

Our Managers

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heard it on the **GLOMSKI** **GRAPEVINE**

by Eric Glomski
Founder & Director
of Winegrowing

In this Edition - Our Managers

Wow! For the first time ever I have decided to write, at least in part, about what other people are going to talk about in this newsletter rather than solely my own perspective. "In this Edition" sounds so pro, like I am an actual editor. I assure you...I am far from that...but I do know Page Springs and I know my people.

When these newsletters get written, you never know exactly who will turn in their article, so a few of the folks I mention here may not have their own work-story within these pages. No matter - they are all relevant, interesting and important. In thinking about all our departments and their respective managers, the thing that initially sticks out for me is how many of our managers have evolved over time, taking on many different roles over the years.

The first two that come into mind are **Corey Turnbull** and **Luke Bernard**.

Corey started volunteering in the cellar over a decade ago while he was working at the Cowboy Club, Silver Saddle and Redstone Cabin in Sedona. After hanging out for months he finally decided to serve in our Tasting Room and before much time had passed, he was a closer, then Assistant Manager and then Manager.

Of course, once he had risen to the top of the TR ladder, the mystical, primal and powerful draw of wine "making" pulled at him. In an impressive disregard for all things financial, Corey took a huge pay cut and moved over to Arizona Stronghold to become a "cellar rat". His trajectory at ASV was no less impressive. Within a few years he was Assistant Winemaker (really co-winemaker in practice) and he was ready for yet another challenge - coming back to PSC to play the role as THE Winemaker. The rest is PSC history and Corey has been with us on-and-off for over 10 years now.

In roughly the same time span, **Luke Bernard** moved from working in Maynard Keenan and Yavapai College's vineyards to our Tasting Room. Luke also quickly became a shift manager and then spear-headed our offsite events (festivals) while also starting our Tours Department, which is one of our most sought-after winery offerings today. After building both of those areas and handing them off to newer members of our team, Luke became our Brand Ambassador, handling all things having to do with publicity, advertising, marketing and public relations. In yet another evolutionary step, Luke

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Glomski Grapevine

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now handles all design withing our company (think clothing, special labels, art installations around the winery, custom merchandise etc.), hosts all industry and VIP guests and covers all marketing and industry cross-promotional relationships. Luke is a classic example of how someone can thrive when they are given room to be creative and pave their own path within a company. Luke has been with us 10 years as well.

I'll never be able to cover everybody, and the next person I think of is someone behind the scenes, our "Controller" **Penny Frank**. Most of you have probably not met her because she doesn't live on the hospitality side of our company, but I assure you, she is integral and has helped PSC become what it is as much or more than anybody. In the several years that have elapsed since Penny started here, she has helped us build a system of financial clarity and accountability that puts every manager at the helm of their own budget in a way that both empowers them and provides accountability for their decisions. We also have total financial disclosure for all managers (except for relative pay-scales), so everyone knows how the company is doing as a whole and knows their relative contribution. To put it simply, Penny is everyone's "tough-love" financial mother: she has high expectations but is always willing to educate and help you find your way. She just celebrated her 7th anniversary at PSC!

Another person I admire and have watched flourish immensely is **Mike Wendler**, our Shipping, Receiving and Warehouse Manager. To be honest, this job description significantly sells Mike short. In addition to the obvious tasks this job title implies, Mike also monitors our inventory in different departments (for instance, the Tasting Room, Club releases, tours, events etc.) and manages the allocation and distribution of wines at the proper times. If you are hoping for a specific wine or are waiting in anticipation for it to become available, Mike is the guy. Mike also helps out with EVERYTHING, yes everything. He lends muscle to every activity, is ALWAYS willing to chip in, helps with events, keeps things clean and organized (I hope he rubs off on others at PSC... 😊) and is 110% reliable. He and Penny came on at the same time and he's also celebrating his 7th year with us!

I'm going to keep this one extra short because I am obviously biased...but if we were a sports team of old (hopefully in this more-than-politically-correct era I



The man who runs it all - Eric

can say this stuff...) **Gayle Glomski** would get 3 Most Improved Player Awards. In fact, I think she would redefine the trophy. One has only to look at the number of people who are amazed that a winery in Arizona offers Couple's Massage and group Yoga classes (the only winery to my knowledge). Or, if that's not enough, grok that she just orchestrated a two-night, all women produced wine and fine dining event that raised nearly \$30k for our local women's shelter (more \$ than any other PSC benefit event in history!). I could say more, but, you know...

Then there's the guy vying for my job (yeah...I know I am about to say he's a smart dude, but wanting my job seems to contradict this...). **Ryan Lopez**, our Tasting Room, Wine Club and Online Sales Manager (in the BIG world of wine this role would be called the "Direct to Consumer" Manager). Ryan, by far, tackles the largest and most complex jobs on the sales side of Page Springs. The overwhelming majority of our employees report to him, he manages two sizeable and one smaller budget, organizes our menus and website, manages Club Releases, is master of our point of sale and inventory system, and is constantly in the frontline trenches of customers service (to name a very small part of what he tackles). The reason I say Ryan is vying for my job because, in my mind, what he oversees is the next most complex job to being the GM of PSC. Ryan has been with us just over 3 years now and has done an impressive job of maintaining calm in a large, complex storm. Now we just need to get him some more help (which is on the way - see John Williams to the rescue below!)

