



SOLSTICE

Summer 2005 Volume 2, Issue 2

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Membership Support Issue (& Wine is on the Way!)

Well, here we are at the end of Spring. (I know this is our Summer Solstice Issue and it's not summer yet, but we just can't ship you're wine in the hot summer months...)

As usual, we have a million-and-one things going on, but some are certainly more noteworthy than others.

For starters, we are sold out of three of our 2003 wines AND, believe it or not, we have already sold out our 2004 Familia Blanca (our Arizona White made from Malvasia). We have gone to great lengths, though, to assure that the majority of our members get this rich, tasty white in their May Club Shipment. But, alas, more white is on the way. Bill and I hope to bottle the 2004 Viognier in early June. We are so happy with the Viognier that we plan to set it aside our El Serrano ("the boy from the mountains") and we'll aptly name it La Serrana ("girl from the mountains"). After all, whites *are* more feminine.

Additionally, the La Serrana will be the first wine to roll into, and out of, our new bottling line. We have almost completed the construction of our new, automatic, high tech, German-Italian hybrid line. This fine machine will not only clean bottles, vacuum them out and fill them with nitrogen gas, but will then fill and cork them under vacuum in addition to spinning foils on just before gracing them with a label. And this whole process will take about 3 seconds per bottle. Not bad, eh? This all means better wine!

As important as the production side of things, which I am helplessly biased toward, a good portion of this seasonal issue is dedicated to Wine Club Member education. While our wine club has grown tremendously in the past few months (Inner Circle sold out with 20 future members on the wait list, and nearly 100 members each for Friends & Family), we have become aware that a lot of folks still don't completely understand all the benefits (and responsibilities) of their membership. Getting club shipments out to you in a expeditious fashion is a real challenge.

Please do check out Joe Soderberg's Club article on page 5. A quick read will make your club experience more enjoyable and our effort much, much easier.

Thank you so much for all your support. I am proud to be making wine in Arizona and honored by your support. Come and visit any time, things are really beautiful out here in the early summer.



The newest component of our bottling line—A GAI Monobloc—which fills the bottles with inert gas, fill them with wine under vacuum and corks with vacuum. Top notch technology.



Inner Circle Club Shipments Packed and Ready to be Picked up by Members



EQUINOX

Cellar Notes: Another Unknown Varietal by Bill Fanning



I had intended to talk about how well our Familia Blanca and Saigne wines taste sitting out on the deck of the Tasting Room, but they have sold out in less than three months! (We will do our best to produce more of these two customer favorites this fall.) Instead, I'll let you know about another potential summer blend that's in the works.

As an alternative to heavier red wines that may not taste nearly as pleasurable during Arizona's lovely summers, Eric has been testing a blend of Grenache and Carignan that will be a welcome alternative for summertime quaffing. Eric wrote about the

Grenache grape in our (inaugural?) newsletter, so I'll focus on some information about Carignan, an often-maligned varietal from the many web sites I researched for this article.

Carignan is the most widely-planted grape in France (southeast mostly), and is used in Italy and Spain as well. It has been the staple of many jug wines over the years due to its tendency to yield over ten tons per acre, if allowed to grow without any controls. As a comparison, PSC will hold grape yields around 3 tons per acre to improve the quality of our wines. When the Carignan vines are limited in yield, they can produce a much better wine that is valued for its relatively high acidity and raspberry flavors that can be used in blending.

From my extensive (!) testing, PSC's blend of Carignan and Grenache has aromas of rose petals and red berries on the nose, with a great red berry palate. There's some pepper from the Grenache, and the acidity provided by the Carignan makes this blend a palate-cleaning, food-friendly wine. It is medium in body and tastes very good at cellar temperatures (about 59 degrees these days). Definitely a wine to try slightly chilled later this summer. Watch the website for updates as we get our new bottling line running and start releasing the 2004 vintage wines in the next couple of months!

