A new Member’s Era

For almost two years now we have been promising Members a special space at Page Springs. We have always hosted exclusive events for Members and their friends and we always release tickets for public events, like Tilted Earth, to Members first. Free tastings and discounts along with access to special, allocated, Member’s only wine has always been at the core of Member’s benefits. We have even hosted colorful, educational river trips to wine regions in France, Austria, Germany and even Portugal. The promise for a special space, though, grew out of the difficult realization that our Tasting Room was getting too crowded…

It has been obvious for some time that popularity has led us to be busier than ever, particularly on weekends. As soon as we started seeing things pick up, we created a Member’s area on the outside deck to host the people most important to us. We also created a new position: The Club Concierge, a person dedicated to focusing on Member’s needs. Unfortunately, this space quickly became overwhelmed and our Concierge injured herself, went on extended medical leave, and now no longer works with us (although a new person was just hired!!). We were faced with the reality of not always being able to take care of Members the way we wanted to, especially on weekends – and weekends were when most people wanted to visit.

Although it has been a much longer road than anticipated (got to love the out-of-control, Yavapai County bureaucracy…), we have not only started construction of a new outdoor Member’s lounge (four times larger than the old one; glassed in with a larger bar and totally climate controlled) but we have come up with a host of new and exciting offerings just for Members! Among other things, we are planning a Guest-Chef program where talented chefs from around the state will regularly take up short-term residence in this new space to share their creations with just Members. Because of our love for cheese, a European style cheese cart will be stocked with rotating selections of the most interesting and delicious cheeses from around the world accompanied by fresh breads and charcuterie. This new space will also allow us to host more regular, small scale, walk in events that are educational and fun such as winemaker tastings, vertical library tastings and the sharing of cellar experiments. 2020 will also mark the year where we will start releasing special Wine Club clothing such as T-shirts, hoodies, jackets and hats along with a host of other cool, wine related items.

We can offer you all the perks in the world, but in the end, it is all about people. A lot of amazing staff have graced our Tasting Room over the years and you may have noticed that the rate of staffing change has slowed considerably. Management is one of the keys here. Our Tasting Room
It takes a community. I am truly grateful for All of our members and to those who have tried our Yoga/Hoop Dancing Classes/Workshops and Massages. I could not continue to do what I Love to do without our member’s support! Here’s some perspective from your side of the vines.

“I am so grateful for Gayle and the amazing staff at PSC Massage. I always leave there with a new attitude!” - Tammy Pefanis

“Our girls’ weekend with yoga and massages creek side at Page Springs was incredible. We all loved the relaxing yoga class and massages. The body butter was a luxurious enhancement to our massages. We can’t wait to return!” - Becky

“An hour (of yoga) with Gayle is a completely rejuvenating experience, enhanced by the sights and sounds of the vineyard and the creek.” - Sarah Sullivan

“My husband Steve is a hard-working father and a Mountain biker, I’m a Mother, Hospice Nurse, and runner. We both hold a great deal of Physical and Mental stress. We’ve had couples’ massages at Page Springs and they were AMAZING!! The Massage Therapists were outstanding. The massage room is so cozy and relaxing with the tranquil sound of the creek. We then stay for a glass of wine and food. This whole experience is a must do!!” - Patricia Moncibaez

“I have been receiving massages from Gayle for several years and always feel relaxed after. They are a real treat.” - Joan Bankert

“Gayle’s Thai Massage releases and eliminates a lot of my muscle stress and soreness. You MUST try Gayle’s magical Thai Massage. It’s been a godsend for me the past couple of years.” - Mike Woodroffe

“We love making a day of wine tasting and getting a couples massage. The cottage where the massages are given is cozy and the massage therapists that we have had have all been skilled in their trade. We highly recommend taking advantage of this service that Page Springs provides.” - Tracy and Michael Sheehy

“The Couples massage picnic package is amazing! Perfect way to spend the day. Hoop dance class was so fun! Very entertaining!” - Heather Holyoak

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Couples Enchanted Massage Package

Available All Year

Add a spark to winter temps by experiencing a unique 60 minute couple’s massage with Second Harvest Body Butter. Enjoy a special bottle of Sparkling Wine as you wander the property and receive two PSYM champagne flutes to take home for future celebrations.