While she did a few odd jobs around PSC when arriving, **Brooke Bates**, our Private Events Manager, has solely focused on events for most of her tenure here. The Private Events Department has changed and evolved radically since it's inception, and under her guidance, has finally settled into a groove that fits and is working for all of PSC. To say that Brooke is a motivated saleswoman is an understatement. If we could dedicate the whole facility to events, Brooke would fill it with brides and grooms, baby showers, business groups, charity events and any other imaginable group gathering. The challenge, of course, is that we are a functioning vineyard and winery, and we can't dedicate all space to this and the job of creating balance in spatial use (think about parking, making sure members can still enjoy the grounds, not getting in the way of dangerous production processes involving machinery and forklifts etc. etc.) is very complex. In the end, heading down the path of not doing larger events (like weddings) and keeping groups at 20 people and under has finally created harmony and balance for her area and the rest of the winery. Come February 2022, Brooke will have been with us for 5 years.

Tony Averbeck, our Vineyard Manager is an unsung hero of the Page Springs success story. It's all about the grapes! While Tony doesn't have to deal with the same number of human complexities as, for instance, our Tasting Room Manager, he must deal with the vagaries and capriciousness of nature. He executes an annual plan that can be derailed at any moment, and he has to adapt to the challenges of freeze, frost, hail, rain, pests, drought, high temperatures, and a diminishing agricultural workforce - just to name a few. Tony worked his way up from a crew position to Assistant Vineyard Manager and then Manager. Tony always has a great attitude and chips in around the winery like no other. He is always willing to lend a hand to other departments (you will regularly see him serving at Wine Club events, working Tilted Earth and chipping in on grounds project around the property). In January 2022, Tony will have been with us for 10 years!

Jonathan Libby, our Executive Chef, has been the endurance runner of the company ever since he joined us three and a half years ago. Kitchens are places of notorious turnover, especially with jobs like prep cook and dishwasher - and Page Springs is no exception. Through thick and thin and many times of extremely low staffing, Jonathan has put in the extra time and effort to keep our culinary program rolling. Our food has been incredibly consistent under Jonathan's

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PAGE SPRINGS YOGA & MASSAGE

by Gayle Glomski
Founder Page Springs Yoga & Massage

As most of you know, I wear many hats at Page Springs Cellars. My most famous role is wife to Eric, and was fortunate enough to join Page Springs Cellars prior to the land being purchased. In the beginning, I helped dig holes for the home vines, plant and fertilize the vineyard. I had never seen a vineyard before, but it sounded like it would become a beautiful venue to host yoga classes.

I began teaching yoga on the creek side deck on a regular basis, moving picnic tables to do so. The picnic tables became heavy, as they were made from Trex decking material, so I was thankful that Eric made a platform at the bottom of the vineyard for us to continue classes.

Eric always knew there would be a Page Springs Cellars wine club. It was important for him to get to know the people who were enjoying his wine. I believe I became the second wine club manager. I was handed a manilla folder with a few pieces of scratch paper with people names and phone numbers on it. Yikes. I had no experience as a wine club manager, I had no idea what a wine club was, however, past life experience of secretary/office manager, I felt like I could possibly start to get things organized at minimum until someone else came along. Attempting to raise 4 children without babysitters or family

support, and Eric working more than full time, I noticed I started to pick up the kids late at work and when we had club events, I had to bring the kids and try to keep tabs on them. I became a bad parent and we decided I needed to go back to supporting the kids and also, get back on track with teaching yoga.

As the kids got a little older, and we moved our home closer to the winery, I was able to join Eric during harvest at night in the cellar while the kids were sleeping. I was also able to help in the vineyards occasionally and still helped with on and off-site events.

As my personal journey moved on and in addition to teaching yoga, I began to teach hoop dancing classes and give Thai Massages. I was invited to begin the Yoga and Massage department at the winery. Although I teach yoga, hoop dancing classes and give massages, I knew I needed staff. So, I manage 6-8 massage practitioners, and the department itself.

As the kids got even older and began to leave the nest, I became more and more involved in the vineyard throughout the year and worked production during harvest. A few years back, I wanted to bridge the gap between wine and massage and began my own business,

Second Harvest. I make body butter, lip butter and an edible powder from the grape skins and seeds post pressing which is sold at PSC's tasting room.