New Faces and Roles at PSC By Eric Glomski

Although cliché, I can't stress enough that although we are a vineyard and a winery, our business is really all about a core group of committed people. Some days I look around our "business" and just have to pinch myself. We have such an incredible family of staff here. Starting a business from scratch is no easy task, but some people seem to thrive on the challenge. I also feel we are blessed because we not only have a brilliant group of people here, but they are also a group of really nice folks to be around. I think this shows when people visit us. In the past few months, we have had one staff member leave and have gained three new ones.



Gayle—Our Events Coordinator



Carol—She's gonna kill me for this pic

Anita Howson, who you may remember as our receptionist and office manager, has moved on to saner pastures at Sedona Sheet Metal. She remains a close friend and her contributions will not be forgotten.

Carol Whitney, who I can not say enough about, has taken the helm as director of Finance & Administration for our company. Ron Goldman, who you will all be meeting soon, will be starting at the end of June as our part-time salesman and marketing guy (with emphasis on macro marketing and restaurant accounts). Far



Ron—Marketing & Sales

from last and least is Gayle Diehl. Gayle has stepped up to bat as our Events Coordinator. (Many also know Gayle because Eric is her sidekick.) Gayle has really been kicking some butt. We have more gourmet meals, wedding and tours planned than we know what to do with and they are being meticulously planned. It's really great seeing our wonderful facility being used!



WINES, WINES & MORE WINES



A lot of new wines will be coming out in the next few months, so we thought we would let you know what is left from the 2003 vintage (so you can grab up whatever you love before it is gone) in addition to highlighting the new releases for summer.

Current Releases Still Available

2003 Vino del Barrio—decent supplies will probably last until early Fall.

2003 Vino del La Familia—we're running low. If you love this one, I'd get some now.

2003 El Serrano—This wine is selling fast... I'd say we'll be out of Serrano by August.

2003 Rio San Lucas Pinot Noir—Well, the Sideways effect has launched this wine to our #1 seller. We have less than 90 cases left and they'll be gone soon...

SOLD OUT—Lawer Syrah, Lakeview Syrah, Wirz Cabernet Pfeffer, Enz Mourvedre

2004 Vintage (*these are pretty good estimates of release Months*)

SOLD OUT—Yes, we've already sold out of the 2004 Familia Blanca and 2004 Saigne

June 2004 "Mule's Mistake" (Grenache/Carignan—clean, bright red, light & spicy)

2004 La Serrana (100% Arizona Viognier—deep, rich, opulent and spicy)

Aug 2004 Vino del Barrio (More vivid fruit than 2003, less spice but just as complex)

2004 Vino de la Familia (Dark like the 2003, a little less Jam, but more complex)

2004 Rio San Lucas Pinot Noir (Another great wine from this superb vineyard)

2004 Wirz Cabernet Pfeffer (possibly in half-bottles available for all members!)

2004 Various small batch Syrahs including Lakeview, RSL, and 3 new vineyards

Oct 2004 El Serrano (WOW! Can you believe the El Serrano could get better!)

2004 Lawer Syrah (A big, perfumed, dark wine. More tannin/color than 2003)

2004 Rio San Lucas Petite Sirah (BIG!!!!!! Certainly a Reserve Wine)

Dec 2004 Liquid Landscapes Boxed Syrah Set. 100 will be produced w'6 bottles ea.

All members should note that our tasting room is open 7-days a week until further notice. Most likely we'll stay open until the heat of mid summer. Come on by!



EQUINOX



EQUINOX

Thanks from Our Event Coordinator by Gayle Diehl

We have been excited to plant grapes with so many wonderful volunteers. We have been excited to open our tasting room and share our wines. Now, we are excited to have our property used for social events!

We have hosted so many events in the past few months. I would like to give thanks to those who have joined in appreciating the beauty of Page Springs.

