



## GROWTH.

### IS IT A DIRTY WORD...?

By Eric Glomski, Owner and Director of Vineyard Operations

The last several weeks have been very interesting for me. After rolling out of managing the last five years of Arizona Stronghold's development, I rolled into an intense 2012 Page Springs harvest, and then swiftly into the 2013 budgeting season.

In December and early January, I found myself looking more deeply at Page Springs - almost nine years (and ten vintages) into our journey.

Page Springs has never been just about wine. Sure, our goal has always been to make the best wines Arizona (and eventually the world) has ever seen, but what we are - what PSC is - is something much more. We are about people, lifestyle, community, the earth, connecting, self responsibility, and the underlying, simple things that make life important and worth living. What we are doing and trying to do is captured and expressed in our wines, but just as important are the people that work here at Page Springs Cellars, the people that walk in our Tasting Room each day and the many amazing folks that make up our Wine Club. So, why has this month been interesting? I have to say that I've been kind of freaked out because I feel we have allowed things to slip a bit as we've grown...

Now, anyone in marketing will tell you that you never admit publicly that you're f'ing up. Unfortunately (maybe fortunately), I have always believed that being straight with folks is better than insulting their intelligence by BS-ing them. More importantly, I am here to say that I am committed and am deep in the process of changing the things that don't live up to our ideal and mission. PSC is no longer growing in production volume (we have topped out at 8,400 cases...more-or-less) which is both the legal and physical limit for our site. But... our popularity has continued to grow.

As many of you know, we have initiated all kinds of new systems in our tasting room to assure that overcrowding doesn't occur (particularly on weekends), such as having a Member's Only area, a hostess, beepers, a new Casita bar to handle overflow, and now complimentary tastes for those who are waiting. Even with a well-managed "crowd", though, there are some very important ethics that need to be upheld by our winery.

The name of the game is taking care of our guests as if they were in our own home (which, for me, they literally are). We are going to take our Tasting Room service from good to extraordinary this year. Gone will be the excuse that we are too busy to make sure every visitor has an amazing experience. We will be hiring some new employees to make sure the ratio of guest to wine steward will make an expensive Ivy League school look chintzy. New and existing employees will be trained to "get off" on pleasing people (pardon the language...) and we will all work to share what we do best with everyone that walks in our door. Now don't get me wrong, we all have our bad days, and our TR staff are only human. I guarantee, though, bad days will be rare, few, and far between.

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# IN THE

# TASTING ROOM

By Corey Turnbull, Tasting Room Manager

## Growth: The view from the Tasting Room

*"Problems do not go away. They must be worked through or else they remain, forever a barrier to the growth and development of the spirit." - M. Scott Peck*

You'll soon notice a recurring theme throughout this quarter's newsletter: growth.

When asked to write a newsletter article on growth, at first I was inspired to explain all the areas we have created for our guests here at Page Springs Cellars over the last four years; the members' area, the kitchen, extra bathroom, new lounge area and most recently, the conversion of our Casita into a weekend bar to utilize during our busy season. After all, I've personally been at the forefront of this growth, designing and building the areas myself.

But the more I thought about these areas, I realized that they do not define our growth but have been more our response to it. The basic fact is that the word on Page Springs is out and as any of you who have visited us on a weekend, can attest, a lot of people have heard.

I believe that Page Springs is at the forefront of the wine scene here in the Verde Valley, and we continue to strive to provide each visiting guest not only with our outstanding wines and food, but also a pleasant atmosphere - this is especially true to our loyal membership.

There are two major types of growth. There is physical growth, which has been reflected by us making more wine or expanding the tasting room. And then there is abstract growth, which is becoming more mature and complex in the absence of physical growth. Now that the physical growth of our tasting room has now come to a ceiling (we are literally out of



room to grow further!), we now have to grow in more abstract terms.

Historically, it's been a free for all on the weekends; we would allow people to just pile in the room, which would create a chaotic atmosphere and our guests received sub par, quick-paced service. We have realized that if we want to provide memories and service that is on par with our product, we must control the individual and group experience - from the second people walk in the door to the moment they leave. Our new hostess station, which is now implemented Friday through Sunday each weekend, is where the control begins.

