



THE PSYCHOLOGY OF WINE PART DUEX

By Justin Ove

In my last article I spoke of the power of pre-conception when it comes to wine drinking. Touching on our very own ideas regarding various wines and how influential our past experiences with wine can be in the present. I also spoke briefly of blind tastings and what a wonderful tool they can be for developing our palates. After researching the topic I found some very juicy info that I couldn't wait to share with all of you. It seems that blind tastings can reveal much about the ambiguity of any given wine on any given day.

For most of us, being able to correctly identify a wine without any information is about as easy as hitting a bulls eye with a blindfold. When we have no reference we are lost. I recently poured wine at a blind tasting party where 3 different Merlots from 3 different regions were served. The only thing that seemed to be consistent was that no one guessed any of them to be Merlot. I heard guesses of everything from Pinot Noir to Old Vine Zinfandel, and some with marked conviction exclaiming "I know what this is! It's Australian Shiraz, no doubt!" So sorry, please try again.

Now this party was not exactly a gathering of wine aficionados. Many of the attendees had never even been to a wine tasting of any kind, let alone a blind tasting. Obviously if you were to conduct the same tasting with a panel

of trained sommeliers all of the wines would have been easily identified, right? Ahem...Right? Well...RIGHT? Well, NO...There may be no doubt the wine experts would have much more to say about each wine, and one would be enthralled to hear the poetry of tasting notes swirling about the room, but it seems the experts are often, wait for it...Wrong.

As I researched wine experts and blind tastings I found that it is exceptionally hard even for the trained palate. Many blind tastings are done in teams since it is very hard for one person to be consistently accurate. This got me asking questions about professional wine tasting in general, particularly wine competitions where wines are tasted blind.

One of the most famous stories of the wine world is the '76 Judgment of Paris in which California's own Stag's Leap Vineyards Cab Sauv along with Chateau Montelena's Chardonnay took first place in their respective categories. In addition to really upsetting some French judges, this competition put California on the world wine scene overnight.

Psychology continued on page 2

IN THIS ISSUE:

Bottle Talk **P2**

Notes From The Cellar **P3**

Glomski Grapevine **P3**

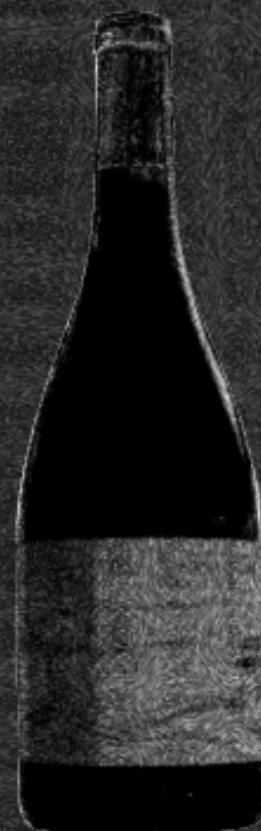
Member Profile **P4**

Puzzle Page **P5**

From the Vineyard **P6**

Upcoming Events **P6**

In This Release **P8**



It is nearly impossible to talk about wine without mentioning its past. This grape, that vineyard, this year, did you know...It's what makes the wine so delicious, well part of it, anyway. There are so many things that go into a bottle of wine, and here are a few things that went into the bottle itself.

Original containers were often made of stone, wood, clay or leather. If we think the wines we are drinking now have hints of earthiness or oak, imagine drinking from those containers. Man-made glass dates back to 4000 B.C. in the form of glass on a pot. In 1500 B.C. the first glass containers were made by wrapping molten glass around a core. Right around 50 B.C. the Roman Empire discovered glass blowing. By inserting a blowpipe into molten glass, and creating a bubble within the cooling liquid, they could create countless shapes much easier.