Recently, I founded a new Page Springs Cellars wine label called 'Vin de Filles'. I invited Bree Nation (Cellar Master and Co-Owner of The Oddity Wine Collective) and Lauren Maldonado (Co-Owner of Art of Wine) to join me in a mission to make a 100% female grown, harvested, produced, bottled, labeled (and waxed!) wine and thankfully they accepted the challenge! We released our very first vintage (2020) at (2) events on PSC's vineyard deck last month. Our mission statement: 'A wine produced by women to highlight the vitality and feminine strength within the world of wine. A portion of wine sales will be donated to Verde Valley Sanctuary.' Little did we know that our events would end up raising \$25k to donate to the Sanctuary to help women who have been abused/assaulted or human trafficked. We only produced 77 cases of our Syrah/Malvasia blend and will be releasing the 2020 vintage in the tasting room soon! Every bottle you purchase, a (major) percentage of the net profits will be donated to The Verde Valley Sanctuary. We hope you love it as much as we do and are looking forward to our 2021 Release party, October 2022.

I wonder what hat I'll be wearing when I see you next?



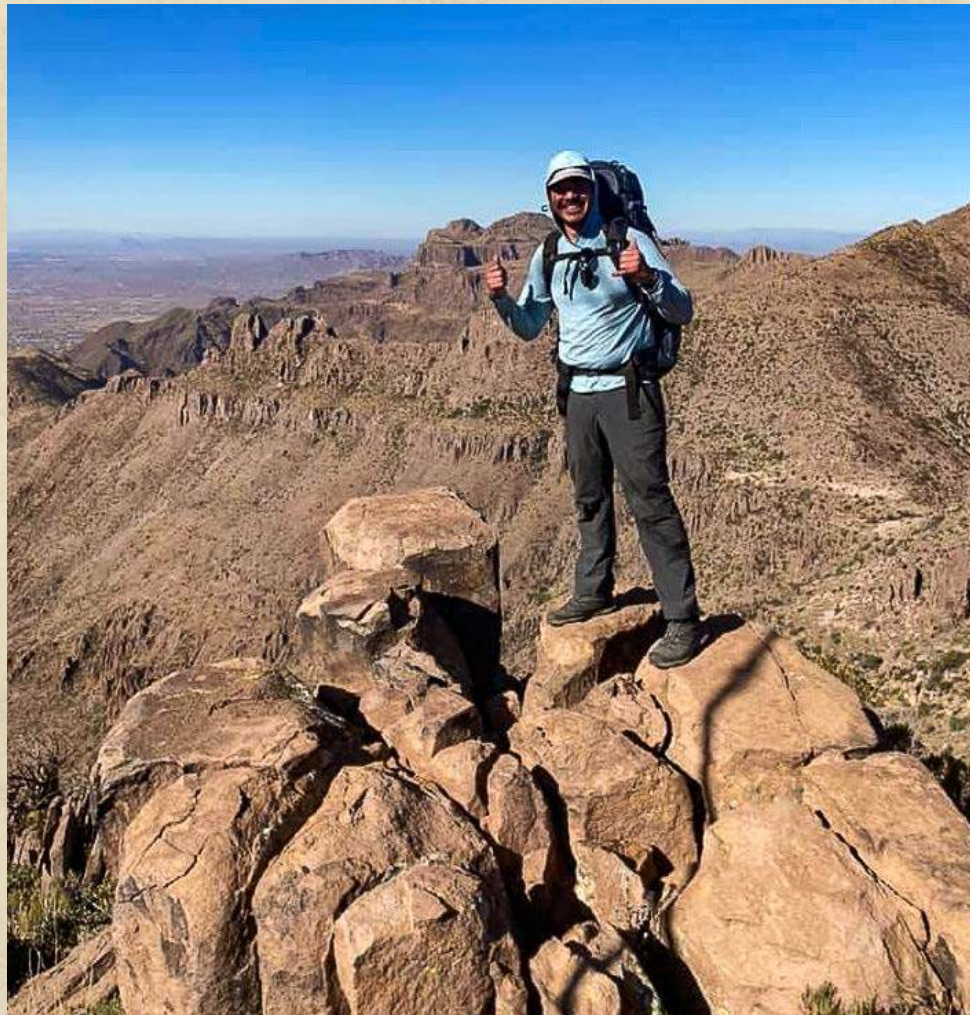
FROM THE VINEYARD

by Anthony Averbeck
Vineyard Manager

I was born in Tucson and grew up in Nogales, Arizona. On my father's side, I'm German and Polish. On my mother's side, I'm Hispanic. My parents divorced when I was very young and while my mother worked, I was raised by my great aunt and grandmother. I grew up in a soft, nurturing environment surrounded by amazing food and lots of houseplants. I didn't grow up adventurous. My aunt and grandmother weren't very fond of nature I suppose. I wasn't allowed to venture out too far. I suppose I should thank them as I love nature now more than I ever could. But back then it was all about dinosaurs and movies, a dash of video games and lots of drawing.

I graduated Nogales High School and attended Pima Community College in Tucson. The last two summers of my high school years had me working for the National Park Service in Tumacacori, Arizona just south of Tubac. I would go on to continue for two more summers. With the park service I was apart of Vanishing Treasures, a program that had us preserving historical sites in the Southwest. Unfortunately lack of government funding at the time would not allow me to continue this seasonal position. From this work I was able to pay my way on college, though unfortunately it allowed me to not take things too seriously. At this point I found the Sedona Film School and knew it was for me.