Package Price: $230

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Page Springs Cellars
FROM THE VINEYARD

By Anthony Averbeck, Vineyard Manager

Happy New Year to you all! We are well into pruning, about halfway at the time of this writing. I think this is my eighth pruning season, and for most in the crew it’s their second. It’s very exciting to see them learn and improve. They still have a way to go (We’ll always be learning, myself included) but the progress is evident. We’re looking to gear up for a great 2020 vintage!

I know I’ve mentioned how much I enjoy working at Wine Club events. Not only are they fun and tasty, they give me a chance to see you all try the fruits of our labor. Almost the same feeling you get when cooking a meal for someone, however in this instance, you share the satisfaction with the many hands it took to produce the wine. It’s a great feeling to be a part of a collective of excellence. I find the quality in our “brand” is reflected in our Wine Club members as well.

Sure, by being a member you are supporting us and helping us continue to do what we do and we greatly appreciate that. If you’re reading this, you’re almost certainly a member... Thank You!! If by chance you’re not a member and you’re reading this... Join! Why I say that we have such quality members is because many of you have become involved directly in the process. In my case, the vineyards.

You’ll have to forgive me in advance. I can’t remember EVERYONE who has come out to help us in the fields. Isn’t that nice? So many members have helped us prune, plant and harvest that I cannot remember everyone who came out. Sure, I can start shouting out those I can recall but out of fairness I’ll cop out and say, “You know who you are”. Seriously, from the bottom of my heart, I thank you for every trip you make to give your time for us!

Most recently we’ve had to replant in the Home Vineyard (I believe I mentioned this before). To replace our Syrah 383 and Petite Sirah we planted Marselan and Montepulciano. Our whole vineyard crew was on it, but of course, not without the help of some members. I’d like to thank the following for helping us in this endeavor:

Linda Solomon
Pam Collins
Karen Parsons
Valerie Hancock

We planted in the heat of late June. It was challenging, I was anxious from planting so late in the season. Every butterfly in the world was in my stomach. So, how did we do? Take a look.

Glomski Grapevine Continued from P1

Manager, Ryan Lopez, came to us from Peachy Canyon in Paso Robles with over a decade of experience in the California wine industry. Ryan is the most professional, confident, and laid-back person to ever take the TR helm at PSC. He has given a lot of thought to creating a great working environment for our people and the process will never end. In recent history, the total number of groups each server handles has been decreased and we also have hired more support staff like bussers so that you get better service and our people don’t get burned out. In fact, we just recognized and celebrated all PSC employees who have been with us for over 5 years and many of them work in the Tasting Room such as Barbara, Andy, and Laura and many aren’t far behind like Tina, Rachel and Scott.

In the end, the Wine Club lies at the core of who we are and why I founded Page Springs. Making wine is meaningless without sharing it. All the hard work of farming, harvest, crush, ageing, blending and bottling is all done for one reason: to create something beautiful and share it with good people. In our own little way, this process and ritual is also fundamental to making the world a better place. It’s about bringing people together and sharing what is special in life.

Thanks for taking this journey with us!

‘What a Long Strange Road It’s Been’ 2005 Build A Blend
We couldn’t do what we do without the support of our wonderful members. As part of the community, we would love to show our support for your business too! This section of the newsletter is all about our members and their endeavors. If you would like to have your business included in our newsletter, please email julia@pagespringscellars.com, for more information.

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Benjamin Ellis
(480) 550-8500 main office
www.eandgrealestate.com
Hello, my name is Alex Liljenberg, I recently took over the Offsite Events Department from Luke Bernard who is now in the marketing world as well as other various places here at the winery. It is an absolute pleasure to be in the events world and I am excited to meet more members through this department.

At the handful of festivals, I have participated in, I have met many members who are excited to sample the special wines we bring. These wines are an assortment that we hand-pick for the occasion, making each individual event + festival special. You can expect to see whites, roses, reds and sweet wines on our specially-curated festival menus. Many of which are not available anywhere else.