Despite their best efforts, the original bottles were very thin and fragile, and often varied in both volume and thickness. For those reasons wine could not be sold from the bottle for many years. No big deal for the consumer though! Wine was meant to be drunk immediately. It was taken from the



BOTTLE TALK By Paul Hay

manufacturer to the market and stored in clay amphora pots. Those fortunate enough to afford bottles would take theirs down to the shopkeep and get a refill. Not wanting to lose their precious cargo, these bottles were often wrapped in metal or whicker and affixed to a handle. This also came in

handy since most bottles were still rounded and therefore difficult to set down. This idea is still in use with some of Chianti's bottles, often times called a "fiasco." The word comes from Venice where glass blowers would convert a flawed piece into a useable but common flask or "fiasco." These pieces often

failed to live up to artists' high expectations and were considered a humiliating failure, thus the origin of the word fiasco.

Throughout the centuries, methods were improved upon allowing for both clear and colored glass to arrive. With colored glass came an increase of strength. These better bottles were more suited for holding a cork and aging wine. Many of the original cellars were underground, which tended to be quite moist. Over long periods, labels would weep off leaving a blank bottle. By having different bottle and punt shapes one could arrange the cellar with less worry of mixing wines.

In the 19th century regions started to standardize their wine bottle production, and in a push to go Metric everyone agreed on 750 ml. Nowadays the market is flooded with various shapes, colors and sizes of bottles. It can be overwhelming. Luckily several have risen to the top. The Bordeaux, for instance, has straight sides and tall shoulders and comes in three colors. Traditionally done dark green for red, light green for white and clear for

Talk continued on page 6

Psychology continued from page 1

Now when I heard this story I imagined that every judge tasting wine at this competition had very similar scores for the wines they tasted. I imagined that they all gave Stags Leap and Chateau Monty the highest scores, which would be quite impressive. However, one look at the actual score cards from each judge quickly casts a profoundly dubious light on the case.

In the case of the Stags Leap Cab only two of the eleven judges ranked this as the top wine. Most of the judges had the Cab between 3rd and 7th place out of 10 wines entered. The wine only won because it had the best average score, beating out the '70 Mouton Rothschild by a mere .05 points.

This was a surprise when I looked at it, but even more surprising was the vast diversity of scoring for the other wines. Take the Ridge Vineyards' Monte Bello for example. Judge Claude Dubois-Millot ranked this wine at the very bottom with a score

of 7 out of 20 possible points. Judge Pierre Tari ranked the exact same wine as the best wine tasted with a score of 17 out of 20 possible points... Now, had this been the only major scoring difference in the competition I could easily look the other way and think one of those two judges was clearly under-qualified for such an event...But guess what? The score cards were riddled with such conflicting rankings through and through. Judge Christian Vanneque had the '72 Clos Du Val Cab ranked at 2nd place with 16.5/20 points, whereas Judge Aubert Villaine had the same wine ranked dead last with a sorry score of 5/20 points. Judge Patricia Gallagher had the famed Heitz Cellars' Martha's Vineyard Cab in the number one spot with 17/20 points. Raymond Oliver had this wine in 9th place with 10/20 points...I could go on, but I think you get the point, and I hope this makes your jaw drop because I'm still scraping mine off the floor!

What the heck happened? How could so many of the worlds

Psychology continued on page 7

NOTES FROM THE CELLAR

By Matt Rollain

Other than the grapes, what is the most important ingredient of winemaking? Well, yeast. But who in the world would figure out that what turns sugar to alcohol is just a tiny, uni-tasking life form? OK not completely uni-tasking but we really only use yeast for one purpose, to turn grape juice into the heavenly elixir that is wine.

Yeasts are single-celled organisms that consume sugar and produce heat, carbon dioxide, and alcohol. They have probably been around for a few millennia, but the first wine wasn't made until about 8000 years ago in what is now modern day Georgia. The first usage of yeast to bake bread is believed to have occurred around 4000 years ago in Egypt. But it wasn't until 1680 that we first saw yeast under one of the first microscopes used by Anton Van Leeuwenhoek, but at the time he thought they were strange looking structures and not micro-organisms. Finally in 1857, the famous Louis Pasteur (known for such innovations as pasteurization and modern vaccines) proved that alcoholic fermentation was the result of yeast metabolism and not a chemical catalyst.

