

Partnerships

Volume 19 Issue 2 | Q2 2022

IN THIS ISSUE

	<u>PAGE</u>
Glomski Grapevine	1, 2 & 3
Yoga & Massage	2
From The Vineyard	3
Notes from the Cellar	4 & 5
Tours	5
Sales & Marketing	6
Events	6 & 7
In This Release	8

heard it on the **GLOMSKI GRAPEVINE**

by Eric Glomski
 Founder & Director
 of Winegrowing

Partnerships and Supporting an Old Friend

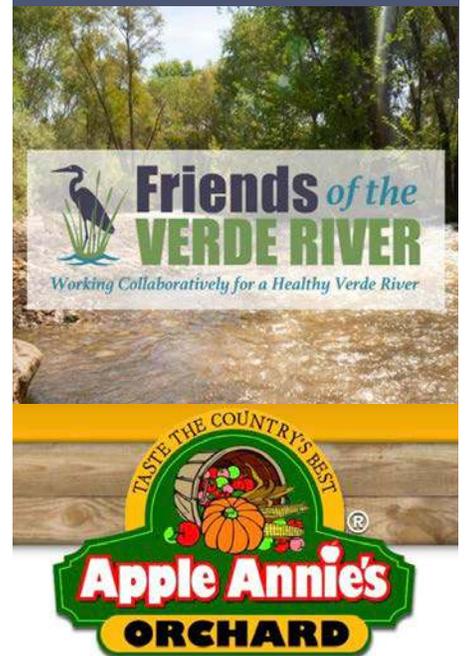
The theme of this quarter's newsletter is Partnerships. I was very tempted to tell stories about all the meaningful and rewarding partnerships we have with people, businesses and non-profits out there. I then realized it would take pages and pages and pages...A brief scan of my mind highlights non-profits such as Friends of the Verde River, Prescott Creeks Preservation Association, The Hummingbird Society, Yavapai Big Brothers and Big Sisters, Make a Wish Foundation, the Verde Valley Sanctuary, and the Sedona Historic Society to name a few. In the for-profit world, we have special projects with many kindred businesses including Wilderness Brewing Company, Postino, Press Coffee, Apple Annie's Orchard, and Honshin Fine Art. When I think of individuals, I am reminded of our custom winemaking project commemorating Bob Lynch, a friend and attorney who recently passed away. Bob was responsible for helping us rewrite our wine laws in 2006, laws that forever changed and helped our industry grow. I think of the late Henry Schuerman and our efforts to share and preserve his legacy. Just thinking about these and other relationships fills me with a feeling of pride for our Page Springs family and the great relationship we have out there.

But...like I said, I am not going to talk about all those classic partnerships (although I kinda' just did...). Today I'd like to talk about a small collaboration that will come to fruition next month on Sunday the 24th of April with an old College friend of mine, Rick Taylor (aka Abner Serd).

Now...I feel very blessed to have led such a rich life so far and so much of having a rich life has to do with having colorful friends. In my long list of colorful friends, Rick is like a rainbow being viewed through a kaleidoscope. I mean this guy is beyond rich in character. He's beyond savory. He's MSG on steroids. Plainly stated, he is one percent of the one percent of the one percent.

Let me share some stories to support my case. When Rick and I went to Prescott College together, he lived in a lean-to in the National Forest. Out of the ordinary, but not really miraculous or crazy. What was so interesting about Rick at that time of our lives was that he decided he didn't believe in motorized transportation any more. So, in view of this belief he did not get in a car, bus, train or plane for years.

Continued on page 2



PAGE SPRINGS YOGA & MASSAGE



Partners in Crime Wine

by Gayle Glomski
Founder Page Springs Yoga & Massage

The union of massage, yoga and wine have often been judged and criticized to me. In my mind the partnership is perfect and inspired a new business called "Second Harvest" which inspired another wine label at Page Springs Cellars called "Vin de Filles".



Second Harvest is a company to simply bridge the union of

massage and wine by upcycling the byproducts of wine making to new products that are healthy for your body. Our massage department offers the body butter as a substitute in massage sessions for massage oil. The butter is less greasy during massages; therefore, it's a great option when you're heading to the tasting room after your massages at the winery.

