

# PAGE SPRINGS CELLARS WINE CLUB

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

### Ch-ch-ch-changes!

by Eric Glomski  
Founder & Director of Winegrowing

There is hardly a work week (or work-day...) where I don't find myself thinking deeply about how to make our Wine Club the absolute best it can be. Obviously, we craft and share great wine: That is the core of what we do. But as you all know, the *wine* experience is so much more than that. It is about people and it's about place - a connection with the earth and nature's bounty. It about enjoying food with friends. It's a glimpse into the process, an education, and all the things we fondly call *lifestyle*. To over-simplify it and put it in economic terms, it's also about *Value*.

I get a lot of great feedback from Members about what we offer. Overall, people are happy and very thankful. I also hear from folks regarding what they would like to see happen or what they would like to see change. *I make sure to listen here*. It is always challenging to manage something for a group rather than an individual. Anyone who has ever had children (and I do mean plural), managed people professionally, been in politics, or any group situation where you need to balance the opinions and needs of many, knows how hard it is to please everyone. (The highly fractured, current nature of the United States is probably the best example.)

There have been times where I have heard from Members and their suggestions are great but very narrow in effect (usually benefiting just them or a very

small group of people with similar wants and needs). Other times, and these are usually more numerous, I get either suggestions that clearly apply to the larger Membership or the input comes up so frequently that I am compelled to believe they truly are representative of the group. One of these issues will be the focus of this article.

What is the most common request for change in our Wine Club!? Well...it's all about wait times to get in the Tasting Room, particularly on the weekend. Of course! When we created the Member's lounge, we thought we were addressing this need...but of course, just like adding a new storage area at your house, it quickly fills up and starts spilling over.

For a couple years now, we have been considering converting to a reservation system for our Tasting Room and for the last several months we have put a lot of resources into trying to make this a reality. The idea is to set up a system that creates preferential treatment for members both in time (reservations will be available to Members before they are released to the public, on a rolling basis) and space (in addition to the Member's lounge, other areas in the TR will be allocated to Members first).

On one hand you might think that this is no big deal, restaurants do it everywhere. I just wish it was that simple! For instance, think of how many times one of our servers visits a table if people are doing mixed wine flights, enjoying food, and then they get a glass afterward; oh yeah, and maybe they buy a T-shirt and

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Eric with his wife Gayle, mother Donna and stepfather Rod on his 50th Birthday

# Glomski Grapevine

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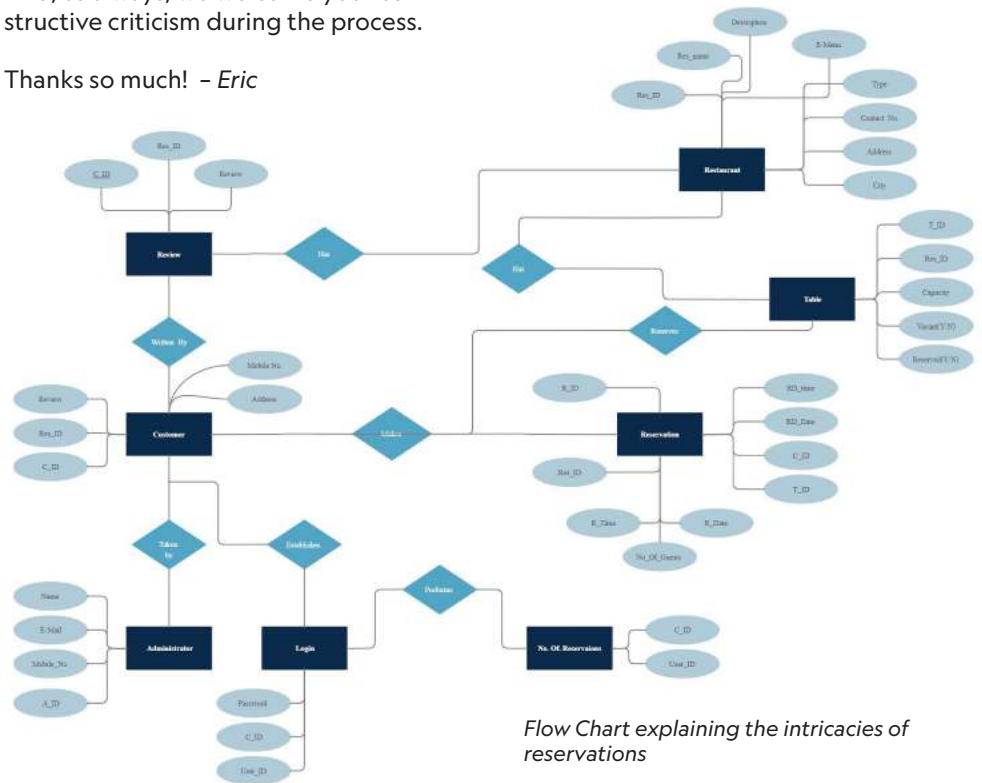
a bottle or a case of wine to go. On average, our servers visit a table 2-3 more times than a restaurant server. Additionally, this obviously affects "turn times". How does a business like ours adjust to the variability of Members time needs and how does this overlap with the next Member waiting for that same table? This is the tip of the iceberg regarding the many challenges we have identified with this change.