This brought me to the area of the Verde Valley. A solid year of film school went by, I garnered a good number of awards and my short film played in the Sedona Film Festival in 2009. This was when "Blood into Wine" played there as well (hold that thought). After film school I still wasn't sure how to navigate my way to the industry. I honestly froze and did not make a move to Hollywood but back to Nogales to work at a ranch. I stayed with my parents and used this time to research different avenues and hopefully come up with a plan. Meanwhile I was really missing the Verde Valley. Why did I leave in the first place? Luckily I received an intervention from my grandfather and uncles in a hunting trip. "Get out of this area", "There's nothing here" and so on.



Anthony and the great outdoors

I remembered "Blood into Wine" and thought this wine industry was looking exciting. I went all over the tasting rooms in Cottonwood and ended up in Page Springs Cellars last. There the lady said, "We're not hiring in the tasting room but the vineyards might be hiring". I had not considered a vineyard job, but I found the manager and my only credential at the time was that I had worked in the heat of Arizona for four summers. Fortunately, they had room to hire me. So, there I was, working in the vineyards. Here I am, a little indoor kid turned artist turned filmmaker turned grape farmer. Never in a million years.

10 years later I've worked up to have been given the position of Vineyard Manager. Farming grapes at its core is working to create the most ideal environment for our

wine grapes. You prune to construct an ideal foundation for the grapes to grow. You work the canopy to make conditions that allow the grapes to breathe and be shaded. You provide the water. You work the soil to make sure the vines are healthy. You react accordingly to the challenges nature may have in store for that year. You harvest the fruit, bring it to the cellar and start again. It is not at all repetitive. Each year is a chance to do better and if you find a sweet spot you work to be able to hit it every time as much as possible. This is a team effort. A strong crew is vital. And the role of the manager is to orchestrate this rewarding endeavor. It is my pleasure to be a part of this family and this industry. It feels good to do this for you all.

May you have a beautiful winter, Cheers!

The Wine Club WORD

by Ryan Lopez
Tasting Room and Wine Club Manager

Hello club members!

It's been a wild few months for the tasting room and wine club. This year we've dealt with COVID restrictions, supply chain delays, staffing shortages, and manager changeovers. It feels like I blinked and six months went by! I've been at Page Springs for a little over three years now and I realize I've only been able to meet a fraction of our club members. I figure now is a good time to reintroduce myself.

I've been in the wine business since 2007. I got my start in Paso Robles wine with a part-time gig while attending college in San Luis Obispo. I didn't expect to fall in love with the wine industry, but I was hooked almost immediately. Since then I've run tasting rooms, wine clubs, helped a few startup wineries get off the ground, overseen general operations, and even run a marketing group of 17 different



Ryan Lopez

wineries. I joined the team at Page Springs in 2018. I was brought on as the tasting room manager, but since then my role has grown to include the wine club and website too. I oversee nearly all the Direct-to-Consumer sales for Page Springs Cellars.

However, it's the upcoming changes that are especially exciting. In the next month, the Verde Valley will be officially designated as an AVA. Being an established American Viticultural Area is a big deal. Soon we will be able to put Verde Valley on our wine labels. But more important is the recognition that comes with it. This region is already producing great wine, and as far as I'm concerned, it's poised to be one of the best new wine regions of the New World. By giving the Verde Valley its AVA, we are being officially acknowledged as a distinct wine-growing region. Soon we will have more national (and international) interest from wine writers, critics, and enthusiasts as they learn about Arizona wine.

With all this additional attention, we're predicting the area to be even more popular as a wine destination. Anyone who has visited us on a Saturday already had a preview of what that looks like! As a club member, you have the distinct advantage of being guaranteed regular allocations from what is already a limited inventory of wine. We've grown to such a level that we've had to create wait lists for our club to ensure we have enough bottles for existing members. We hope you enjoy this wine club release. We can't wait to show you what we have in store for 2022!

Glomski Grapevine

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leadership and his constant commitment and work ethic always shines through. Through his effort, we now have a very solid and consistent culinary team working hard behind the scenes to get great, wine friendly food out to you 365 (yes, 365) days a year.

Lare Robbins, who has worked in the TR and guided winery tours under Lauren Maldonado (until she left to focus on her family wine shop, the Art of Wine, in uptown Sedona) is now our Tours Department Manager. Lare is bringing a whole new level of organization and professionalism to this department and is overseeing the fastest growing department in our company (which is great because it is all about Education!). He still jumps in the TR now and then, but there is such a high demand for tours that this will be home sole home for some time to come. Lare is coming up on his 4th year with us.