What I appreciate most about our members is how engaging they are. It is always a blast to pour for members at festivals; I love the level of appreciation and interest that they have about our wines, it really makes events more enjoyable and more personal. There are usually one to two special wines that we will bring (they are normally not listed on the menu) just for the members. The wines vary in style but are typically reds from years past, specific vintages that aren’t really available these days. If you ever come to an event be sure to ask us what we brought for the members!

Being new to this department, I look forward to meeting more members; granted, some I’ve already known for a while, but most I am meeting for the first time. In either case, it is great to be able to pour them wines that they have not seen in their quarterly releases for quite a while, if at all, as well as wines that are entirely new to them and may not have been in their specific level of membership. Also, as a member you are able to use your complimentary tasting at any offsite event. All the more reason to come see us at any of the great events that are held in Arizona throughout the year!

Well I hope that reading this article was even half as enjoyable as the wine it came with. I look forward to meeting you at our next offsite event or here at the winery that we both know and love.

Cheers, Alex

UPCOMING OFFSITE EVENTS:

By Alex Liljenberg, Offsite Events Manager

ACROSS
1. A typical harvest lasts this long
2. One of the first varieties planted at PSC
3. Area of Arizona that is home to the majority of grape growing
4. Number of cases in each barrel of wine
5. This holds 300 bottles of wine
6. The oak barrels used at PSC are generally this type
7. An exception to neutral oak use is when these are imparted on the wine
8. These are derived from the skins, stems and seeds of grapes
9. One of the three types of oak barrels used at PSC
10. There are ______ different label designs used at PSC (not including fruit wines)
11. Sits in the Chiricahua Mountains
12. Number of wines produced in the first year at PSC
13. Grapes are tested for ______ as one of the criteria for harvest

DOWN
1. This PSC vineyard is 3.5 acres
Showing your love and appreciation for wine is something that can be demonstrated in a variety of ways. For many people, joining a Wine Club is one way to remain connected to the wineries that made a great impression. Sometimes that introduction to a delicious bottle of wine is through a friend or family member. Other times you are introduced to a wine from someone new - like a Tour Guide at PSC! No matter the journey that led to your appreciation of PSC wines, know that your Wine Club Membership has great ways to show you love and appreciation back.

Our Tours program offers an extension for receiving membership benefits that are definitely worth taking advantage of. All PSC Wine Club Members receive discounts on Tours! Our Estate Winery Tours are $34 per person, before Member discount. Apply your complimentary wine tasting towards the Tour and pay only $19! (1 complimentary tasting is offered per visit at PSC. You may use this on a Tour, or in the Tasting Room). Just as complimentary wine tastings are extended to others that join you in the Tasting Room, this applies to Tours too! Book a Tour with a group, and your group of up to 6 may also receive this discount. Our House Mountain Vineyard Tours are $68 per person. Wine Club Members receive their membership discount off the total cost of this Tour! As always, your membership discount applies to all bottle purchases made on Tours too.

Speaking of bottles - Did you know that our Tours include tastings of select wines from bottles that are not offered in the Tasting Room? Currently there are two wines being poured on our Estate Winery Tours that have not been released to Wine Club Members. Join a Tour to find out what these wines are and take some home if you love them! Having unique wines to offer on our Tours is just one way we highlight the diversity of PSC wines. It is also a way to keep the experience fresh – even for Club Members who regularly receive a diverse amount of wines already! So next time you’re wondering what to do on the weekend, consider joining a Tour! Treat yourself (and your family or friends) to a great experience at a place where your Membership is truly appreciated.

By Lauren Maldonado, Winery and Vineyard Tours Manager

Throughout the years we have had the absolute pleasure of hosting events of all sizes with many of our Club Members. It is such an honor to not only be trusted with your most significant moments and celebrations, but to be a part of them as well. Whether the event is a wedding, birthday, surprise anniversary dinner or an afternoon out with friends, it is always so sweet to make memories with our most appreciated guests, our Page Springs Cellars Club Members. We love every opportunity we get to work with our members, so please think of us for any future celebrations!

Club Discounts apply to Private Event Fees and Wine Sales.

Email Private Events for information and availability: Brooke@pagespringscellars.com

By Brooke Bates, Private Events Manager

Environmental Stewardship is a way of life here at PSC! We are committed to being a good neighbor to the land and water that we are privileged to call home. From our embrace of a regenerative farming model throughout our vineyards and to our efforts to keep our water usage and waste production to a minimum, we strive to be a good caretaker of this precious resource. We encourage our visitors to embrace this mindset as well and think of PSC as a place where we have put a lot of thought and care into everything we do.