Thanks to our members who enjoyed our barrels and burgers events. Thanks to the Concierges and Bed and Breakfast Owners who joined us for a special open house, to Red Rock Jeep Tours for introducing a group of California wine lovers to the Cellars. Thanks to the Chaine Mondial Group for participating in touring, educating, and enjoying a winemaker tasting meal in the cellar. To the Questers Group, the Verde Santa Fe Red Hatters, and the Osgoods who were married on the Creek Deck!

Upcoming Events at Page Springs Vineyard & Cellars

MAY

13th 5:30-9:30pm Verde Canyon Railroad– Grape Train Express (PSC wines served with a Fine Dinner on the train)

14th 8:00am-5:00pm Vineyard Volunteer Day (Come help us tend the vineyard we planted together)

21st & 22nd 12:00noon-5:00pm El Valle Art Festival (Art booths, music, children's events, wine and food)

JUNE

3rd 5:30-9:30pm Verde Canyon Railroad– Grape Train Express (PSC wines served with a Fine Dinner on the train)

11th 5:30-8:00 Page Springs Summer Solstice Winemaker Dinner with Chef Michael Merrelli

JULY

8th 5:30-9:30pm Verde Canyon Railroad– Grape Train Express (PSC wines served with a Fine Dinner on the train)

AUGUST

19th Verde Canyon Railroad– Grape Train Express (PSC wines served with a Fine Dinner on the train)

SEPTEMBER

9th Verde Canyon Railroad– Grape Train Express (PSC wines served with a Fine Dinner on the train)

Our Wines can now be found at these Fine Establishments

Sedona

The Heartline Café

Rene at Tlaqapaque

Reds at Sedona Rouge (Opening May 27th)

Joey Bistro

Steaks and Sticks

The Art of Wine (Opening June 1)

Prescott

The Hassyampa Country Club

The Prescott Resort

Jerome

The Asylum

Cornville

The Manzanita Inn

Vince's Little Star

Cottonwood

The Pinon Bistro

Murphy's Cottonwood Grille

Gold Canyon

The Open Range Steakhouse

Our Wine Club Director on Club Shipments by Joe Soderberg



This issue, I'd like to cover what happens simultaneously with the publication of this newsletter—the preparation and shipment of our Automatic Quarterly Wine Club Shipments. I'll take a little time here to look at the policy, the procedure and the pit-falls surrounding the program.

The Policy: When we each signed up for one of the clubs, we agreed to receive a certain number of cases of wine each year. (Yes, I did use the pronoun we since Eric did make me pony up the Inner Circle fee to be able to receive the Reserve Wines. Boy o' boy am I glad since they have been outstanding and such an affordable high quality wine to enjoy. Thanks Eric!)

Friends receive one case a year. Family receives one-and-one half cases a year. The Inner Circle and now the Inner Circle Wait List level, get two cases a year. The wines in these shipments are AUTOMATIC and come on a quarterly basis. The times selected are approximately the 15th of February, May, September & November. This keeps us away from the hot months and the possibility of cooking the wine in shipment. It also helps us avoid freezing in the really cold months of December and January and part of February. The composition of the shipments are the Winemakers discretion. His goal is to share with you a full range of the wines we make. This means both our core wines that are produced in slightly higher quantities, as well as smaller batches of unique and special wines. We will have greater diversity in shipments as our production increases to our desired 4,000 cases a year. The Inner Circle will continue to receive 2 bottles of Reserve Wine in each quarterly shipment (whenever produced). Yum !!

The Procedure: You will receive notification via postcard approximately one week prior to availability to advise you of the upcoming shipment. We will prepare the shipment for each club member either as a ground shipment or will call. (We love to have you come by to visit and pick up your shipment. Most members use this method.) Please keep us advised of your choice as the packaging is different for each of these options. We have a mass pick up of the ground shipments and store the will call shipments in the Tasting Room. Once again, please keep us apprised of your choice or advise us if we have the wrong option on file for you.