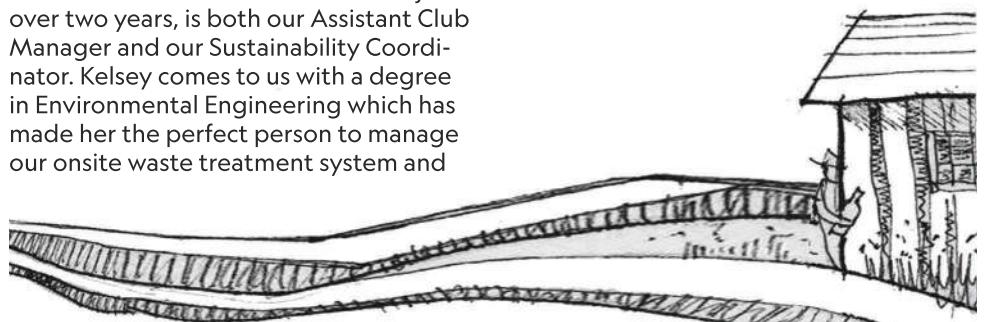
Now, there are several newer managers and Assistant Managers that can't be left out.

As mentioned earlier, **John Williams** (who started in our vineyards, then took on additional shifts in the Tasting Room while simultaneously guiding tours and managing our offsite festival events) has recently become our Assistant Tasting Room Manager. John is the consummate floor manager and has been heartily welcomed by our service staff. He's been with us for just over two years.

Kelsey Hammond, one of our newer team members who has also been with us just over two years, is both our Assistant Club Manager and our Sustainability Coordinator. Kelsey comes to us with a degree in Environmental Engineering which has made her the perfect person to manage our onsite waste treatment system and

wetland, as well as our newer solid waste reclamation program. Our solid waste program takes all leftovers and throw aways from our Tasting Room, Kitchen and Events and either recycles or turns them into compost and fertilizer for our vineyards. As assistant Wine Club Manager she supports Ryan in providing support for our nearly two-thousand Members and their unique needs.

There's only one other person left I can think of and that's me...but this has run long so I'll save it for another issue. We have a great Management Team and I am proud to be part of it!



NOTES FROM THE CELLAR

by Corey Turnbull, Head Winemaker

When asked to write an article about who I am and what I do here at Page Springs Cellars, I thought to myself...what a boring article. Not because I think of who I am or what I do is boring (okay who I am, maybe) but describing what I do with all the jobs and minute intricacies throughout each season in the year would be a piece that would bore the reader. To me, the dialogue would be overtly technical that would sound either whiny ("I do so much"), or pompous ("I do so much"). I am going to try something different.

Let's get the "who I am" part out of the way. My name is Corey Turnbull. I am 41 years old (42 in a couple weeks and I can't tell you how many times I have had Pumpkin pie as a birthday cake!) I grew up in the Verde Valley, moving here with my family when I was 11 years old. I have had the honor of raising 4 great kids and the pleasure of being by my beautiful partner Hayley's side for over 20 years (Actually, I am surprised that she has put up with me that long, and still does). I worked in the restaurant business right after high school until I was about 27 and fell in love with wine there, becoming a sommelier and wine steward. I think it was in late 2005 or early 2006, that I met a spunky local winemaker named Eric Glomski. I found his passion for what he was doing infectious and inspiring and we became fast friends. For a couple years, I would come to the winery often and help in the cellar during Harvest (my payment for a whole day's work was only a single thief of wine from barrel) or drive to California to pick up fruit (remember, these were the early days of PSC). In 2007, I started my own wine brand called Burning Tree Cellars. I eventually left the comfort of good money in the restaurant business in 2008, joining the fray here at Page Springs Cellars as the Tasting Room Manager. In 2009, I oversaw the building and opening of the Arizona Stronghold Tasting Room in Old Town Cottonwood. In 2012, I did the same for Burning Tree Cellars across the street from ASV. I also designed and oversaw the lounge

expansion in the tasting room at Page Springs and managed several Harvest Festivals early on as well as the first Tilted Earth concert in Cottonwood. To say I have worn several hats here is an understatement.

But my Curiosity and passion was always in the Cellar. After an honest talk with Eric in late 2013, I decided to take another big pay cut to follow my instinct and take a starting position in the winery. Unfortunately, there was not one available at Page Springs but Arizona Stronghold needed some help. I believe my advancement over the years was mostly due to my work ethic and my almost manic attention to detail. I think it also took some luck. At the time, ASV lost their head and assistant winemaker and there was a vacuum for someone to step up. I saw the opening and dove head first into learning all that I could, working insane hours to get ASV back on its feet in the cellar. 2015 was my first vintage as the De-facto leader and one I will always cherish, not only because we were a ragtag crew that made some of the best wines in the state, but also it was the first year that I gained the confidence and understanding that I kind of knew what I was doing. I returned to Page Springs Cellars in late 2016 and have been heading up the team making the wines since. Other than that, I am like any other regular guy. I enjoy a good meal, wine or cocktail. I play golf, albeit poorly. I cherish my family and friends...To explain what I do at PSC, the title Winemaker is a confusing one to me...Sure, I lead a team that facilitates the fermentation of grapes, the blending and ageing of wine, the "job" is so much more complex than that. You need to know electricity, plumbing, sleep deprivation. For simplicity's sake, I tell visitors to the cellar that making wine can be compared to raising kids and to make this article more enjoyable to read, I will elaborate utilizing this analogy.

