh, young red-raspberry, ripe watermelon and plenty of mouth watering Bing cherry. The spice and vanilla notes take the fruit to the next level.

VISIT OUR WEBSITE FOR MORE INFORMATION ON THE WINES IN YOUR RELEASE.