Besides all that, winemakers throughout the world knew that something from their grapes was causing fermentation. It has been standard practice to take the spent grape skins, stems, and seeds (pumice) and return it to the vineyard as fertilizer. The yeast ending up following the grapes on an endless annual cycle which naturally bred the strongest yeast for each region and varietal. Yeast was finally able to be isolated from these regions by the 1920's or so which allowed other regions to experiment with cultured yeasts.

Skip ahead to today where we use cultured yeast derived from the best and oldest winemaking regions in the world. For a great Tempranillo we may use a yeast from Spain that has been making tempranillo wine for hundreds of years. For Syrah grapes, we will probably use a good Rhône valley yeast, and so on. Yeast are incredible little friends to winemakers. Without them New Years would be without bubbly and great steak would be paired with grape juice.



heard it on the GLOMSKI GRAPEVINE

A New Oak Tradition? Barrel Use at Page Springs Cellars

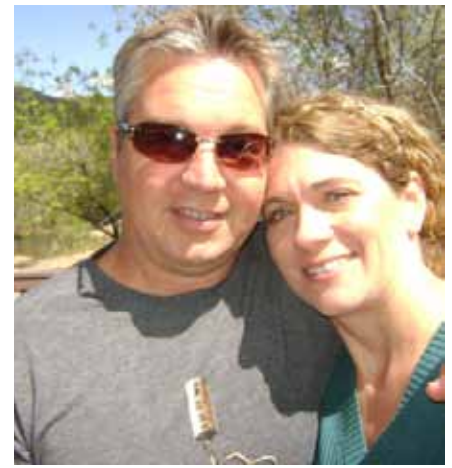
I feel that so much of what we do from day to day is a "learned act" versus a "creative act." We often get caught up in the act of survival or what we mistake for survival (the accumulation of wealth, making more money, building retirement funds, and creating what we feel is security) forgetting that much of what bring joys to life has to do with creativity (as well the excitement of risk taking). It is easy for me to see a lot of these learned, autopilot acts in my own life. The more I put things on manual, the happier I am.

Grape growing and wine-making have a relatively long cultural history on our planet and much of what I do from day to day is part of what seems like a very slow artistic-evolutionary process.

Even though I know that the "new world" has stepped well beyond European tradition in a relatively short period of time, I can't help but feel that a good chunk of what I do is just learned and not creative. Case and point: The vines we grow are part of a relatively

Glomski Grapevine continued on page 7





MEMBER PROFILE

Brian and Andrea Brody

The story of how Andrea and I discovered PSC may sound familiar to some of our fellow Wine Club members. We had heard rumors of a good winery in the Page Springs area and since we had a nice Sedona weekend planned, I vowed that we were going to check it out on our way back to our Cave Creek home. Andrea was a bit skeptical, but I insisted, saying that it would be an adventure if nothing else. After a wonderful weekend of hiking in and enjoying the Sedona area, we headed down to Page Springs.

As soon as we set our eyes on the vineyards and the tasting areas, we thought we had come to the right place. After tasting some of the delicious PSC wines, we KNEW that we had come to the right place. I remember saying, "these guys are doing it right here." We were treated very well by the tasting room crew... Wells and Phil were on duty that fateful day in October 2009. It certainly didn't take much effort to convince us to join the Wine Club. We were "Family." We almost broke out in song! OK, just kidding. Naturally, we took a few bottles home with us. The next day we wondered...was the wine really that good, or, had the whole PSC experience influenced our taste buds. Of course when we opened up those bottles, the wine really WAS that good. We were hooked.