Harvest. The fermentation of the grapes is akin to giving birth to the wines. It is a

painful process that takes long hours and non-stop monitoring and care. To avoid eye-rolls and grunts from some of you out there, I am not saying harvest is as intense as labor or giving birth, as I can attest witnessing that four times in my life, but like I said, this is just an analogy. But, screw it, I'm going for it... We are not giving birth to one "child" but many. This last season, we brought in 135 different lots of grapes (or apples) and that makes for a busy maternity ward. For three months, we coax these wines into existence and although it is difficult, it is our favorite time of the year. Rejoice at creation if you will.

The following month or two after the wine is made, the wines are young and fragile, so we are busy coddling them, making sure they are protected, not to bump their head on the coffee table or get into the chemicals under the sink. Once they are tucked away and in a safe place, we put them down for a little nap and, the tired parents that we are, finally get a break in the winter. When we come back, the wines have turned into disjointed toddlers that are rough around the edges but showing promise.

We then evaluate and decide which wines are ready to pirouette on the world stage early such as the delicate roses or fruit wines. We clean them up and send them out with filtration and efforts to promote stability. With the reds and most whites, we will rack off the lees (or fine sediment accumulated during their rest), and then hold onto them as they are not yet ready for the limelight of society. Barrel ageing.

Once again, later in the year, we evaluate which wines will shine on their own and what wines will do better in groups (blends). We eventually put them where they tell us where they want to be. Some wines, such as Colibri Grenache or ECIPS grow to be more philosophical and introverted and others more whimsical and

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Notes From The Cellar

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fun such as Mules Mistake or La Flor Rosa. Certain ones tend to be brooding and muscular like Familia Rojo or our Dos Padres Syrah. Serious and complex are wines like Colibri Petit Verdot or House Mountain Teroldago. At the end of this

process, we are left with a whole lot of unruly teenagers that don't find a home, but end up singing in a beautiful choir such as our Barrio Blanca or Rojo.

After all of their rearing done, we dress them up and send them off into the world. Putting the corks into the bottle is akin to turning the tassel on the cap after graduation and as a proud parent;

we are sad to see them go, but are hopeful they make a difference and shine some light in the world. After that, I stop worrying about them too much, unlike my real children. We have done all that we can do for them and have to focus on the upcoming season where another muster of Storks brings us our next batch of babies.

by Bree Nation

I never know how to begin these things, especially since this isn't the first biography style newsletter article I've been asked to write over the years. I always feel like a six-year-old child on the first day of school introducing myself, "Hi, my name is Bree... etc." Before my time here at Page Springs, I was at Arizona Stronghold for five and a half years, so while I am sure there are a lot of Page Springs members I haven't gotten to know well yet, I'm sure there are also a lot of you who are cross-over members with both wineries. I'll try to keep it fresh. I have never lived outside of Arizona, spending most of my life in the Phoenix area and have been in the Verde Valley for just over nine years now. I became interested in wine while working as a server during my time at ASU. Honestly, when I moved up here to become more involved in the wine scene, I knew almost nothing about it. I started working for a different local winery and wasn't even familiar with all of the varietals I was pouring at this particular tasting room. A fun little tidbit that I learned, more recently than I would care to admit, is the correct usage of the words "variety" and "varietal". Varietal refers to a wine made from a specific variety of grape. Variety refers to a specific grape. The wonderful thing about the wine world is that it is impossible to exhaust learning about it. Whether it is learning about new wine-making techniques or discovering a new region or producer, making wine is a constant opportunity to grow, which keeps it interesting.

I suppose now might be a good time to fill you in on the fact that I have been on the production side of the industry now for five vintages. Funny thing about us wine folks is that we refer to time in vintages. In my mind, the new year cycle starts in August when we tarp up the bottling line and pressure wash all the harvest equipment, getting ready to receive grapes. The main theme of this newsletter is for us to tell you what we all do here at Page Springs. The shortest and most direct answer would be that I ferment grapes to make wine. But it

takes a lot more than fermentation to make all of the delicious wines we put out each year. A lot of people assume that once the harvest season is over and the wines are put to bed in their barrels that we take the rest of the year off until it is time to bottle. There is actually a lot that happens in between! The first major task that we tackle is running a full chemistry panel on every separate lot of wine, which for us is somewhere between 100-200 wines a year before we blend. We spend a long time climbing the barrel stacks and pulling representative samples of the wine while making sure to get the same amount from each barrel in the lot so we have an accurate representation of the lot. We test alcohol percentage, pH, TA (titratable acidity), GF (glucose/fructose levels), Malates (the level of malic acid present in the wine) and SO₂ (sulfur-dioxide, or "sulfites"). Gathering all of this data gives us an idea of how stable a wine is and what we can do to make it more stable.