In the end, our goal is to make things better for you all. We want to have greater control of the visitation experience (for all guests) and especially Members. We want you to have fewer barriers for getting in and enjoying the benefits of your Membership, and we want you to have an even smoother, more seamless experience.

We are hoping to kick off an initial test system in Q1-Q2 of 2023. I hope you can be patient with us. We're going to do everything we can to proactively think

through all the potential pitfalls, but I am sure we won't address everything. And, as always, we welcome your constructive criticism during the process.

Thanks so much! - Eric



Flow Chart explaining the intricacies of reservations



## PAGE SPRINGS YOGA & MASSAGE

### Toast: To The Best Wine Club Members in Arizona!

This holiday season as we each take time to appreciate our family, friends and reflect on our past experiences, we at Page Springs Cellars choose to take time to celebrate and acknowledge you!

We realize how important our wine club members are to us, and the sidelines we share to making wine: Bistro, Tasting Room Members only lounge, Members only events, Cellar/Vineyard Tours, Private event spaces, Yoga and Massages are some of the ways we show our appreciation to you. 'Where everybody knows your name' is the famous line in the 'Cheers' TV show theme song. We strive to recognize you as our special guest when you visit us and strive to go above and beyond your expectations to include you in what we do.

As a wine club member, you have made a choice to support and appreciate our hard work and encourage us to always improve. Some of you travel far to visit

us and some of you request that our wines travel far to visit you. You choose to share our wines with your family and friends and introduce our wines to the non-Arizona wine believers across the planet. We hope that we continue to provide great memories for you and your guests not only through our wines, but your experiences with us.

When I think about celebration, the first thing that comes to my mind is Champagne. Whenever Eric and I would go out for a date night -which was so rare in the early stages of our relationship, we would order a bottle of bubbles. Every time, the server would ask what we were celebrating. Every time, we would always answer 'this moment'. Time together.

I hope you choose to take time to indulge in our Sparkling Massage Package not just for special occasions, but as an everyday celebration of life.



#### Sparkling Massage Package:

- (2) Massages  
(can be 60 or 90 minutes)
  - (2) Jars of hand make body butter
  - (1) Bottle of Page Springs Cellars sparkling wine
  - (2) Elegant stainless steel engraved massage flutes
- Can be purchased using  
Page Springs Cellars Gift Cards



# NOTES FROM THE CELLAR

by Corey Turnbull, Head Winemaker

I hate sounding like a broken record when writing these newsletter articles, but here I am again repeating what I have said in print many times before. We make a lot of different wines here at Page Springs, to the tune of 50-65 different bottlings from a single vintage. But why are certain wines designated as Members Only? What makes them special? How do we decide on what

qualifies? The simple answer is quality and quantity. First it has to be good. Second, it has to be relatively rare.