We love being Wine Club members and enjoying the various PSC wines and the vineyard grounds. We love having romantic picnics on the lower deck, the great member events, and the beauty of the grounds and the surrounding areas. Our family also loves spending time at PSC. Andrea and I married in 1994 with four girls between us. They are

all grown now and also appreciate the PSC experience. Who knows, there may be a PSC wedding in the future. Needless to say, we can definitely go through some wine at our family get-togethers these days! We love to have birthday gatherings on the deck and to bring our family and friends to share the wine and show off the beauty of PSC. We participate in as many member events as we can. Now for a bit of shameless bragging... The Brody Party Barge won the First Annual Cork Boat Race!! In the meantime we had jumped up to the Cellar Door level and we were very excited when Susana asked, in June 2010, if we were interested in an Inner Circle opening.

An additional attraction of PSC Wine Club membership for me is learning more about the winemaking process, from the "terroir" to the blending. My science background, I am an Environmental Scientist by trade, enhances my curiosity of the methods. Just hanging around or participating in some of the events enables me to learn more and more. Eric is such an engaging teacher. He has incredible knowledge and passion for what he does and an easy way of relating that knowledge to the layman. If you have had the opportunity to join in an event like "Punchdown" or an Eco Hike, you will know what I mean. If not, make it a point to do join in on future events. You won't regret it.

Another connection I have with PSC is my knowledge and passion for Na-

tive American history and culture, in particular the Chiricahua Apache. I was intrigued by the fact that Eric was also inspired by those who called southeastern Arizona their home for centuries, so much so, that the Arizona Stronghold brand pays homage to some of the prominent Chiricahua leaders of the past. I believe that the spirit of the land and its history lends a certain aura that is palpable and helps to inspire current residents and activities. Whether the spirit of the old time Apache who once ruled this land or the spirit of the pioneers who braved the rugged frontier to raise livestock and cultivate the land, that spirit lives on in those who endeavor to grow the grapes that find their way into the PSC and ASV wines we all enjoy.

Some of you may not realize the generosity of Eric and PSC and their work in the community. One example of this that I would like to mention here is the work that Eric has done with the Yavapai Apache tribe in developing their own wine brand. They have formulated a prototype blend from PSC wines to promote and Eric is working with them to plant their own vineyard that will eventually produce the grapes that will go into the brand, Fire Mountain.

As you may know, Arizona Stronghold was chosen as the "Official Wine of the Arizona Centennial". I was honored to be asked to help develop the content for the webpage associated with Stronghold Centennial line. A QR code on each bottle can be scanned to take you to the page which gives a brief overview of the ASV/Apache connection and bios for several of the leaders who inspired the ASV wines. I hope that some of you will take the opportunity to check that out. We all have our love of PSC wines in common so Andrea and I look forward to meeting you out at an event and sharing some of the good stuff...Cheers!

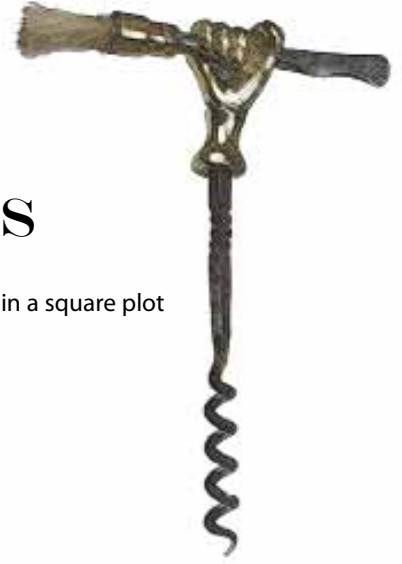
PUZZLE PAGE

MATHEMATICAL THINKING PUZZLES

1. What is the maximum number of grape vines that can be planted, not closer than nine feet apart, in a square plot containing one-sixteenth of an acre?

(Note: each side of this square plot would be 52 feet 2 inches)

Courtesy of mathisfun.com



DID YOU KNOW?