The Pit Falls: We are governed by both State and Federal regulations and laws. We can only assemble and store shipments in certain areas. Being a small winery, we are short on space and request that the will call shipments are picked up as soon as possible. If shipments are not picked up within 30 days and other arrangements have not been made for pick up, we will have to ship will call orders for an additional charge. Please help in this regard.

Credit cards do have an expiration date on them and in order to process your shipment and payment, we do need your most recent information. If you change card providers or other aspects of your account, please advise us. This will save time, labor, and will help us to minimize making phone calls to you. Laws and regulations will not allow a winery to ship or invoice prior to payment. Please help us in this regard.

If you move, please advise us since adult signatures are required for delivery by the addressee. (If you do move, please don't move to a State that we are currently prohibited from shipping to. Just kidding, but we do enjoy sharing our wine with you and until the Supreme Court ruling comes out later this year, there are still many states that we are prohibited from shipping to.) We need address changes for everyone to keep our records current, legal and accurate. And, by the way, we can not ship to a P.O. Box.

Although navigating around these pit falls is challenging, I would like to thank you all for working with us to make our program work well. We feel privileged to have you in our club. We desire to keep our distribution largely through our wine clubs so we can continue to keep our wines affordable for all. With your help, this will continue.

By the way, if any of you would like to hear more about the Inner Circle Wait List program, don't hesitate to call us at 928-639-3004 or email me at joe@pagespringscellars.com. The IC Wait List was created because we filled the Inner Circle earlier this year. The size of the Inner Circle is determined by the amount of Reserve Wine Eric can produce annually. Eric's standards will never change and he will NOT call a wine RESERVE unless it warrants it.

Thanks for your help and Cheers. Joe



EQUINOX

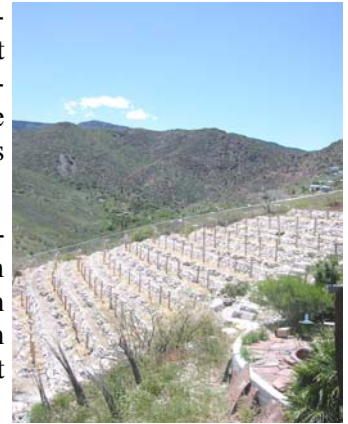


EQUINOX

Vineyard Install Projects by Craig Martinsen

Have you ever had a glass of wine that inspired fantasies of abandoning all responsibilities for a life on a vineyard; being one with the land, from vine to wine? Okay, maybe it would take a bottle of wine to get you to this level of dreaming. At Page Springs Vineyards we have developed a system to create hand-managed vineyards on a small scale that might fit in your yard and you won't have to quit your day job to enjoy the pleasures of producing your own grapes and wine!

Over the past year, we have successfully installed around 20 acres of vineyards throughout the Verde Valley, with the minimum size of 2 acres. These vineyards are located in Cornville, Jerome, Page Springs, Camp Verde, and the Village of Oak Creek, each with differing terrain. Vineyards 2 acres and greater are cost effective to install due to the high volume of materials used, fruit produced in relation to the cost of labor and equipment intensive management practices. Transforming 20 acres of vacant land into productive vineyards has refined and streamlined our installation techniques, significantly increased the volume of fruit grown in Central Arizona, and cultivated a serious demand for vineyards that are 2 acres or less. This demand is supported by two factors; the majority of private property in Yavapai County is between 1 and 2 acres and the increasing appreciation and advocacy for viticulture in this area.