In the 2022 vintage, which thankfully is now over, we brought in 73 Different lots of grapes (and a couple of apples). For the most part, every one of those batches is then separated into free run and press wine lots, some made into roses, and then additionally broken up based on ownership (the majority are owned by Page Springs, but we also make wines for a couple clients as well), and occasionally new lots are made if we are forced to blend some lots together early based on logistics, co-ferments, etc. After all is said and done, we now have approximately 140 different lots of wine from this year alone!!! So, plenty to paint with when it comes time to decide what stands alone and what might be blended together in the spring.

After wines rest and the team gets some much-deserved rest, we return to the cellar to start to assess what is what. These early tastings paint the picture for what wines are the best quality of the vintage and we generally set aside these lots to be represented as **Vineyard Designates** (Wines that will represent a particular variety from a particular place). Generally, if the volume of these

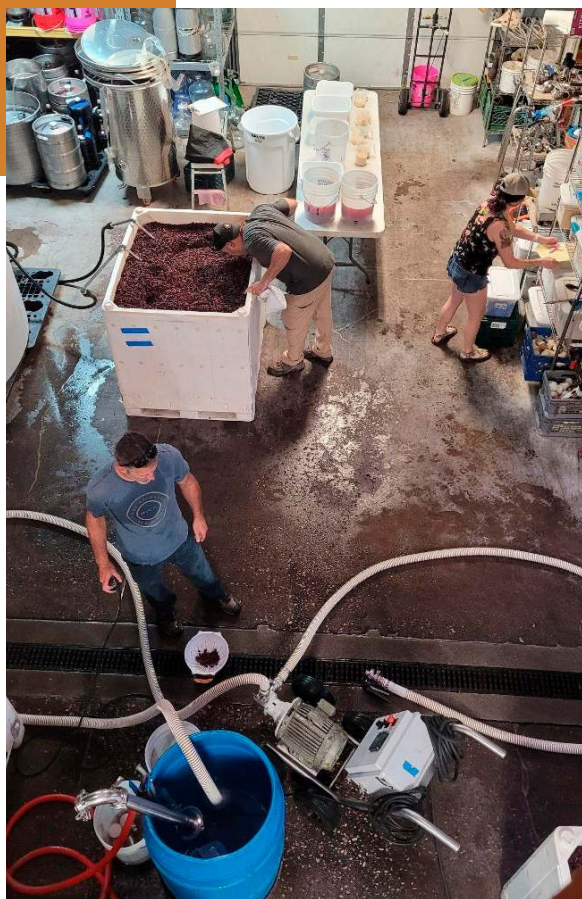


*Inner Circle Wine designated with a red seal stamp*

individual wines is small enough, usually less than four barrels (~100 cases), these will be set aside for the wine club. While I believe we make great wines across the board, bigger lots and blends, think ECIPS or El Serrano, are offered to everyone that visits the tasting room. Lastly, the largest lots such as Vino Del Barrio, Mules Mistake, and Familia wines are offered to our distributor as well as the public to get a couple of our wines into the market.

But without a doubt, our best, small batch lots, of which we are the proudest, are available only to the wine club. Taking this philosophy even further, the **Inner Circle** wines we produce are considered not only some of our best in a given year, they are also very small production (rarely more than a barrel or two), with extra emphasis on richness and age-ability. Generally, only the most hedonistic and rarest Reds we produce get that little red stamp.

I can speak for our crew down in the cellar when I say that it is an honor and privilege to be part of the team that can create such a variety of small batch, quality Arizona wines. And while we might come across as grumpy and disconnected from time to time, we wouldn't have it any other way. At the end of the day, we get to drink these wines too. Salud!