The host will greet the guests, take them to either the bar, lounge, or outside and intro-

duce them to their server. Servers now are positioned in their own stations and are responsible for the guests in their station. Management will be floating the room to insure smooth efficient service throughout the experience and available to jump in a section if anyone gets behind.

In addition, once the room is full, we will be moving to a waitlist. While we understand the inconvenience this wait might cause some, we want to insure you that these new systems have been created to provide all that join us the opportunity to do so in an environment we are proud of. Those on the waitlist will be offered a complimentary taste of either a white or red wine, an opportunity to play bocce ball, corn hole, or horseshoes, and on weekends during the busy season, we will have the casita bar open as a second option for glasses or bottles of wine.

We are implementing these things, as well as many others, to continually provide all who join us - especially our members - with positive memories. To do less and ignore the problems inherent to accepting chaos as the norm is a disgrace to the wines we produce, our customers, and our mission.

We understand why you have signed up for our club, why you purchase our wine and why you bring friends to our little piece of heaven. We respect and will always look to nurture this loyalty. Thank you for your continued support of Page Springs Cellars. See you in the tasting room! ♣





# FROM THE VINEYARD

## Managing Our Growth

By: Elliot Stephens, Vineyard Foreman

Page Springs Cellars has grown substantially since the dream became a reality almost ten years ago. We have over 30 acres of vines that are overseen in the Page Springs area, not to mention the management help that is provided to some of our favorite vineyards in the southern part of the state. This expansion has allowed many new employees to become adopted into the Page Springs family. My own employment at Page Springs was a direct result of the new vineyards that were planted in the summer of 2011.

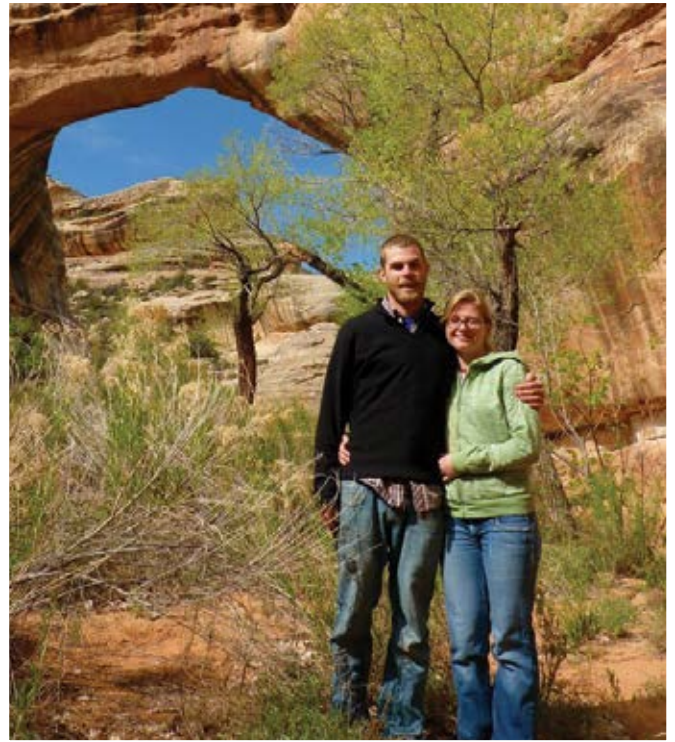
The new sites that are planted near the original estate vineyard at Page Springs Cellars are growing quickly, and with all of the new acres comes a much larger work load for the vineyard crew.

We will have more than three times as many employees managing the vineyards this winter than last winter! This has created a wonderful dynamic in the field. It is a very diverse group of individuals from all over the U.S. that works day in and day out in the vineyards.

There have been many difficulties that the crew could not have foreseen, yet things are going well.

Early in the growing season of 2012, we were having troubles with deer damage, and as a result the fencing system was re-designed with wildlife corridors to allow animals to pass around the vines rather than through the vineyards. The vigorous growth of the new plantings that we've seen has been a good sign, but has also presented challenges for the crew. The vines had so much growth, that training and managing the vines became a much more difficult task than was originally thought.