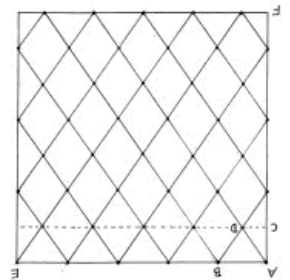
- Age of vine before producing useful grapes: 3 years**
- Age of vine before full production: 5 years**
- Productive lifetime of a vine: 30-35 years**
Although the quality can remain good, the yield begins to decrease after that
- Grape clusters in bottle: 4-5**
- Grapes in a bottle: 500-600**
- Clusters on a vine: 40**
- Grapes in a cluster: 75-100**
- Grape clusters in one glass of wine: 1**
- Vines per acre: 500-1300**
- Pounds of grapes produced by one vine: 8-12**
- Tons per acre: 4 (average—can vary greatly)**
- Gallons of wine per ton of grapes: 120**
- Gallons of wine per acre: less than 500**
- Barrels per acre: 13.5**
- Bottles per vine: 4-6**
- Bottles per ton: 500—700**
- Bottles per acre: 4,000**
- Cases per barrel: 24.6**
- Glasses per acre: 16,000**
- Glasses in a bottle: 5-6**
- Bottles per 60 gallon barrel: 300**
- Calories in a 5 ounce glass of dry wine: 100-125**
- Fat in a 5 ounce glass of dry wine: 0**
- Carbohydrates in a 5 ounce glass of dry wine: 1-2**
- Cost of French oak barrel: \$600-850**
- Cost of American oak barrel: \$300-550**
- Average age of a French oak tree used to make barrels: 170 years**
- Number of years an oak barrel is used: 5-8**

Courtesy of napanow.com

2. A man who is the owner of a winery recently passed away. In his will, he left 21 barrels (seven of which are filled with wine, seven of which are half full, and seven of which are empty) to his three sons. However, the wine and barrels must be split so that each son has the same number of full barrels, the same number of half-full barrels, and the same number of empty barrels. Note that there are no measuring devices handy. How can the barrels and wine be evenly divided?

Courtesy of rinkworks.com

2. Two half-full barrels are dumped into one of the empty barrels. This results in nine full barrels, three half-full barrels, and nine empty barrels. Each son gets three full barrels, one half-full barrel, and three empty barrels.

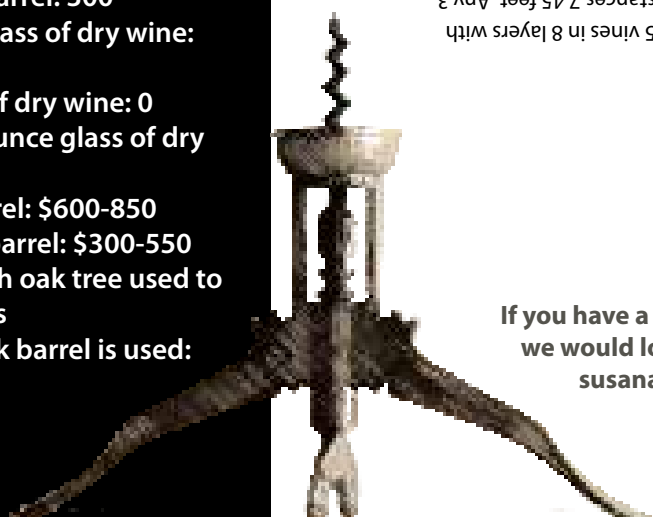


This comes about by planting 6,5,6,5,6,5 vines in 8 layers with horizontal spacing 10.433 feet and layer distances 7.45 feet. Any 3 adjacent vines form a triangle with side lengths 10.433, 9.097, 9.097 feet.

1. Solution: 44 grape vines

Mathematical Thinking Puzzle Answers

If you have a great puzzle for our Puzzle Page, we would love to use it! Please submit it to susana@pagespringscellars.com



Past continued from page 2

dessert. Burgundy bottles have gradual sloping shoulders and a wider girth. These led way for the Rhône or Syrah bottles which have a slightly narrower base and steeper curve. Then there's that tall skinny bottle of sweet stuff. You know the one...yeah, the one in the colored bottle!