A Custom Vineyard we have been working on in Jerome, AZ



A Cabernet Sauvignon/Sangiovese Vineyard we Planted in Page Springs

Out of curiosity, a love for agriculture, and a growing demand to learn more about small-scale viticulture in Central Arizona, we put together a few experiments to test this unique method of developing vineyards. Our experimental plot is 1/8 acre located on our estate vineyard site in Page Springs. Approximately 200 vines are spaced in rows approximately 5 feet apart and vines placed every 5 feet along the row. To create a healthy soil ecosystem, suppress weeds, and provide nutrients, we planted a mixed perennial/annual cover crop of wildflowers, clovers & legumes, and native grasses. The experimental plot is watered using precision drip and micro-sprinkler irrigation from our domestic water system. This design allows us to effectively manage the vineyard without the use of large tractors and machinery. After one year the vines are doing great, they are growing vigorously, demonstrating great inter-node length and appear very healthy in all respects. Success!

The success of this experiment has inspired us to develop a four-step process for landowners who wish to experience the thrill of growing vines and the option to create wine from their own land. The four steps are: installation, management, custom crush, and wine making.

First, we evaluate the site for vine growth potential, nutrient needs, and the appropriate rootstock/variety for each site. If the site is suitable for vine growth we will design and install the vineyard. Second, the new vines and vineyard site will be managed on a regular basis to train the young vines for optimal fruit production. Third, when the vines are ready for harvest we will harvest the grapes, transport them to our winery, and will then begin the process of making



A Hillside Vineyard planted in conjunction with the Landowners Wendy & Alan Rackov in Page Springs

wine. While the vines are maturing we can purchase quality fruit from established vineyards to make wine for you. Fourth, the wine is aged and bottled. This stage allows for a lot of creative input from the landowners, oak barrels, bottles, corks, and labels, but most important... Tasting the wine as it evolves!

Please contact us at Page Springs Vineyards for more information on our Hand-Made Vine to Wine program. If you have a question about our vineyards please don't hesitate to send an email to Craig Martinsen our Vineyard Manager at craig@pagespringscellars.com



Early stages of development of a Syrah vineyard on Loy Road in Cornville



AUTUMNAL EQUINOX

The Last Peaceful Harvest Season by Craig Martinsen

It is early September 2005 and our Estate Vineyards are quietly growing, undisturbed. This is the last year that these vines will have a calm harvest season. Earlier this year we dropped (a vineyard term for cut off) all the fruit our young vines tried to produce. This may seem wasteful, but when the vines are young we want them to put all of their energy into developing a strong root system and enough vegetative growth for proper training onto the trellis system. We spent this year training the vines at our Estate to produce fruit in a manageable way during the next growing season.

The vines at our Estate Vineyard have been spreading their roots and leaves in Page Springs soil for two growing seasons. When we received the vines from our nursery they had been grafted onto 1-year-old rootstock. This means next year our vines will have 4-year-old rootstock, and will enter their third leaf (a term to indicate the number of growing seasons).

Next year we will encourage our vines to produce a moderate load of 2 to 3 tons of fruit. Our expected harvest at full production will be around 10 to 12 tons from the vineyard below the winery. We will progressively increase the fruit load in the future until we reach our production and quality goals. By easing our vines into producing grapes we can continue to ensure quality fruit production for many years to come.

Wish the vines well during their last peaceful harvest season on your next visit the winery, and be on the look out for fruit in the vineyard this coming year.



Syrah sunbathing at our Estate Vineyard

Winemaker for a Day by Gayle Diehl



Play winemaker for a day without breaking a sweat!

As the seasons change and fall approaches, it is a wonderful time of year to come together with family and friends. Our Family, Friends and Inner Circle Club Members are invited to celebrate our Harvest Season by attending our **Build a Blend** Events in September and October. We hold these events to show appreciation for those who have joined our clubs. They also help in building community by re-connecting us with one another and, of course, they are fun.

Wouldn't it be fun to be a winemaker? Tasting and blending, nurturing those tender little grapes, watching the juice flow from the press, eventually being bottled for sharing? Scrubbing barrels, hauling and lifting glass, preparing and maintaining machinery, picking grapes by hand while the sun beats down, starting the fermenting process no matter what time of day or night, and continuing at this pace for three months? Hmmm. Maybe we'll leave that up to Eric.