Lately, the vineyard crew has been immersed in the installation of the trellis systems to support the vines as they grow. It is a very



labor intensive process, as each of the thousands of posts required have been pounded by hand. Furthermore, there are still miles of trellis wire to be run and attached to the posts!

With all of the work still required, the vineyard crews will stay busy all winter, and hopefully installation will be completed right in time for the spring's growth.

The expansion of Page Springs' vineyards has created a massive workload for the vineyard crew, which has brought so many new faces into the family. The work in the vineyards is difficult and never ending, but very rewarding.

It all comes full circle when the vineyard crew goes to the cellar for a barrel tasting with the winemakers, tasting the fruit that they were so heavily involved with... the fruits of our labors! ♣





# Member PROFILE

## Bob and Mary Hartsook, Inner Circle Members



Once upon a time, before there was a Susana, Etta, Sam or Maynard, Mary and I and our friends thought the main Arizona wine region was in southern Arizona's Sonoita region. Wineries like Callaghan and Dos Cabezas were high on our list as great ambassadors for the quality of Arizona wines. Little did we know how that would change!

The Verde Canyon Railroad in Cottonwood was advertising a "Wine Train," featuring wines from the Verde Valley. So we thought, "why not?" What a great way to spend a day; touring the beautiful red rock country by train and sampling wines from local wineries. So, off we went!



It was a beautiful day as we pulled out of the train station and the wines began to flow. To our surprise, the wines of one winery really caught our attention - Page Springs Cellars.

Huh? Who? We'd never heard of Page Springs Cellars.

We were so taken back by the quality of their wines that we decided to take a detour on our way home to stop by the winery in

Cornville. The surprises continued! We discovered a quaint little winery nestled on the banks of Oak Creek. It was there that we sat on the deck, enjoyed more tastings and decided that this was a winery we wanted to be a part of. So it was then and there that we became Inner Circle members.

Move forward to now, and how much we've enjoyed watching Page Springs Cellars grow and flourish! Now, when we brag about the great Arizona wines to our out-of-state friends, we always mention Page Springs as one of our favorite Arizona wineries.

We decided to join the ranks of the RVing world in 2012 with the purchase of a motor home, now that we're both retired (Mary was a School Psychologist and I was a Financial Planner). We set sail on our first RV adventure the first part of August last year and stayed on the road for three months. We toured southwestern Colorado, visited six national parks in Utah, spent time camping along the Salmon River in the beautiful Sawtooth Range of Idaho and traveled down the Columbia River gorge to Astoria, Oregon before traveling south down the Oregon coast to Eureka, California. From there, we headed inland down Highway 101 to the Napa wine region before heading back to our home in Phoenix in mid-November.



During our 4,500-mile adventure, we'd take the opportunity to stop at small wineries along the way to partake in local wines.

Oregon Pinots were luscious, as were the Pinots from the Russian River area. Mary loved the Russian River Chardonnay from Sonoma Cutrer Winery in Windsor, California, and we both loved the wines from V. Satui Winery in Napa. And at every winery, we'd always brag about the great wines that are now produced in Arizona. Several people questioned us, "Wines in Arizona?" "You bet," we'd say! We'd tell them that if you're a wine enthusiast, no trip to northern Arizona and the Grand Canyon would be complete without a visit to the Verde Valley wine region near Sedona -- especially a visit to Page Springs Cellars! We felt like ambassadors for Arizona wines!

We can hardly wait to start our next RV adventure in May as we head north to Canada, with plans to travel east toward New England for the fall colors before heading back to Phoenix in November.

Rest assured, we'll take our supply of Page Springs wine with us and share it with new friends along the way! ♣

GROWTH. Is it a dirty word...? (continued from page 1)

We have an opportunity here that is quite special. I believe that one should strive to be the absolute best at anything they take on; it doesn't matter whether it is picking up shit on the town square or doing open heart surgery. The divine is realized in fully connecting with the importance and beauty of even the simplest task. This is where pride flows from and it is our opportunity to infect others with this realization, passion and enthusiasm.

Over twenty years ago, a mentor of mine shared a very important story with me that I, in turn, shared with our PSC family the other night at a company dinner.