Perhaps the next bottle we find our way to will be one of the big boys like the Magnums, or the Jeroboams; or, my favorite to say: the Nebuchadnezzar. Who knows, maybe the next will be your first sabred bottle of Champagne or a great bottle of El Serrano. Any would do, just as long as it finds its way to a bottle first. Be it at PSC or your cellar, you can tell a lot from a bottle. Next time you enjoy a bottle of wine take a closer look: so much has gone into it. Cheers!

FROM THE VINEYARD

By Jeff Hendricks

As a newcomer to the Verde Valley and northern Arizona I had a vague understanding of how this area came to be. I had heard House Mountain played a role in this valley and more specifically the Page Springs area where all our vineyards are, but I didn't realize how important it was. Gazing over the Verde Valley this mountain can be lost in your view. It rises about 2000 feet over Cottonwood and 1000 feet above Sedona, about the same elevation as Jerome. However, if I were to point it out to you, you'd never miss it again. When you pull your eyes away from the background of huge mountain ranges and the Mogollon Rim, House Mountain is this massive low lying mountain in the middle of the Verde Valley... and the peak is a short hike from Page Springs Vineyards.

Before House Mountain erupted 14-15 million years ago, this valley was created as the Colorado Plateau and the Rocky Mountains were formed when the Pangaea supercontinent broke apart. The Mogollon Rim is backdrop of Sedona and the southern edge of the Colorado Plateau. Oak Creek and the Verde River started to carve paths after this event and the Verde Valley began to take shape. When House Mountain erupted, lava covered much of the valley to the west, south and south east and Page Springs Vineyards is southwest of House Mountain. The entire Page Springs/Cornville area was covered in several meters of lava and our vines grow in the historical result of that lava blanket.

If you're drinking an estate wine, much of the character you taste is the result of House Mountain. You can stand on our deck overlooking Oak Creek and look to the northeast and catch a view of House Mountain above the creek, an amazing view that tells a story that's millions of years old and captures much of the history of this area.

• VINEYARD VOLUNTEERS •

The vineyard team is putting together an email list of members that have interest in volunteering in the vineyard on an on-going basis. Throughout the year we will put together informal events where we'll give members an opportunity to be a part of vineyard operations. It won't be strenuous work but it will often involve being outdoors and on your feet for 4-6 hours. As a thank you for your labor we'll try and impart some education and provide some nice wine and food. We've had many of these events already and the members have enjoyed it enough to try and do it more regularly. If you're interested send me an email (jeff@pagespringscellars.com) with your name and email address and I'll assemble a list and send out periodic emails notifying you of upcoming events in the vineyard.

UPCOMING CLUB EVENTS

Join us at:

Barrels and Burgers

February 25-26 & March 3-4, 2012

11am-1pm or 3-5pm All Days

Build A Blend

May 5-6 & May 12-13, 2012

11am-1pm or 3-5pm All Days

Cork Boat Race

June 23, 2012

Registration begins at 10am!

Please visit our website for more detailed information about these and other 2012 events.

Reserve your space today!

UPCOMING OFF-SITE EVENTS

Visit us at:

Arizona Centennial Best Fest

February 11-12, 2012 Phoenix, AZ

Camp Verde Pecan, Wine & Antique Festival

February 17-19, 2012 Camp Verde, AZ

Carefree Fine Art & Wine Fest

March 2-4, 2012 Carefree, AZ

Devoured

March 10-11, 2012 Phoenix, AZ

Litchfield Park Art & Culinary Fest

March 10-11, 2012 Litchfield Park, AZ

Fountain Hills Art & Wine Fest

March 23-25, 2012 Fountain Hills, AZ

Tucson 4th Avenue Street Fair

March 23-25, 2012 Tucson, AZ

Tempe Festival of Arts

March 30-31 & April 1, 2012 Tempe, AZ

"Experience the Terroirs of Arizona" Festival

April 14-15, 2012 Elgin, AZ

small subset and are really quite common and limited relative to the vast diversity that once existed when winemaking was less commercialized. Once you get to know them, our winemaking techniques are relatively simple and the timing of their application is very learnable. And finally, for the sake of argument (and transition to my main story), the use of oak casks (even though there is some wood origin and producer variability) is also very common and fairly limited.