*Production crew hard at work mid-harvest*





*Member exclusive wine key*

# WINE CLUB WORD

*by Kelsey Hammond  
Assistant Wine Club Manager*

First of all, I just want to say a huge thank you to all of you PSC Wine Club Member's. I have been your Assistant Wine Club Manager for about 2 years now and it has been a pleasure getting to know all of you at Events, in the Tasting Room, and through our email and voicemail correspondence. Just like Brooke, I too was a Wine Club Member at PSC prior to getting a job here. It was the feeling of the Member's lounge, the views on the property, the delicious and unique wines, but most of all what Gayle said, the "Cheers" feeling of family and everybody knowing our names is what really made us feel like we were more than Member's, but part of a community, something bigger.



*Member exclusive stemmed glassware*

Back when I was a Member, I had no idea that I could get discounts in every department at PSC, or priority access to certain wines, or priority seating and booking for Events! That is why I am making sure that every Member knows all the benefits that we have to offer, so that you get the most out of your membership and make the best memories at PSC for years to come!

Here is a comprehensive list of all the perks we offer, and soon to come, the long awaited, Member's only RESERVATIONS!

- Complimentary tastings in the Tasting Room
- Access to the Members-only lounge in the Tasting Room
- Quarterly PSC Wine Club newsletter
- Wine Club Events every quarter
- Discounts on Page Springs Cellars wine bottle purchases
- Discounts on PSC Winery Tours
- Discounts on Private Events
- Discounts on event tickets
- Discounts at Offsite events
- Invitations to exclusive Winemaker Dinners throughout the state
- Invitations to exclusive barrel tastings with the winemaker
- Access to Library wines
- Access to wines before public release
- Access to Members Only wines
- Access to Members Only Merchandise
- Coming Soon: Member's Only Tasting Room Reservations!

# TASTING ROOM

*by John Williams  
Assistant Tasting Room Manager*

As we come to the end of 2022, I can't help but reflect on the past year. What a ride it has been for the Tasting Room! I am so proud of how our team continues to evolve and grow. We are ending the year stronger than ever, and the Tasting Room feels fresh and vibrant. We have a strong team, and an even stronger community that continues to flourish. The care, service driven attitude, and passion of our staff to share Page Springs Wines with the world never ceases to amaze me. Not only has our staff changed and continued to grow, but the physical layout of our Tasting Room has as well. We now have expanded seating on our outdoor patio so guests can enjoy the fall colors and breathtaking vineyard views.



*View from the  
Tasting Room Deck in the Fall*

Additionally, we have upgraded our members lounge with additional seating and table décor, as well as a member's merchandise display so you can wear out your favorite winery (of course!). If you make your way into the members lounge during the week, there's a fair chance you will catch one of our managers, Chandler Hammond. You will recognize him by his laugh! Make sure to say hello while you're enjoying your favorite glass of wine.

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# A Strong Visual Identity

by Luke Bernard  
Director of Sales & Marketing

Wine was never a world that I truly pursued. Although I always appreciated fine wine, working within the industry was something that just happen to fall in the right place at the right time. Whereas art is something that I have always pursued. I've also always considered art to be found everywhere. In hindsight I wonder if my pursuit of art led me to the world of wine...

For many years, I have been the main artist behind the scenes at Page Springs Cellars. Outside of the original logos and 4 signature labels, I have hand drawn, ink-printed, digitally developed, and painted most of the labels, merchandise and custom artwork seen behind the PSC Brand. So, when

tasked with developing and launching a brand for our Wine Club, I immediately leaned into an inspired concept that I've had marinating for years. PSC's property has a very strong visual identity. The white board & batten buildings, the great blue herons flying by in transit, and stacked rock walls, are all essentials. Centrally on top of our Cellar and Tasting

Room, a cupola sits atop our winery, one of the more subtle architectural features at PSC. Being the only window of light into our main cellar, this pinnacle feature often is lit with a three-dimensional starlight that glows with the colors of the Arizona flag (which came from one of our amazing Wine Club Members). The cupola has a beautiful farm-style weathervane featuring a great blue heron atop. The heron has established itself as the unofficial mascot of PSC, and seems to truly represent the area and its watery ways. To me, this cupola and weathervane has always been a great reminder of our foundation as a farm, which is the cornerstone to our business and the wine we all love to enjoy.