At our **Build a Blend Event**, we'll make available many of the components of our best blends so you can easily create your perfect drink. You can also blend some different sandwich components to make your favorite sandwich.

We are also hosting the **Autumnal Equinox Wine Maker Dinner** on October 1st. Our guest Chef de Cuisine for this event is Larry Agnew, from L'Auberge de Sedona. We will be entertaining on our Creek Side Deck and enjoying a Contemporary French style seven-course meal.

Other than our planned events, we hope that our members will take some time out of their days to stop in and enjoy lunch on the deck or schedule birthday parties, anniversary dinners, picnics, or full-blown weddings. Thanks again for being part of our family.



Build a Blend...think outside the bottle



AUTUMNAL EQUINOX

Fall 2005 Volume 2, Issue 3

PAGE SPRINGS CELLARS

Winemaking & the Mystic

This past Monday was a holiday. I think it was Labor Day (my partner Gayle verifies this while I'm writing). The reason I don't remember is due to the fact that I've been working every day for some time now. As I am sure many of you know, when you work seven days a week, weekends and holidays lose their significance. When I do have a day off, it usually means that I spend the day with my family and then go into work after the kids have gone to sleep. I even make it to most soccer games...since I'm young and still have the energy of three people, I figure I can get away with this pace a bit longer.

It is the beginning of harvest—a unique, mystical time of year vitally connected to the earth. For a winemaker, it is a naturally created holiday, that, unlike “Labor” Day, means extreme toil rather than rest. Cultures throughout history have assigned pragmatic and spiritual meaning to this “make it or break it” season.

I am not alone in observing harvest through hard work. Every day I work with all kinds of folks critical to the construction and growth of our winery: carpenters, electricians, and grape growers – to name a few. I have a tremendous amount of respect for these people. After sorting through the jokers out there, we now have a very sharp and committed group of folks supporting us.

Just the other day (Labor Day again), I was working in the cellar with Bill, our Assistant Winemaker. I needed to get a breath of fresh air, so I walked down to our Creek Deck. Paul, our electrician, was working on this holiday too. He was, among other things, installing lighting over our BBQ for evening dinner events.

He asked me some questions about making wine and being a winemaker. Paul asks a lot of questions - I really like this about him. I don't recall exactly what he said, but I remember trying to explain to him that what I do isn't really any different than what he does. With time, one gathers a set of “tools” and applies them life's inevitable challenges. I suppose the most successful of us are those who can consistently and creatively overcome these challenges.

But...I still have to recognize that an overwhelming number of people have this idea that winemaking is a trade possessing an ethereal quality in league with the likes of Emerson and Thoreau. I have to smile and genuflect to all the American winemakers of days past. (Or maybe to the marketing folks who have stood beside them – yes, stood...marketing folks aren't dumb enough to work as hard as winemakers). How did they manage to create this numinous winemaking aura?

I once read a book about the history of winemaking in Napa in which the author referred to startup wine-makers as “heat seeking missiles.” Nothing could be closer to the truth. True winemaking combines pure and gritty hard work with an unwavering will to find refinement and clarity in those “eye of the hurricane” moments.



Friends, Countrymen...to the destemmer!

Our harvest season is the epitome of this quest. The creation of wine quality does not wait. Just think about the labor involved in growing tons of grapes, then picking, transporting, destemming and fermenting them over days and weeks, tending to them all hours of the day and night, pressing them, pumping them into barrels, ageing them, testing and testing, tasting and tasting, cleaning up constantly and then cleaning some more, and, of course, maintaining the equipment to make this all possible. This is but a glimpse of what goes into a great bottle of wine.