Why do I use French oak? Is it the delicate aromas and tannin contribution? Do I really love the texture of Hungarian? Why do I loathe the woody-sweetness of most American barrels? Wow, I thought it was really cool using Acacia barrels – but I know many others have too... Enough! Enough! So where is the adventure? What new lands do we have to explore? Where is the wilderness? Is all the butter fat gone and am I left with skimmed milk? Well...as Dorothy said "I will look no further than my own back yard" and "There is no place like home."

Two years ago I embarked upon a journey to create a new Oak Tradition here at Page Springs (and maybe it will go well beyond that in the future with other trees and shrubs). I harvested logs from three different species of Arizona oak (we have several in Northern Arizona alone) including the two evergreen species Arizona White Oak, *Quercus arizonica*, and Emory Oak, *Quercus emoryii*, and one deciduous tree named Gambell's Oak, *Quercus gambelli*. The wood was harvested in the Prescott National Forest near the old town of Cherry and I had it milled to spec by a wonderful gentleman named Joseph Agosta in Prescott.

The "staves" were then sent to a curing and toasting facility in Sonoma, California. Some very experienced stave makers there agreed to help us with our experiment and have been treating this small oak lot as if it were their own French, Hungarian or American wood. These guys specialize in making staves to insert into other barrels, so we decided to work with them because we wanted to test out the flavor

contribution of our wood before trying to tackle barrel making full on. We also agreed to toast each batch of wood at 3 different levels (traditionally called medium, medium plus and heavy) to see what different flavor profiles might exist.

Our wood will be delivered by the end of this month!

So what does this mean to us and what does this mean to Arizona? Well, they are really one and the same. If, and this is a big *if*, any of the flavors and textural contributions of this wood are good or even great, we might have a whole new LOCAL flavor profile that will bring our wines even closer to expressing the landscape that we are growing in. This could even fledge a whole new locally based industry and winemaking ethic for our state (and beyond). With over 600 species of oak worldwide (not to mention all the other tree species out there...) the unique, local characters could be extensive.

For me it comes down to two main things: 1.) Wanting to push the bounds of what we can do creatively because we are barely scratching the surface and 2.) If we are going to be local, well...let's do it (French barrels...come on...really!?)

PSYCHOLOGY OF WINE

Continued from page 2

great tasters be in such conflict? Surely there must be an explanation! Perhaps it was such diversity in scoring that led a wine researcher named Frederic Brochet to conduct an experiment on 57 French wine experts. Frederic served the same midrange Bordeaux wine in two different bottles to the experts. One bottle was labeled like a typical cheap table wine. The other bore the label of a Grand Cru. As you may guess, the experts were much more enthusiastic about the wine served from the prestigious Grand Cru bottle using words like "excellent" to

describe it. Whereas the lowly, cheap labeled wine was often described as "unbalanced" or "flat."

Another experiment conducted in California over the span of 4 years seemed to pull the rug out on wine competitions in general. Robert Hodgson served actual panels of judges from the California State Fair close to 100 wines over two days. The 70 judges tasted the wines blind as usual, but with an undisclosed twist. Robert gave the judges each wine three different times, each time drawn from the same bottle. The results, of course, astonished Mr. Hodgson. On a scale of 80-100 points most of the judges varied their scores by at least 4 points. A wine they scored 91 points in the first round would get an 87, or a 95 in subsequent rounds! Many of the judges did far worse than this, and only 1 in 10 judges would score the same wine within 2 points of the previous score.