Vin de Filles is a wine project uniting women to work in the vineyard, to make a great wine and to donate the net profits to The Verde Valley Sanctuary, a local nonprofit helping women.

I was able to (second) harvest the grape skins and seeds from the Vin de Filles pressing to make a wine powder. The wine powders are the skins, seeds and some stems minimally produced. The powder is edible and is able to use in just about any recipe containing many great vitamins just like a supplement. Current research has shown the super powers of wine as a beverage but mostly the super powers are found in the skins, seeds and stems.

The Vin de Filles wine powder will be an ingredient in the dessert course at the 2021 Vin de Filles Fund Raising Release Party in October. The course will be



prepared by a local rising star, Chef Karen Russell, who recently opened her sustainable shop in Sedona. Karen's Gluten Free products are also

found at Whole Foods, Natural Grocers and Sprouts throughout Arizona.

<https://karenglutenfreeliving.com/>

The body butter is the most popular *Second Harvest* product. Not only to bridge the gap between wine and massage but it's a great daily moisturizer. It's super hydrating, and because of the secret ingredient (grape skins, seeds and stems) it's naturally full of amazing vitamins, antioxidants, anti-skin aging compounds, and includes a minor percentage of SPF. The *Vin de Filles* body butter is unique in a few ways. One: the vines, harvest, production, bottling, waxing, marketing is a female team of volunteers. Two: the net profits are donated to The Verde Valley Sanctuary to help women in the community. Three: Second Harvest is a women founded, owned and all products are made, bottled, marketed by a woman. Four: it has an essential oil added to the blend~

The essential oil is harvested and produced locally (produced in Sedona!) by a woman! PhiBee Aromatics, a sustainable family business wild harvest with good ethics and healthy plants to make great essential oils. Claire is always happy to share her magic and will show you around her workshop.



<http://phibeearomatics.com/about-us.html>

The *Vin de Filles* body butters are limited edition and will be sold at the *Vin de Filles* dinner in October. Tickets will go on sale in August.

Glomski Grapevine

Continued from page 1

He walked everywhere. Just the commute from his campsite to school was several miles, which he happily did two times almost EVERY day. He also had a job at the library... Now, it gets even better. Did I ever tell you that Rick, not surprisingly, hiked all 2200 miles of the Appalachian Trail? Yeah...lots of people have done that too. But what is miraculous is that he walked from Prescott to the trailhead in Georgia to do it! And this is the tip of the iceberg! I could tell you stories about him paddling across Narragansett Bay on an inflatable pool toy because they didn't have a pedestrian bridge. Picture him on a flat, inflatable pad with his pack tethered with shoelaces behind him on an innertube. Then envision huge tankers passing him buy as he paddled miles across these shipping lanes! When I asked him how many miles he walked a year (not swam), being very humble and honest to a fault, he said he averaged about 3000 miles a year for 12 years and on "trek" years, 5000...!

OK, enough for context...

At some point in the 90's (we went to college together in the late 80's and very early 90's) Rick became Abner, Abner Serd to be exact, and from the scant stories I have told you this name should make complete sense. Throughout these journeys, Abner was writing. He, first and foremost, is a writer. I had the pleasure of reading manuscripts and listening to broadcasts over the years and, who knows, I may have even played a role or influenced him here and there...

Gayle and I visited Abner in Quincy, Massachusetts this last summer where he and his wife have a lovely house overlooking Quincy Bay near Boston Harbor. He was putting the finishing touches on narrating his latest book (recording the audio book), the *Legend of Pedestrio*. After our short visit, some kayaking in the Atlantic and a visit to a few small islands in the bay, he sent Gayle and I off on our own 2600 mile journey back home (albeit in a Ford truck and travel trailer...) armed with the first several recorded chapters of this aforementioned book.

Continued on page 3



Full circle. First breath to last breath, as someone dies, it brings life to someone new.
Full circle. First grape seed to last grape seed, as one dies, it brings life to another.
Full circle. First idea to last idea, as one dies, it brings life to another.

FROM THE VINEYARD

by Anthony Averbeck
Vineyard Manager

Happy Spring! Pruning is completed in the vineyards, both our northern estate sites (Home Vineyard, House Mountain and Dos Padres) and down south in Colibri Vineyard. It's a time of bittersweet transition. Pruning is easily one of my favorite tasks, so for now I'll have to wait until next year to bring out the pruners and loppers and miles of tie tape. Now is the frantic orchestra of getting cuttings raked, piles burned, weeds controlled and fungicide sprayed...all before bud burst! So that's where we're at right now, and I'll catch my breath and try to talk about partnerships.