I have always had the desire to use the heron weathervane and cupola as part of our branded identity, and the perfect opportunity finally arrived. After scaling the roof and soaking up the grand views, I took a handful of photos of the



Member exclusive baseball style hat

cupola and weathervane that were later used as references. After spending countless hours at the literal drawing board, we finally have a visual identity that is proudly rolling out, in front of our eyes. Watching this design work

come to fruition is such an amazing feeling. I'm hoping that it creates an equally great feeling for you, our Wine Club Members, who often claim this winery as much as we do. It seems as if most fans of Page Springs Cellars naturally become ambassadors to this special place. Our hopes are that the new Wine Club branding, and branded merchandise and apparel, will help

in providing our members with the opportunity to better represent what we have all created! Thank you for being a big part of this place and thank you for keeping the PSC flag flying high!



Member exclusive military style hat

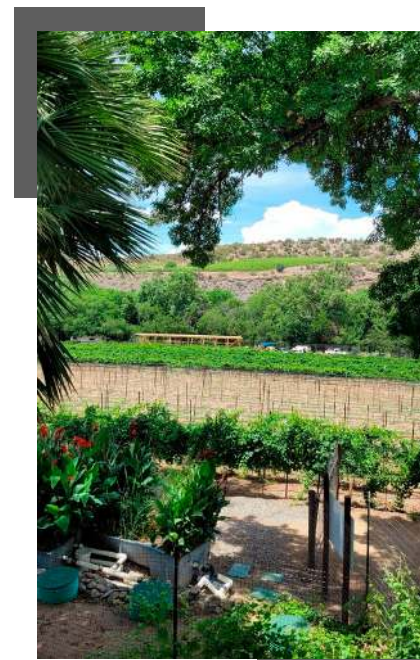


Member exclusive Eco T-shirts,  
Men's and Women's cut

## Tasting Room

Continued from page 4

Additionally, we have increased our art offerings at PSC, and I would like to extend a special thank you to Tom Crosby, one of our Inner Circle members. He has helped to curate our art offerings while also furnishing our walls with his photography. His prints are constantly updating the Tasting Room with the changing of the seasons, and he is currently extending a discount of 10% on all TPC Photography canvas prints through the end of the year. Stop in, enjoy some wine, admire the views and art, and say hello- we're always happy to serve you at PSC.



View from the  
Members Lounge in the Summer



# PRIVATE EVENTS

by Brooke Bates  
Private Events Manager

Prior to working for Page Springs Cellars, I was actually a Cellar Door Club Member! Not only did my husband and I talk about how PSC has the best wine in Arizona, but we found that it has the best wine club in the state as well! The number of perks, events and wines that are exclusively offered to members always impressed us. As a current employee of this wonderful winery, I can confidently say that we are always brainstorming ways to make our members feel special and appreciated.

Every department at PSC has developed a discount program for our Club Members; we want you and your loved ones to enjoy everything that we have to offer at a special rate! If you book a private event with us, you will not only have guaranteed immediate seating & service, but you will also receive a discount on the event rate and bottle purchases for your entire group. You can even use up to 6 of your complimentary flights for private tastings!

This is the best time of year to treat your business partners, employees and coworkers to a customized private event to make them feel special and appreciated. Your guests will be treated like family and will experience the advantages of being a club member.



Inquire to explore all the private event options that are available to you!

# OFFSITE EVENTS

It's been a full and festive season in the Offsite Events world!

Page Springs made the big commute down to Wilcox for one of our favorite events, The Wilcox fall wine festival, in October. We also attended a new festival in Jerome, the Jerome Wine, Food and Flower festival, nestled amongst the beautiful backdrop of Jerome.

Next, we headed out to Scottsdale for the Kierland Wine festival late October, and went straight back out the following weekend to Litchfield, Arizona for the Litchfield Park Wine festival.