It was this initial experiment which led Mr. Hodgson to continue his research. This time he took a look at the results from many years of wine competitions all over the state. He made sure to not only look at which wines won, but also which wines didn't even place in the competitions. It was through this crunching of numbers that he came to a staggering conclusion: that "the probability that a wine which won a gold medal in one competition would win nothing in others was high." He further concluded that the medals seemed to be spread about at random with each wine having about a 9% chance of winning a gold in any given competition. The distribution of medals, he wrote, "mirrors what might be expected should a gold medal be awarded by chance alone."

If this research continues to produce these types of results, the job of a wine judge may be replaced with the flip of a coin!

As challenging as it is to be a consistent judge, there are some who pull it off with extreme ease and utter perfection. For example, the judges who handed out blue ribbons and gold medals to Page Springs Cellars, Arizona Stronghold Vineyards, and Caduceus Cellars at some recent competitions were obviously flawless in their assessments :)

IN THIS RELEASE

INNER CIRCLE

2010 Page Springs Vineyards Landscape

This deeply complex and structured wine shows beautiful rose petal qualities that Petite brings to the blend and wonderful orange rind the Syrah shows. Spend some time exploring the many layers of this wine.

2010 Colibri Clone 174

One of the most distinctive and interesting Syrah's we make. Amplified Colibri white pepper spice, high acid and bright fruit.

2010 Colibri Grenache

This Grenache expresses this place well with white pepper, fresh tobacco and wild red raspberry.

2010 ASV Norte Syrah

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.

2010 Ranchita Graft Petite Sirah

This massive, tannic wine, is loaded with concentrated, syrupy-boysenberry and coffee with nice hints of brambly spice and rose petals.

2010 Page Springs Vineyards Estate

Petite Sirah**

Well defined, dense red fruit shows through to rose petals, licks of butterscotch, savory herbs and a long, long finish.

FAMILY

2010 Bonita Springs Pinot Noir

Very Burgundian in style, this wine has classic sour red cherry, orange rind, brambly spice and beautiful acidity.

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 SGMp

Beautiful layers of spice, purple fruit and earth come together on a silky palate with a lingering and complex finish. This wine has enough character to drink well by itself but will go even better with a range of meats and hearty dishes.

2010 ASV Norte Grenache

Delicious strawberry, stone fruit and herbal notes all rise on a wave of silky wonderfulness. Darker and bolder than previous vintages.

2010 Golden Rule Sangiovese

Red fruits are accented with subtle herbal tones and a dash of violets. Enjoy with food, especially pizza, pasta with red sauces and cured meats.

CELLAR DOOR

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 Shell Creek Petite Sirah, 2 bottles

The dense, sweet, raspberry pie character of this wine is undeniable. The palate is thick and chewy with a long, lingering and tannic finish.

2010 Vino de la Familia

The Vino de la Familia has and always will be about fullness. It is a full-bodied, dark wine that can stand up to any occasion. Velvety, mouth-watering and delicious.

2010 Colibri Mourvedre

The character of this wine is undeniable. A quick sniff instantly reveals the characteristic white pepper and cigarette aromas of Colibri. Mouth watering acidity, red delicious apples, tart red cherry and lingering stone fruits.

2010 Colibri Cunoise

The unique and intensely vibrant fruit of this wine is permeated by the ever present Colibri spice. This wine metaphorically expresses our intention to bring you special bottlings that expand your wine knowledge and help you develop your palate.

FRIENDS

2010 Bonita Springs Pinot Noir

Very Burgundian in style, this wine has classic sour red cherry, orange rind, brambly spice and beautiful acidity.

2010 Ranchita Petite Sirah

Ranchita Canyon Vineyard is located in northern Paso Robles County, our Petite block runs up a steep limestone hill slope. Farmed with the mantra, no leaf touching a leaf and no cluster touching a cluster. A luscious, liquid-jammy-silk berry wine.

2010 Vino de la Familia

The Vino de la Familia has and always will be about fullness. It is a full-bodied, dark wine that can stand up to any occasion. Velvety, mouth-watering and delicious.