While we are proud to be a part of this community, we recognize that our impact on the environment is significant. We are committed to using our platform to speak out on climate change and other critical issues, and to support organizations that are working to make a positive difference.

We also encourage our visitors to be mindful of their own impact on the environment. From supporting local businesses to reducing waste and conserving water, there are many simple steps we can all take to make a positive impact.

Throughout the years we have had the absolute pleasure of hosting events of all sizes with many of our Club Members. It is such an honor to not only be trusted with your most significant moments and celebrations, but to be a part of them as well. Whether the event is a wedding, birthday, surprise anniversary dinner or an afternoon out with friends, it is always so sweet to make memories with our most appreciated guests, our Page Springs Cellars Club Members. We love every opportunity we get to work with our members, so please think of us for any future celebrations!

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After they get out of high school, most people have to travel away from home to get a degree and/or work in the fields and jobs that interest them. I consider myself to be pretty lucky to have been raised in a small town, start a family and to build a career in a field that I am extremely passionate about. I first fell in love with wine in my mid-teens actually, inspired while working as a busboy in a busy Sedona resort. Most of my friends at the time would tap random people on the shoulder to buy them cheap forty-ounce malt beer or cases of even cheaper ice or light varieties (and nothing natural about them) with the only caveat of quality concerned was that whatever was acquired had a higher alcohol percentage. Don’t get me wrong, I did partake in drinking those nasty tasting beers, but when I personally asked legal-buying age adults to buy me booze… it often was for higher end wines. You should have seen the look on some of these people’s faces when this young kid would hand them several hundred dollars as ask for some vintage champagne or Italian Brunello. I am still thankful to this day they didn’t just sneak out the back door and leave me dry.

The reason I tell little stories like the one above is to illuminate how much wine played and continues to play a role in my everyday life... I study wine, I collect wine, and I am lucky enough to make wine... But the most important and appreciative aspect of wine is the ability to share it with others. If anyone would rather enjoy the complexities and intricacies of wine by themselves than with others, I would consider that person a sociopath. Just saying.

I digress though. This article is about member appreciation, but to understand how much I appreciate those who support what we do, I have to attempt to convey how important that passion is. Not to not only me, but the rest of my team in the Cellar. Our relationship with the member is not just about us making wine and you buying it. We are not just producers, and you are not only consumers. Together, we are part of an endeavor that allows us to create memories and build a community around a shared passion. Simply put, without you involved, everything we have built would not exist.

Furthermore, I want to emphasize it is impossible to show how much your support means to us in a short, poorly written newsletter article... but we can only hope that when you pop a cork on one of our wines, the effort speaks volumes.

“Happiness quite unshared can scarcely be called happiness; it has no taste.”

~ Charlotte Bronte

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Dear Wine Club

Hello. Let me introduce myself. I’m Chris, the new Wine Club Concierge. Now I know what you’re thinking, doesn’t a concierge make dinner reservations and get theatre tickets while I’m staying in a hotel. Well not exactly. Here at PSC, as I’m sure you know, we do things a little differently. My goal is to make your experience the most enjoyable it can be. We value your being a member and we want you to know how much. Whether you have a question about your membership, want to upgrade to a different membership, or just want to know more about PSC, I’m here to help. Have a question about a tour? No problem. Want information on how to book a Private Event (Brooke does an amazing job) for your special day? Piece of cake. Wondering what a Mystery Box is and how to get one? Yep. I got you covered. You get the idea.

Now a little about me. My wife and I recently moved here from NH where I was born and raised. As such I am an avid NE sports fan. Shhh…That means the Bruins, Red Sox, Patriots and Celtics are my teams. I enjoy hiking, running, sitting by the ocean and practicing yoga. Together, my wife and I own Cornville Yoga. I love learning about new and exciting wines and can’t wait to share what I know about PSC wines with you. Here at PSC we are working on some cool new ideas for our members only lounge and we are looking forward to sharing them with you very soon. Until next time!! ✿

By Chris Vlangas, Wine Club Concierge