"Three men carry huge stones up a steep hill. Each sweat and struggle under the enormous weight. When the first man is asked why he labors so, he replies that he is being "forced" to carry the weight -- that he has no choice. When the second is queried, he replies that he is doing it to feed his family. When the final man is questioned (and he is much further up the hill than the others) he replies that he is building a cathedral...."

I hope you can all join us in building our wine cathedral. You have my word that we will always aspire to greatness and the growth won't ever get the best of this little winery. ♣



# NOTES FROM THE CELLAR

## New Varietals at PSC: Primitivo

By: Matt Rollian, Assistant Winemaker – Enologist

This vintage has given us a lot of new challenges as well as new varietals (new to us anyway). Now that this very busy crush/harvest is behind us and the wines are all snuggled in for the winter, we have the time to really see what some of these new wines are all about. We've brought in Aglianico, Montepulciano, Marselan, Alicante (this is actually year two, but who's counting?), Rock Pile Zinfandel (while we have had Zin, this is a new clone to us), and finally Primitivo, which is the varietal I wanted to focus on here.

If you happen to drink a bottle of Primitivo one night, and maybe a bottle of Zinfandel the next night, you may notice some striking similarities. This is because the two are genetically identical. Yes, the DNA of each is the same. However, Primitivo can be traced back to pretty much the time of Noah, while Zinfandel barely makes its 200th birthday. The difference between these varietals is rooted in where they are rooted (sorry, had to).

This much we know; both grapes are descended from the rare Croatian grape Crljenak. Primitivo has a long history in the southern 'boot' region of Italy. The name's origin is up for debate, but may have come from being one of the first grapes to ripen each year or, a little harder to believe, that it was the first (Primi) grape. Zinfandel, however, is strictly a Californian varietal which made its way to America from an Imperial Austrian plant species collection in the 1820s. It became fully prevalent in California by the early 1900s and has been a big asset to the wine industry since.

Both of these grapes produce wines that can be rich, dense, ripe and high in alcohol. The U.S. ATF (Bureau of Alcohol, Tobacco, Firearms and Explosives) thinks they are similar enough to propose allowing Italian Primitivos to be labeled as Zinfandels. On the other hand, if you were to go to the vineyards and look at these two grapes growing side-by-side, the differences in color, berry size, and bunch density would tell you that these are definitely different varietals.

So what's the verdict? Well, with any luck we will be offering a single varietal bottling of each of these wines for the 2012 vintage. So we'll look forward to you telling us! ♣

## GROUND S AT PSC

### What else is growing at the vineyard?

By: John Bianchini, Grounds

The grounds at Page Springs were created for visitors to enjoy its natural-looking, landscaped surroundings, cradled in the arms of Oak Creek and artesian springs between an ancient volcano and Hopi ancestral ruins.

Here, we believe in creating landscaping that is closer to subtly influencing of the wild to enhance its natural beauty, rather than the common practice of manicuring, suppressing and controlling nature based on modern, ill-inspired landscaping habits.

Native plants like mesquite, juniper and prickly pear cactus surround us in the Verde Valley. We preserve these plants at PSC and have planted other native plants like columbine, saltbush, desert marigold, deer grass, primrose, dogwood, blanket flower, chamisa, globe mallow, cattails, yarrow, etc. Native plants are important, since they may promote preserving rare species and are drought tolerant.

Many plants from other parts of the world are more than tolerant of our environment and thrive here better than the locals. Some of these plants are welcome additions to our community, while others are considered detrimental; though there is usually a way to find a beneficial use of something. For example, we have been using recently removed quantities of invasive plants like 'river cane' and 'tree of heaven' to incorporate into our fencing around the estate.



Fruit and vegetable plants are typically well received in any environment or culture. This is something we have been exploring as a part of our landscaping at Page Springs. We have learned the hard way that javelina, deer, birds, skunks and ants will eat most unprotected vegetables, and even a few unexpected native plants when times are hard. From now on, we will be fencing in our expanding vegetable garden spaces with the intent of providing members and guests of our tasting room with daily harvested foods by the summer 2013.

It has been challenging to try to determine what plants, beyond natives, will work in our desert climate - especially for food crops. It takes time to learn and know what things work and how well they perform. Serious consideration should also be made for growing methods and sources of seeds and nursery plants.