To finish up the year, downtown Tempe will be the backdrop for the Tempe Festival of the Arts, and you'll be sure to see

us there! Pop by December 3rd-4th and stock up on that "holiday party wine." Member discounts are always applied!



Elina serving up an awesome spread at an Offsite Event.







*PSC tour guide, Julia and guests, on a Vineyard tour this summer*

# TOURS

*by Larry "Lare" Robbins  
Winery and Vineyard Tours Manager*

Happy Holidays! I can't believe that 2022 is coming to an end. Where has this year gone? As we are nearing 2023, a New year and New beginnings we often look at NEW behaviors, New experiences we'd like to have. I have spoken to so many members who tell me they've never been on a winery tour and once they have it was one of the highlights of their membership! We offer three amazing tours that showcase different aspects of our winery. Our Estate Winery Tour is a 60-90 minute guided exploration of Page Springs Cellars, where you'll get an insider's look into winemaking. Our guide will showcase our history, our grounds and our vineyards, as well as how we process grapes into wine. Guests will have access to areas not open to the public such as the Crush Pad, Cellar and Barrel Room. This is all done while incrementally tasting through 5 select wines, including one siphoned directly from the barrel! This tour is offered Monday,

Wednesday, Friday - Sunday or as a private tour option!

We also offer two other tours that can be arranged as a private tour for any time of your choosing. Our Eco-Winery tour focuses on the history and process behind how we have become a leading winery in Environmental practices in Arizona. Stops on this tour include the solar array, crush pad, wastewater treatment system, Oak Creek overlook and grape vine nursery. In addition, you'll get to savor a flight of 5 select wines and receive a souvenir tasting glass!

Our other private tour option is the House Mountain Vineyard Tour. This special 75-90-minute guided viticultural tour lets you taste wines in the vineyard where the grapes are grown and includes round-trip transportation from the Tasting Room to Page Springs Cellars' House Mountain Vineyard.

Explore our vineyards to get a glimpse of our grapes at work—from the why and where of what we grow to soil types, vine structure, canopy management, pruning, and farming practices. In addition, you'll get to see the cellar and barrel room, savor a flight of 5 select wines, and receive a souvenir tasting glass! Although, Harvest is past there is also a great story to be shared about the vineyard, grapes and pruning practices during the off-season.

As members, you have the option of using your free tastings on the tour and receiving a discount or saving those for the tasting room! Don't wait! Start creating fantastic memories with your friends and family here at Page Springs Cellars. "New" experiences, Amazing memories, and Fantastic wine!

# SHIPPING & RECEIVING FAQ's

Ever wondered why we don't ship to your State, or why we only hold your wine for pickup for 30 days, or how to track your wine shipment? Take a gander at the following FAQ list to find answers to these burning questions and much more.

**Question:** *Why do I only have 30 days to pick up my wine before it is shipped?*

**Answer:** Here at Page Springs we have extremely limited space, you have probably noticed this when you visit the Tasting Room, especially on a busy weekend. We simply do not have enough room to hold onto everyone's wine for an undetermined amount of time. You have also probably noticed that our "quarters" are not spaced out every 3 months like a normal business quarter, due to it being too hot to safely ship wine during the summer months. Because our quarters end up being only a month apart at the beginning and end of the year, we have very limited time to close out, reconcile, ship, restock and repack all the wine from one quarter to the next. Space, time, physical labor, inventory management, safe weather shipping windows, these are some of the many reasons why we only hold your wine for pickup for 30 days.

**Question:** *How do I know when my wine will ship and how do I track it once it does?*

**Answer:** Check your spam folder! We send lots of emails to Member's laying out everything you need to know about the pickup windows, when shipping begins, what is in your club pack, when event tickets are available and so on. Unfortunately, emails from us go to spam/junk folders sometimes, so please make sure you mark us as "not spam" so that you receive these important emails. Once a label is created for the wine shipment, you also receive an email with the tracking number.