In the vineyard I can think of three partnerships (assuming I understand this notion correctly in this context). The first is the Page Springs Fish Hatchery. They take all the fish excrement that's filtered out from the tanks that house the rainbow trout and pile it up and let it dry. We then collect it when it's ready and add this nitrogen rich manure to our soil. What I love about it is the sea shells that come in the mix!



Secondly, we have a partnership with Horsin' Around Adventures (a location down Dancing Apache Rd where people book horseback rides around House Mountain). Just like with the folks over at the fish hatchery we collect the horse manure and apply it to our soils as well. We have some



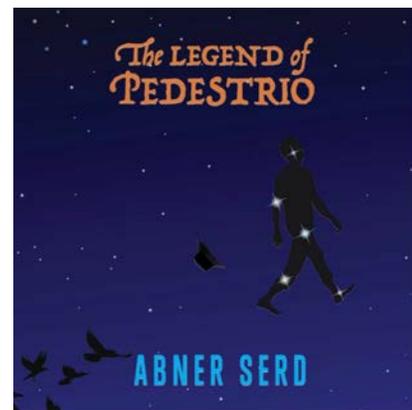
several test rows, each with a different type of compost/manure (we make our own in-house compost from kitchen-scrap and grape pumice!). Individuals from the University of Arizona will then come out a couple times over a few years to analyze the results.

Lastly there is the partnership we have with the community. When it comes time to harvest, we reach out and receive all sorts of people from our community. The best aspect of this is when some of the same people return year after year. There's a wonderful family that has harvested with us for 4 years now, and I do hope they continue to come back. It feels like a family. Those are three partnerships in the vineyard that I can think of at the moment. Now back to fields! 2022 vintage is here and the show is about to start!

Glomski Grapevine

Continued from page 2

I can only say this...we were both heartbroken and left in the lurch when the story ended somewhere around mid-Pennsylvania...just as it was just getting started! This deep but whimsical fantasy story (of course with a strong walking, pedestrian theme) was so captivating we called Abner and asked him when we were going to get the next installment. Well...that was almost a year ago and we just got the rest of the chapters last week!



Where am I going with all of this and how does it connect with the idea of partnerships? I am excited to say that Page Springs will be hosting the great Abner Serd on Sunday, April 24th at 11am on the Vineyard Deck for a presentation of stories from *Pedestrio*. There will be no charge for admission. Bring your children and grandchildren, bring your grandparents, and bring neighbor's kids. We will be serving wine by the glass as well as non-alcoholic beverages. The event will total one and a half hours and should be a blast, and certainly something completely out of the ordinary. Space will be limited, so jump on in when the notice goes out.

NOTES FROM THE CELLAR

by Bree Nation

"Alone we can do so little; together we can do so much." - Helen Keller

It takes a lot of partners for us to make and bottle all of the wines we produce here at Page Springs Cellars for you (and us) to enjoy. We have relationships with vineyard owners, farmers, apple orchards, other winemakers, and truck drivers to receive fruit. We order fermentation supplies like yeast and nutrients, we occasionally buy barrels from brokers, we get Nitrogen and Argon gases from a local gas distributor. We purchased our grape press and destemmer from a US importer of equipment and with that we have a stateside service man (Stone Cold Rick Austin!) who makes sure our equipment is ready for harvest each year or fixes our machinery if it breaks. We often have to run out to our local hardware stores to buy plumbing supplies or replacement parts for things that break. But I would say that some of our more frequent partnerships are with our packaging suppliers. Empty glass bottles, corks, foils and labels. As you know, we make a lot of different wines each year, and each of those has its own label with a unique and informative "blurb". We all proof read the labels, although inevitably some mistakes slip through the cracks each year. There is a lot of back and forth with the label producers to get everything just right and in the correct quantities. On top of that, we work with Canyon Diablo Distillery in Flagstaff to distill our brandy, and have a very close relationship with our wine distributors at Quail. We tend to work with the same representatives from these suppliers year after year and develop relationships with them over time.