Stay tuned for more, and keep an eye out (quite literally) for the fruits of our estate-grown labor this summer! ♣



# WINE Club

## UPCOMING EVENTS

# BARRELS & BURGERS

PSC teams up with Diablo Burger for our 1Q Club Event, where we pair mouthwatering free range beef burgers with luscious wines pulled straight from the barrel.

February 15th 6-8 p.m. (SOLD OUT)

February 16th & 17th

11:00 a.m.-1:00 p.m. & 3:00-5:00 p.m. (SOLD OUT)

\*Hosted by Eric Glomski

February 23rd & 24th

11:00 a.m.-1:00 p.m. & 3:00-5:00 p.m.

\* Hosted by John Scarbrough and Matt Rollain

(Check [www.pagespringcellars.com](http://www.pagespringcellars.com) for current availability)

**Who:** Members and guests only

**Where:** Cellar

**Bring:** A coat (the cellar gets cold!) and an appetite!

**Cost:** \$35, discounts apply

**Parking:** Limited onsite parking, details for additional parking locations will be provided via email



# Q1

## Release timeline

Last Day: January 21

Charge Day: January 22

Ship Window: January 23 - 30

Pickup Window: January 26 - February 26

Ship Pickups: February 27

Club Event: Barrels and Burgers

February 15th, 16th, 17th

February 23rd & 24th

Spring Inner Circle Event: March 23

# Growth in The Club

By: Etta Phillips, Wine Club Assistant

Well, it's been a while since I wrote an article for the newsletter — since my very first few months working for PSC, in fact. It was the day after Halloween when I was writing back then, and I was busy stealing candy from my kids' stash. Unfortunately, I don't have any candy to inspire me this time; just a post-holiday hangover and the remnants of a cold. Actually, I think it's perfect that this is my first article since that day, considering the theme of this newsletter is "growth."

How have I grown since that day? Well, my job has changed considerably over the last few years. I have dabbled in every department of Page Springs Cellars over the years. First, in the vineyards putting up netting (in short shorts and low top chucks) and more recently, a little work in the accounting department. I even did a two-day stint in the Tasting Room to help Corey out in a pinch!

One thing, however, has remained consistent: being the voice of the wine club. My job has always focused on keeping up conversations with about 1,300 members!

It's not always easy (imagine a hundred members all trying to get the same reservation to Barrels and Burgers!) and sometimes I have to deliver bad news, but it can be very rewarding; I've gotten to know many of you over the last few years. I hear about marriages, divorces, births and deaths in your families, and a few of you have gotten to know my family as well. Some of us have running jokes ("burning with an E!") and some of us love to make Star Trek references (you know who you are!).

As with anything, this job comes with ups and downs, successes and failures, but at the end of the day we are a family. And if I could pick any family member to be, I think I would be the loud mouth uncle who always lets the kids sneak sips of wine at the party!

I've so enjoyed being a part of this family, and look forward to many more years with everyone. ♣



# Q1 Wine Geek AWARD

Wne club member Brian Ferguson shared his notes for a vertical tasting of El Serrano at home.



## El Serrano Vertical Tasting

1



El Serrano in vintage 2009 through 2011 were decanted about three hours before the tasting into glass carafes.

2



A 2 oz sample of each vintage is poured into a separate glass at each place seating before guests come to the table. A measuring glass ensures the pours are even.

3



Glass tags were used to identify which wine was in the which glass and set on placemats marked with vintages.

4



Tasting notes were prepared from notes on the PSC website printed on hand-out sheets for people to read at the tasting.

5



Guests are invited to the table with some food for pairing. Appetizers included Lamb Meatballs, cheese and crackers, Goat Cheese with Chilli Jelly and fresh fruit with a Kahlua Whipped Cream.



“El Serrano has always been my favorite PSC Wine and I think that the depth of difference that we saw between the four vintages highlights so greatly what you are trying to achieve at PSC.”