...continued on page 3



Empty barrels awaiting the 2005 wines



AUTUMNAL EQUINOX

2005 Crush Notes

by Bill Fanning



Eric and Bill put in a hard day's work in the Cellar

The 2005 harvest season has begun with the arrival of fruit from Wilcox, AZ. We thought we should share some notes on the challenges & results to date: We processed 1.2 tons of Sauvignon Blanc on the 20th of August & moved it to barrels on the 30th (still fermenting slowly). This wine will be a testament to Eric's ability to make good wine from what appeared to be really bad fruit. The monsoon rains prior to harvest had caused pervasive bunch rot. Since some of the grapes had bird damage, there were many things growing on them, not the least of which was a bacterium that creates acetic acid – the aroma of vinegar wafting from the first bin of grapes just about knocked me over! We added SO₂ and a clarification enzyme, pressed the fruit, chilled it to settle out the “crud” (a technical winemaking term), and finally added our yeast to take over the fermenting. At the end of fermentation, we had a clean-smelling wine – typical Sauvignon Blanc melon & a hint of green grass on the (my) nose.

Our second weekend of fruit brought about 1.6 tons of Malvasia Bianca and 0.4 ton of Viognier. Both grapes were in much better shape than the previous fruit. Unfortunately, we got much less than weight than agreed upon prior to the actual pick. The Malvasia (main component of our *Familia Blanca* from 2004) pressed well, yielding about 290-300 gallons of juice. The only issue was that the juice turned a dark color and took on a bitter note as we pressed at 2 Barrs of pressure (usually the maximum pressure we use for grapes – a Barr is equal to one atmosphere of pressure or roughly 14psi). We stopped the press at that point, to avoid any potential contamination of the original juice. There is a great citrus/grapefruit/guava smell to this year's Malvasia that was saved by leaving some of the juice behind – hopefully you'll agree with the decision. We are even producing a little sweet Malvasia...

Our Viognier from Wilcox produced about 45 gallons of juice, a major headache due to the fact that we generally use 59-gallon barrels. Fortunately, Eric has a custom crush client who decided to buy a couple of smaller 30- and 20-gallon stainless steel barrels this year. We were able to ferment in the larger barrels and will transfer to the smaller barrels once the fermentation finishes. Due to the small volume of this wine, the Viognier will most likely become a blending component for another grape varietal.

We have a tentative pick for the first Syrah from California scheduled for the week of September 12th, and then everything else hits the fan! We'll have more notes in the November newsletter on the remainder of our 2005 crush.

The Politics of Shipping Wine

by Gillian Young

The Northern Chapter of the Arizona Wine Grower's Association was formed this August in the after-hours of the Page Springs Cellars tasting room. All of the wineries North of Phoenix—there are about eight of us—gathered over a common concern: that we may lose our ability to ship directly to our customers and distribute directly to licensed retailers without using distributors or wholesalers.

As many of you are aware, in May of this year the Supreme Court ruled that each state must treat in-state and out-of-state wineries equally with respect to direct shipping. In the wake of the Court's decision, states who formerly allowed intra-state but not inter-state shipping are taking two distinct paths to ensure the constitutionality of their direct shipping practices. While states like New York and Connecticut have opened their borders to direct wine trade, Louisiana has prohibited direct shipping all together. If Arizona follows Louisiana's path, then not only would we lose our ability to ship wine to you and sell wine directly to local restaurants, we may have to buy our own wine back from the wholesaler (at a marked up price, of course) to sell it out of our own tasting room.

The Arizona Domestic Farm Winery License clearly authorizes direct shipping and distribution rights. After the Supreme Court decision, however, Eric and several other winemakers began receiving calls from the Arizona Department of Liquor Licensing and Control insisting that it is now illegal for small farm wineries to ship and distribute wine, followed by letters of introduction from large distribution companies. The majority of wineries in both Northern and Southern Arizona are much too small to employ a distributor, and the growth of our industry depends on our ability to have direct relationship with consumers.