Once we have the chemistry done, we rack the wines and make small necessary adjustments. Racking the wine is the process where we pull the clean, clear wine off of the murky particulate matter down at the bottom of the barrel. Then we clean the barrel, getting rid of the dead yeast cells and other matter that has settled to the bottom (which is called "lees") and put the wine back to barrel. In the wintertime we try to get the dessert wines and other special projects like Piquette into bottle. We do blending sessions where we spend about a week tasting through every barrel of wine in the cellar to pick out our vineyard designate wines and then blend up mock versions of our blended wines, tweaking

percentages here-and-there or substituting this barrel for that one. Once we have all of the blends decided on paper, we go through and pull the barrels and actually blend the wines in a tank. Once they are homogenized we put them back to barrel and sometimes add oak as necessary. We get all of the white and rose wines bottled shortly thereafter and then focus on getting many of the reds in bottle before harvest happens. This is definitely a boiled down version of winemaking throughout the year. It's such a seasonal thing and each season comes with its own set of challenges.

For instance, in order to prepare for bottling season, we have to figure out exactly how many cases of empty bottles we need to order in each shape. We then receive several semi-truck loads with stacks of wine bottles that we unload and then have to find a safe place to store them. We have to get all of the label text and formats to the label



Bree pressing apple wine

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Notes From The Cellar

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company and proofread everything before printing. We order corks and capsules (foils) and find homes for all of those until we bottle.

Harvest season is always the most different time of year for us. We pretty much put everything else on hold and focus fully on processing grapes and fermenting them. We start by weighing each bin of grapes and then either press them (for white or rose) or destem them for red wine. We run analysis of sugar, acid, and nitrogen sources (food for yeast!). We build a yeast culture to start the fermentation process and monitor the fermentations very meticulously. While it sounds like this might be a relatively fast process it actually takes an entire day. It takes at

least an hour just to clean the equipment and prep the crush pad before we can start processing. During the fermentation, we are constantly smelling and assessing each batch to make sure the yeast is happy. This helps us avoid infections that might lead to off-flavors in the wine and we also add oxygen and nutrients when needed. When the fermentation is finished, we rack the wine off the lees for the first time and find either a barrel or tank for it to live in. All of this sounds simpler than it is. Just finding enough appropriately sized homes for each batch of wine can be a huge challenge. When harvest season starts winding down, we can start resuming normal life—which is always a little weird. We go from working seven days a week and only thinking about winemaking to having social lives again, eating normal meals, and getting home before bedtime.

While there's certainly more I could say, now you have a little glimpse into what we do all year to guide the grapes on their journey to the bottle. It's hard to really describe a whole year of making wine without going off on super nerdy tangents and sometimes we forget how to explain these things to people who aren't involved in winemaking. This potentially left you with more questions than answers about our winemaking process, so next time you see me around Page Springs I would be happy to chat about it, or you can check out our tours program, which is a really cool way to see everything that we are working on during different seasons. I hope to see you all soon!

*by Luke Bernard
Director of Sales & Marketing*

Over the past decade at Page Springs Cellars, I have been lucky to wear many hats. From helping manage the Tasting Room & Bistro, through tours and events of all kind, to traveling the state in a van full of vino, I continually found myself representing the winery as a whole. I have always thrived off diversity within the workplace, and the opportunity to adjust and grow along with the winery has been a blessing. I realized early on that I had developed a sense of ownership and pride associated with PSC, that helps me represent Page Springs Cellars to the fullest. Combine this sense of pride with a grassroots approach to marketing and a new hat was found.

My current role as Director of Sales & Marketing seems the most fitting of them all and has settled into a healthy position over the last 2 years. This title involves an eclectic combination of brand management, marketing development, and creative direction: all things that amazingly fall within my natural skillset. Creative direction has been prioritized as a component of this multi-faceted role, including graphic design, and media development. As a lifelong artist, this couldn't be much better. From designing labels to developing a line of merchandise



Luke and daughter Elijah

and apparel; from menu layout to advertising collateral, finding a niche at PSC that truly harbors my drive as an artist is a dream come true. Many of the labels that you have seen, and many of the

PSC shirts that you have worn have been drawings, paintings, and designs of mine. I take great pride in this! Applying myself as an artist has only deepened my sense of ownership within the brand, which allows an easy transition to the representation and promotion of PSC. The promotion side of the marketing world includes outlets such as social media, outside-partnership programs and wine festivals. Page Springs Cellars also has a significant sense of philanthropy that falls within our marketing outreach. PSC continues to raise funds with a focus on community and environment. One major component of my position includes co-directing our annual celebration and fundraiser: Tilted Earth. Recruiting the masses and showcasing who we are and what we do is always a highlight to my year. Showcasing our hard work is only fitting!

Working for, and alongside Eric Glomski has enabled me to find a job/role that I truly love. I have a job where I am able to be passionate and creative, work with a team/family of amazing individuals, and offer society something special. A father-figure once told me that people should only do jobs that create an offering of wellbeing to society. I've never forgotten that and find myself in a role for a very special company doing just that.

private EVENTS



Contact Brooke for creating your own special experience:
brooke@pagespringscellars.com

Brooke creating an elegant place setting on our Vineyard Deck

by Brooke Bates
Private Events Manager

I'm your Private Events Manager, Brooke Bates. I am a born Wisconsinite with an Arizonian soul; a big ol' cheese-head who has found her destined home here in the desert. I have been working in food & beverage for over 14 years, held nearly every position in the industry and found my niche in wine sales and banquet events.