It is really cool to go to the big Unified Wine Symposium, where all parts of the wine world meet up for a convention, and we get to have face time with all of the people we normally communicate with via email and phone conversations. The symposium is a blast for all of us: at

the tradeshow we get to check out the latest inventions and shop for shiny new equipment but the real fun is at the dinners and parties hosted by our suppliers. Cocktail hours at cool bars where we get to mingle with other industry people and form new friendships are a blast! It is also a nice bonding time for us as a team to go... we don't always have opportunities to hang out as a group together over different departments here at Page Springs. We're such busy people here at work (there is never enough time!) and tend to all have pretty crazy social lives as well. Going on a group trip to Unified gives us an opportunity to get away and enjoy each other's company.

One of the most fun types of partnerships we have as winemakers is with other food and beverage people. With our brewery buddies we do beer and wine collaborations like with Arizona Wilderness Brewing Co. in the Phoenix area and in the past Dark Sky Brewing out of Flagstaff. Our beer homies make sure we get some cool product (especially during harvest season) because they know it takes a lot of beer to make wine! As I mentioned earlier, we sometimes take some of our wine to have distilled for us that we eventually age for brandy, or use to fortify port style wines or even a new project we will be working on this year: an Amaro! Then there are all of the wine dinners we put on both here on property for events like Tilted Earth and our Vin de Filles project which I will talk about later. Tasting through the courses and pairing wines with each one is such a rewarding part of the job for us. And of course, we also get invited to tasting events put on by our wine distributors where we have an opportunity to try wines from other regions as well.

Philanthropy is something that is also very important to us here at Page Springs. Over the years we have raised a lot of money for charitable organizations such



The Ladies behind Vin de Filles

as Friends of the Verde River, Big Brothers Big Sisters, and most recently through our Vin de Filles project we raised an astonishing amount for the Verde Valley Sanctuary. For those of you who aren't familiar with our Vin de Filles (VDF) project yet, it is a new wine made women! Gayle Glomski, Lauren Maldonado and myself started the project back in 2019, with our first vintage of wine being 2020. We farmed two sections of our vineyards here in Cornville all year and made a wine that is totally female produced from grape to bottle, with the support of our male counterparts of course (thank you!) Last October we had our first wine release event- a two-night dinner and silent auction on the vineyard deck here on property. We worked with five female chefs and winemakers to create a coursed-out dinner and had some amazing auction items donated for the auction like wines and art made by women around the world. All of the volunteer work was done by women spanning several generations and the

Continued on page 5

Notes From The Cellar

Continued from page 4

goal was to raise \$5,000 for the Verde Valley Sanctuary which helps victims of domestic violence and human trafficking. Most of our net proceeds from bottle sales go directly to them and all proceeds from the dinner and silent auction as well.

We were elated to learn that by the end of our two-night event we raised them \$25,000! They are such a great organization and we were so happy to be able to help raise them some much needed funding.

At the end of the day, it takes a village to make wine. The partnerships we form are so important and of course we couldn't do any of this without having the support

of our wine club members who are a part of our extended family, coming to wine club events and drinking the wines we work so hard to craft each vintage. Especially in light of recent current events like global pandemics, war, and the loss of our beloved Betty White, it is important that we take the time to appreciate each other and be grateful for all that we have, so thank you for being a friend!

TOURS

by Larry "Lare" Robbins
Winery and Vineyard Tours Manager

In the Tours world, we partner with a number of different departments that allows us to tell the story of "Grape to Bottle"! Grounds keeps the property that we tour beautiful and kept; the Vineyard crew prunes, maintains and harvests the grapes that eventually end up in the glass; and of course the Cellar team, Corey and Bree, play an integral part in the story that we get to share!

From the moment that a tour guide offers you your first taste of wine on a winery tour, the cellar team had a part to play! What you get to taste on that first pour is the result of years of preparation and investment. After the grapes have been planted it can take 3-5 years before they are ready to be harvested to make wine. Once harvested, the cellar team jumps in and begins to oversee the "processing" of the grapes into wine.

We are fortunate enough that we are able to still conduct tours during our Harvest season of August through October. We do have to adapt and change our "tour route" during this time but it is well worth it! During this season of Harvest, winery tour guests are able to observe the crush pad in action: the destemmer separating stems from grapes and outputting the grape must is an amazing symphony of movements and the grape press producing the magical, tantalizing juice that will soon be what Robert Louis Stevenson penned as "bottled poetry". But luckily even when guests visit outside of harvest, our team of amazing storytelling guides are able to paint a vivid picture of what these machines look like during operation.