**Question:** *I am never home during the day to sign for a wine shipment, so how can I get my wine if you have to ship it?*

**Answer:** We get it, we aren't home during the day either. So here are a few options that we have found to work well.

1. We can send the wine to your work address, if appropriate.
2. We can send your wine to a friend, family member, or a neighbor who is home during the day.
3. We can send your wine to a UPS Access Point where they will hold your wine and you can pick it up there. Go to this link to find an access point that is near you:

[Put UPS Access Point® Locations To Work For Your Business](#)

**Question:** *I wasn't home to receive my wine shipment, so where is it now and how can I get it?*

**Answer:** After 3 failed attempts to deliver the wine, it will be sent back to us at the winery. Once we receive the return shipment, we can resend it to a better address or at a better time.



**Question:** I need to update my membership information, how do I do so?

**Answer:** We have a few great options for how to update any of your account information.

1. Go to our website, log into your account and update any of your information on your own. [Member Login](#)
2. Send us an email with the change, [wineclub@pagespringcellars.com](mailto:wineclub@pagespringcellars.com).
3. Leave us a voicemail with your name and the change request, 928-639-3004 ext 116.
4. Come to the winery and ask for Brandi, John, Kelsey or Ryan. One of these four lovely humans will always be onsite and can assist you in person with making changes to your membership information.

**Question:** *Why can't you ship to certain States that other wineries in the area can ship to?*

**Answer:** Every State has different regulatory needs as to reporting, limits on type and quantity, addresses requirements, taxes and fees associated with shipping alcohol from one state to another. It is a full-time job just to keep track of out of state shipments alone, as laws and bookkeeping needs are constantly evolving. We only have one person here, our Controller Penny (love you, Penny!) who handles all of this, among many other things, and thus it is not very economical for us to ship out of state. We analyze the States that we ship to every year and choose the States that fit our needs from a regulation and resource management perspective. We hope you can understand!

This last FAQ is a great segway into why we prefer to have you pick up your quarterly wine allotments instead of having us ship it to you, because trust me, we would rather you make a visit to the winery. Page Springs is all about the place. From the Member's lounge, while you enjoy your complimentary tasting, you get to look over two of our vineyards and even spy on the production crew while they work on the crush pad. From the vineyard or the river deck, you are tasting the Terroir of the wine while you enjoy the climate the grapes were grown in. Seeing, smelling and hearing the landscape and the environment at Page Springs that make us who we are. These are some of the many wonderful reasons to come up to the winery and pick up your wine!



# in this RELEASE

## Quarter 4 Recommended Drinking Windows

### Prima:

2021 New Mexico Pinot Gris: **NOW - 2023**

2021 Colibri Marsanne: **NOW - 2026**

2021 Dos Padres Vermentino: **2023 - 2027**

### Friends:

2021 Colibri Syrah Clone 474: **2025 - 2030**

2021 Mule's Mistake: **NOW - 2025**

2021 House Mountain Petite Sirah: **NOW - 2027**

### Family:

2021 Colibri Grenache: **2023 - 2028**

2021 Dark Star: **2024 - 2030**

2021 Mule's Mistake: **NOW - 2025**

2021 CDP: **2024 - 2029**

### Cellar Door:

2021 CDP: **2024 - 2029**

2021 Mule's Mistake: **NOW - 2025**

2021 Colibri Cunoise Rose: **NOW - 2023**

2021 Santa Margarita Cabernet Franc: **2024 - 2030**

2021 Colibri Rotie: **2024 - 2030**

2021 Highlands: **2024 - 2029**

### Inner Circle:

2020 House Mountain Syrah Barrel Select: **2023 - 2027**

2021 House Mountain Syrah Clone 525 Barrel Ferment: **2024 - 2028**

2020 Colibri Syrah Clone 174: **2023 - 2029**

2021 Highlands: **2024 - 2029**

2021 Colibri Mourvedre: **2024 - 2029**

2021 Dark Star: **2024 - 2030**