# In This RELEASE



## INNER CIRCLE

### 2010 Pinot Noir Central Coast, 2 bottles

The classic California style Pinot Noir is rich and silky with moderate acid that makes for easy drinking. All the wonderful traits of good Pinot are present: dark cherry, a light earthiness, mandarin orange rind, and hints of rhubarb and caramel. This wine pairs beautifully with rich fish such as salmon, birds of all persuasions and any dishes with fungi. And, of course, this wine is delicious all by itself.

### 2010 Syrah Clone 474 Colibri Vineyards, 2 bottles

The lean granitic soils of Colibri Vineyards in Southeastern Arizona produce some of the most distinctive and interesting Syrah that we make. Clones 174 and 474 are grown adjacent to one another on the upper slopes. While the 474 certainly shows the classic Colibri white pepper spice, it falls in line with the other characters while the spice is amplified on the 174. It has higher acid and brighter fruit while the 474 is darker and a bit richer. Both wines are delicious and special in their own right.

### 2011 Cabernet Franc Santa Margarita, 2 bottles

I will never forget the first time I walked through this vineyard. As if I were walking on some temperate beach, whole oysters the size of my hand lay strewn haphazardly as if the waves had left them after a storm. This whole limestone-vineyard was littered with ancient, fossilized oysters!! Wait till you taste this wine. It is ancient landscape in a bottle!!

## FAMILY

### 2011 Barbera San Juan Vineyards, Paso Robles

Barbera is one of the classic grapes of the Piemonte region of northern Italy and is grown in the same valley as the famous Nebbiolo based wines of Barolo, Barbaresco, and Roero. Known for its ability to retain acidity even in warm climates, Barbera is a great food wine. This bottling has medium tannin and beautiful acidity with a nose of red and black cherries, clay and hints of savory herbs and peaches. Enjoy it with classic Italian dishes that involve red sauces and don't forget to try it with your favorite pizza!

### 2011 Super California, 2 bottles

2011 marks the first year Page Springs Cellars has ever produced a classic Tuscan-Bordeaux style blend. We have simultaneously produced a more elegant, restrained Arizona blend that lacks the weight of this wine but make up for it in charm! Please do try this wine with strong Italian foods to see it really shine.

### 2011 Refosco San Juan Vineyards

Refosco is most commonly planted in Northern Italy where it is used to improve color and structure in blends but it can be bottled on its own as well. This certainly isn't the case in Paso Robles - and that is why we picked this relatively early to avoid excessive tannin. We have had a lot of fun working with this unique and interesting grape for the first time.

### 2011 Syrah San Juan Vineyards

We harvested a great deal of Syrah from San Juan Vineyards and fermented it on four cultured yeasts. The site character still dominated all the wines, but the D80 gave it a little more earthy spice - which we loved.

## CELLAR DOOR

### 2011 Page Springs Landscape, 2 bottles

A deeply complex and structured wine. I am constantly impressed with the beautiful rose petal qualities that the Petite brings to the blend and the wonderful orange rind the Syrah shows. This year, the Mourvedre adds a deep and wonderful earthiness that 2011 did not bring us in the other varietals.

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### 2011 Zinfandel Cochise County

In 2011 we purchased syrah from Fort Bowie Vineyards in southeastern Arizona for the first time. The majority of the wine crafted from these grapes went into our Vino del Barrio blend but during the pressing and barreling process, a small amount was leftover. At the same time we were also pressing and barreling the Golden Rule Vineyard Syrah and there were some leftovers there as well. Lo and behold - it was convenient to combine the two to fill a barrel - and guess what? It was really tasty!

### 2011 Nursery Grenache

Grenache has always been a strong and unique varietal at the Stronghold Vineyard. Delicious strawberry, stone fruit and herbal notes all ride on a wave of silky wonderfulness. More balanced and feminine than any previous vintage, this wine expresses 2011 as many other varietals did - confident and subtle. Arizona Grenache is like no other and we are proud of it.

## FRIENDS

### 2011 Vino de la Familia

Velvety, mouth-watering and delicious! 2011 marks the third year that our Assistant Winemaker, John Scarbrough, has headed up the blending of this wine.

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Visit our website for more information on the wines in your release.

[WWW.PAGESPRINGSCELLARS.COM](http://WWW.PAGESPRINGSCELLARS.COM)