As you enter the cellar during this magical time, you immediately are met with the overwhelming aromas of fermenting grapes! Our guests are able to tour this area and get an insider's look into this important step in winemaking.



As the tour proceeds, we head to the barrel room, where our cellar team is aging the wines that will soon make their way to bottle. Here we taste a wine siphoned directly from the barrel a unique experience here at Page Springs Cellars. We work closely with Corey to select this special wine that is exclusive to tours only. He works with his team to blend a unique, luscious, dark red wine aptly named after the Atolla jellyfish. And this beloved wine will be returning to our tours' lineup by the end of March!

As we make our way out of the cellar, we stop to discuss the last stage of

winemaking: bottling. And because we love for our guests to see any of the winemaking stages in action, it's not uncommon to attend a winery tour and see our cellar crew bottling Mules Mistake, Vino de Barrio Blanca or one of our apple wines!

What makes our winery tours special and most times more detailed than other winery tours is that we've worked closely with our winemakers to discover the intricate subtleties that make our wine memorable and give it a sense of place. Whether it's talking with Corey about why our red grapes go through the destemmer and the whites do not; asking Bree about the differences between the free-run juice and the pressed wine; Corey explaining the nuances of aging our wine in a neutral oak barrel and/or using oak staves from France, Hungary or Arizona White Oak; or a number of other questions the Tours team direct towards the cellar crew they are always eager and passionate about providing us with the what makes Page Springs wine what it is: LIQUID LANDSCAPE!



More than Wine

by Luke Bernard
Director of Sales & Marketing

There is so much more to all of *this* than growing grapes and making/selling wine. Those who know PSC well, know this about us...many don't. Page Springs Cellars has recently become more known for our sustainability efforts towards protecting our planet. For PSC, giving back to our planet, and enhancing the community that it serves, goes hand-in-hand.

Somewhere within my first few years of working at PSC, I remember asking Eric if he ever regretted picking such a focused industry, compared to his previous careers in education and conservation. His answer could not be more pertinent to my current position, as I manage the majority of our business partnerships. His answer explained how wine has an intangible reach throughout so many industries and communities. The simple fact that wine is at the center of many tables, leads an infinite network of people towards sit together at that same table. I never had to ask again.

There are only a certain number of hours in a day, and there is a limit to the energy that we are able to exert, but our excitement, that is derived the people that we meet and the opportunities that are attached, is infinite. Both Eric and I are constantly day dreaming of the potential ventures that have found their way into our perspective. Luckily the feasibility of incorporating these ventures filters our dreams down to a manageable world of amazing partnerships. We continue to keep our main focus on farming, producing wine, and providing this offering to the public. If we happen to promote eco-sustainably, support schools, protect rivers, preserve local history, protect hummingbirds, or throw parties in the meantime, then we are truly doing our jobs. There is so much more to all of this than wine, but it sure doesn't hurt in any and all of these ventures. Clearly it is what has led us to these opportunities in the first place.

To all of you that have supported us with in these partnership programs, we thank you. To all of you who have supported our winery, you have supported these partnerships as well and we thank you. None of this is possible without your support. It takes a village...with a winery ;)



Collaborative wine project between PSC and the Hummingbird Society.

offsite EVENTS



by Elina Zavala
Offsite Events Manager

With Offsite Events in full swing for 2022, Page Springs Cellars has collaborated with many new, and seasoned vendors and business owners. Last month Elina Zavala and Luke Bernard teamed up with GenuWine Arizona in downtown Phoenix, offering wine tastings of three new PSC wines to be carried in their tasting room; 2019 El Serrano, 2020 Mules Mistake, and the infamous 2020 Vino Del Barrio Blanca!

On March 19th-20th, PSC worked with the VVWC (Verde Valley Wine Consortium) as one of the selected vendors pouring wine at the Camp Verde Pecan & Wine Festival!