I met and fell in love with one of my past co-workers, Todd Bates, and we got married in our favorite place on earth, Sedona, Arizona. We had been long-time fans of the Verde Valley and were actually wine club members at Page Springs Cellars! Back in 2016, during one of our many visits to PSC, we were sitting on the river deck with our dogs enjoying a bottle of La Serrana, discussing how we didn't want to go back to Phoenix. It was then that we decided we would follow our hearts and make the move to Sedona. Page Springs Cellars was the first place I thought of to explore employment; I reached out immediately to inquire about a position in the events department. Since the department was fully staffed, I started in the Tasting Room and am so grateful for that opportunity as I learned so much about PSC and the Arizona wine industry - the history, culture, terroir and of course the wines produced. As fate would have it, the Private Events Manager position opened up 1 year after starting with the company and I happily accepted the opportunity!

Since stepping into this role, it has been my priority to elevate the service, experiences and offerings provided. Eric has

been incredibly supportive of allowing me to explore the possibilities within this department. He stuck by my side when I strong armed him into allowing me to host weddings and other large elaborate events. Myself and my team have come a long way in the last 4 years. We have learned a lot about what we are capable of and what event styles best compliment the property and our services. While we no longer host wedding ceremonies or large private events, our focus is now on providing the highest caliber intimate events. The events team I have built continues to impress me with their level of service, wine knowledge, strength, efficiency, creativity and ability to anticipate guests' needs. I am confident in their capabilities to manage events without my direction, which in-turn allows me to focus primarily on sales and providing a focused and thorough planning experience for every client. I am also now able to provide event planning support for wine club events and assist in developing procedures to create seamless execution and most importantly, memorable experiences for the guests.

I am so grateful for everything my career with PSC has brought to my life personally and professionally. I am blessed to have such a healthy work-life balance and do what I love every day. Since starting with Page Springs Cellars, my husband and I have created a beautiful family with our daughter Berkley and our son who will be arriving this December! I am beyond thankful to now be able to successfully work remotely from the comfort of my home and be in the presence of my beautiful children every day.



Lare and his horse Bonito

TOURS

by Larry Robbins
Winery and Vineyard Tours Manager

Hi, I'm Larry "Lare" Robbins and I am the Winery Tours manager here at PSC. I'm originally from Indiana where I worked 20+ years for Wyndham Exchange & Rentals as the manager over the Engagement and Sales Effectiveness department. We moved to Sedona in 2015 as we were fed up with the winters in the Midwest and fell in love with the breath-taking red rocks and the amazing Arizona landscape. We lived a couple of years in Sedona and then moved to Cornville where we have a small ranch with 17 chickens, 2 horses and an Airbnb Plus on our property! My wife opened an organic hair salon here in Cornville about three years ago. We absolutely love our community and the "small town"vibe as evident when our entire community came together during the Cornville fire earlier this year.

I've always enjoyed wine but have developed a greater love and appreciation for the mystical grape since I started working at Page Springs Cellars in 2017. I started off in the tasting room serving guests and our wine club members and then joined the tours team almost two years ago. I stepped into the role as the Tours manager this past May. I oversee an amazing team of four gifted storytellers that love to share their knowledge about winemaking, viticulture, and the history of Page Springs Cellars whether they are leading a weekend tour, a private tour or a winery tour in partnership with Pink Jeep.

When I'm not working, you'll find me out on the trails of Sedona mountain biking or here in the Verde Valley riding my horse, Bonito!

in this RELEASE

Quarter 4 Recommended Drinking Windows

Prima:

- 2019 Dos Padres Vermintino: **NOW - 2024**
- 2020 Painted Lady Gewürztraminer: **NOW - 2024**
- 2020 Home Traminette: **NOW - 2024**

Friends:

- 2019 ECIPS: **2022 - 2028**
- 2020 Mule's Mistake: **NOW - 2022**
- 2020 Vino de la Familia Rojo: **NOW - 2024**

Family:

- 2018 Colibri Genache Pick 2: **NOW - 2025**
- 2019 CDP: **2022 - 2027**
- 2019 Colibri Mourvedre Pick 3: **NOW - 2026**
- 2020 Vino de la Familia Rojo: **NOW - 2024**

Cellar Door:

- 2019 CDP: **2022 - 2027**
- 2019 Colibri Mourvedre Pick 3: **NOW - 2026**
- 2019 House Mountain Petite Sirah Pick 2: **NOW - 2025**
- 2019 House Mountain Syrah Clone 471 Pick 2: **NOW - 2027**
- 2020 Mule's Mistake: **NOW - 2022**
- 2020 Vino de la Familia Rojo: **NOW - 2024**

Inner Circle:

- 2018 Coronado Syrah: **NOW - 2026**
- 2018 Highlands: **NOW - 2026**
- 2019 CDP: **2022 - 2027**
- 2019 Coronado Cabernet Sauvignon: **2022 - 2027**
- 2019 Hidden Hill Barbera: **NOW - 2026**
- 2019 House Mountain Syrah Clone 471 Pick 2: **NOW - 2027**



PageSpringsCellars.com