Harvest reminds us that winegrowing is an age-old and essentially agricultural endeavor. We are working to preserve our right to farm grapes, make wine, and sell our agricultural products on an open market without trade barriers. The hard work has just begun: please continue to support us by educating yourself and, as an informed consumer (and wine lover), bolster the cause of small wineries and spread the word (especially to those whom we could not legally send our wines with this newsletter)! Check out www.freethegrapes.org, www.wineinstitute.org, and www.pagespringscellars.com for more information and updates.



That's not pea soup...it's the 2005 Malvasia!

New Wines, New Faces

by Ron Goldman



Ron and his wife Jenni have settled into Cornville

Autumn is an exciting time around the winery. It is a time of transition...the excitement of seeing how the previous vintage has developed and, like a kid at Christmas, looking forward to the potential of the new vintage to come. Autumn is also a time of togetherness. It is like living in a firehouse: we are never 100% sure when the grapes will be ready, and the moment they ripen, everyone has to gear up and chip in to make "crush" a success.

Similar to the vintage change, we are experiencing many changes in the tasting room as well. A heartfelt goodbye to Kris Pothier, who has left to attend film school. We look forward to seeing her name on the big screen as a filmmaker. Next time you come in, along with the new wines, there will be some new faces.

I guess that I am a relatively new face, too. After a ten year hiatus from Arizona to attend graduate school in California, I've come home to pursue a dream that was many years in the making: to start a winery with my best friend from college, Eric.

Next time you stop by the winery, please say hi. Being new to town, I am always looking for new ideas to show people how great Arizona wines can be. So if you have any thoughts, please feel free to give me a call. I'd love to hear about them.

Winemaking & the Mystic, continued...

by Eric Glomski

We get stressed and tired and burnt out. But just a little way past complete exhaustion lay those green, wildflower-dotted pastures of enlightenment. It's all about the second wind, the “after midnight,” the potato chip and pork-rind beer-addled early a.m. hazes. Ask anyone who has really committed to a “crush.” They'll talk to you like an addict who knows they're about to experience some real pain and can't quite explain why they are so excited and happy about it. Winemaking speaks to the soul somehow in a very magical way, building solidarity among its participants. Now that I write about it, maybe there is something special about what I do... Maybe it isn't the marketing folks....?!



55 tons will be pressed this year

By the time you all read this article we should be in the thick of our harvest. Many people have said that they want to be there when we bring in the grapes, and all I can say is, “Come on down, any time.” If you *really* want a taste of it, bring some chips—don't bother with the beer, we have plenty—and plan on spending the night.



AUTUMNAL EQUINOX

Hello From Our New Wine Club Manager

by Gayle Diehl

Many of our friends and visitors have seen me playing different roles at Page Springs Cellars: a laborer, Eric's partner, mother of our four kids, liaison for Bed and Breakfast Owners and Concierges, and our Event Coordinator. Now I'm adding another hat as manager of our Wine Club.



Gayle and daughter Zoe

Unfortunately, this new responsibility means I'm letting go of playing a key role with Bed and Breakfast Owners and Concierges. We've had truly amazing support from these people and I'm grateful for all that they have done for us. I'm handing these relationships over to Ron, our Director of Sales and Marketing, a super sweet guy who will do a great job keeping these relationships strong.

Meanwhile, I'm excited to explore another avenue to meet and develop closer relationships with our members. As many of you know, one of our goals is to expand friendships to strengthen our community. Historically, wine drinking brings people together, which is reflected in our vineyard volunteer days, chatting in the tasting room, relaxing on the Creek Side Deck, or toasting a glass of wine over a fine meal.

At this moment we have 350 members! I am lucky that our staff has already begun building a foundation to make our Club run as smoothly as possible. In addition to assisting Club Members with questions about their memberships, I am working to tighten up our interactions when informing members of our newly released wines and special events. To better serve you, please be prepared to receive an email or phone call from me to verify your contact information. Thanks for your patience as I make my transition and head up your next club shipment!