PSC has partnered with Arizona Wine Events and will continue to partner with them for future festivals, including the Arizona Wine Festival in Heritage Square.

private EVENTS

by Brooke Bates
Private Events Manager

The private events department has been ever evolving since it's conception, and we have come to find that working with local partners has become a major part of our ability to host successful events. We have built an inventory of many beautiful décor and furnishing items that we frequently utilize; however, we have partnered with VERVE Events & Tents for renting items for clients that request a more specific look for their event. Trends are constantly changing in the event world, so this allows us to keep their events looking fresh without breaking the bank on purchasing trendy furnishings that may go out of style the very next year! Not only has VERVE been a wonderful partner to work with for private events, but they have also been in-kind sponsors of our past Henry Schuerman Dinners where they supplied many event rentals to help us maximize our donations!

As you all know, our Tasting Room Kitchen provides excellent food that pairs wonderfully with our wines! The culinary team behind this menu, work at the very height of their capacity, which means their sole focus is on providing high quality items for our tasting room guests. Space is very limited in this kitchen as well, which means there isn't the opportunity for them to provide food, let alone catering, for guests outside of the tasting room. Since their food is so sought after by private event guests, we have developed a specific menu that our guests can pre-select from that our tasting room kitchen is able to execute. For all other culinary needs, we have cultivated partnerships with COLT Grill & Villaggio Venue, both located in Cottonwood, AZ. I have worked one-on-one with both locations to create custom catering menus that travel appropriately, can be served easily with the equipment we have and most importantly, that pair well with our wines. These catering partnerships



Personalized place settings on our beautiful Vineyard Deck

are the primary reason why we are able to provide elevated private events with formal menus!

Let's put together a beautiful custom event for you!

Email brooke@pagespringscellars.com

onsite EVENTS

TILTED-EARTH is Back
and [Tickets are Now Available.](#)
Get yours before they are gone!

Details for the event are at [Tilted-Earth.com](https://www.tilted-earth.com)

June 18th, 2022 will be a special evening, and we truly hope you can join us! In an attempt to raise money for Big Brothers Big Sisters & Friends of the Verde River, we ask that you join us for a fun-filled night of fine wine, live music, silent auction, wine gardens, and food trucks!

*We do not discount Tilted Earth tickets, as our goal is to donate as much money towards assisting our beautiful planet, and the people it serves.

Want to Volunteer? We are in need of some help! If you are interested in helping us produce such a special event, we are looking for anyone willing and able! Please contact Kelsey at khammond@pagespringscellars.com for more information.

Need a place to stay? We are now excited to offer our Wine Club Members a discounted rate at the new Marriott in Cottonwood! [Click here](#) for the reservation link.

We hope that you are able to join us for one of the most special nights at Page Springs Cellars! June 18th, 2022 will be a day to remember!"



in this RELEASE

Quarter 2 Recommended Drinking Windows

Prima:

2020 Colibri Vineyard Marsanne: **NOW - 2027**

2020 Dos Padres Roussanne: **NOW - 2027**

2020 Dos Padres Vermentino: **NOW - 2027**

Friends:

2019 Colibri Grenache AMH: **NOW - 2027**

2020 House Mountain Petite Sirah Pick 3: **NOW - 2026**

2020 Vino de la Familia Rojo: **NOW - 2026**

Family:

2019 Colibri Mourvedre Hill Block: **NOW - 2027**

2020 Colibri Grenache: **NOW - 2028**

2020 House Mountain Petite Sirah Pick 1: **NOW - 2026**

2020 Vino de la Familia Rojo: **NOW - 2026**

Cellar Door:

2020 Colibri Grenache: **NOW - 2028**

2020 Colibri Mourvedre: **2023 - 2028**

2020 Colibri Syrah Clone 174: **2024 - 2029**

2020 House Cunoise Rose: **NOW - 2023**

2020 House Mountain Petite Sirah Pick 1: **NOW - 2026**

2020 Mule's Mistake: **NOW - 2024**

Inner Circle:

2019 Colibri Grenache AMH: **NOW - 2027**

2019 Colibri Petite Verdot: **2023 - 2028**

2019 House Mountain Petite Sirah Pick 2: **NOW - 2026**

2019 House Mountain Syrah 525 WC: **2023 - 2028**

2020 Colibri Mourvedre Pick 2: **2023 - 2028**

2020 Colibri Syrah Clone 174: **2024 - 2029**



PageSpringsCellars.com

