

ADELAIDA The Tribe

2005 Spring Newsletter



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Then and Now The recent pinot-mania resulting from the hit movie "Sideways" reminds us that many good things in our own backyard attract little attention until the powers at be tell us it's okay. Thus, it was with great pride, and frustration, that long before the aftereffects of the Sideways' Oscar, we were completely sold out of our Pinot



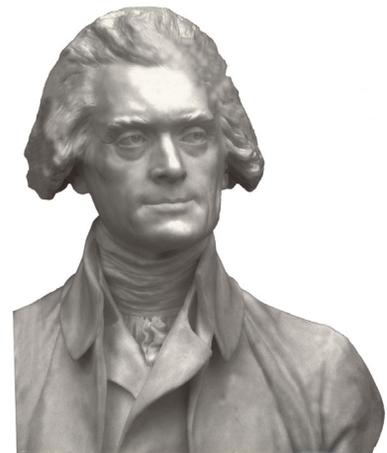
Noir HMR Estate 2002 and our SLO Pinot 2002. Not only this, but we landed a 91/two puffs/"good value" in *Connoisseurs' Guide* after our Pinot Noir was no longer on the tasting room shelves. Just shows that our loyal customers know a good thing before the critics! For those of you biting at the bit for the 2003 Pinot Noir, don't worry — the release date is scheduled for July.

For the new members out there who have not heard the HMR story, our HMR Estate Vineyard was planted to pinot noir in 1963, making it the oldest pinot vineyard on the South Central Coast. The vineyard produced some award-winning wines in the 70s, took some time off in the 80s while adjusting to corporate shennanegans, and received a new lease on life after being acquired by Adelaida Cellars in 1994. Exceptional pinot noir once again bears the HMR Vineyard designation under Winemaker Terry Culton who was primarily drawn to Adelaida because of his passion for this varietal.

Stepping back about 200 years, pinot noir was one of Thomas Jefferson's favorite wines, albeit the form of Red Burgundy. Our third president was the most knowledgeable wine connoisseur of his age, with his most beloved wines continuing to hold high praise today. A seasoned traveler, Jefferson enjoyed touring the great wine regions of France, Italy and Germany and bringing home hundreds of cases to share with family and friends.

In recognition of his contribution to early American wine culture, *The Viticulture of Thomas Jefferson* on April 10 kicked off our 2005 educational series. Guest speaker Dennis Judd (professor of history, Cuesta College) held a great discussion on Jefferson, while attendees enjoyed wine tasting and desserts. If you missed this unique opportunity, we will have others!

A Francophile in the East, Jefferson paid little, if any, attention to the wines made by Franciscan Padres in the West. These pioneers of California winemaking used the indigenous Mission grape to vinify sacramental wines starting in the late 1700s. By no means a pedigree, it was an all-purpose work horse that the padres crushed into a handful of wines including medium-bodied reds and dessert wines.



Winemaking played a major role in the padres' lifestyle, so much so that vineyard planting was one of their first undertakings soon after

establishing a mission. Records show that they cultivated grapes in all but one mission. A glass of red would be just what one needed after a long day in the saddle or out in the field. I'm sure we can all relate!



Our second educational event, *Wines of the Mission*, is slated for June 19 in honor of the padres' winegrowing practices. Guest speaker Bill Fairbanks (professor of history, Cuesta College) will discuss California's first vintners and their vineyards (2–4 PM in the Barrel Room, \$15.00/person, reservations required).

The popularity of "Sideways," the passion of Thomas Jefferson, and the influences of the Franciscans demonstrate how deeply embedded wine is in our nation's cultural landscape. In any of its forms — white, red, blush or sparkling — wine is the adult beverage of choice during holidays and celebrations, or just after a long day of work (or play)!



Tribal Training Members of The Tribe have been known to have near anxiety attacks as they await the upcoming shipment. Similarly, they might start fantasizing about what Adelaida wine will go with the new dish they just heard about.

This modus operandus works its way into our dining out behavior as well. Ever bring a bottle of your own wine — Adelaida Cellars, of course — to a restaurant? Ever shape your menu selection around the taste of that wine? If you answered "yes," then you probably always keep your wine club information current (credit card expiration dates, shipping address, etc.). If you answered "no," be sure to start calling us before each shipment, or update your membership online by visiting the "member update" page.

"Sideways" Reprise Paso Robles was the site of the book's wedding scene (not shown in the movie). Along those lines, May 8 marks the first in a series of *Second Sunday Brunches* at Adelaida Cellars' Wedding Hill (overlooking the Adelaida hills and the winery). This well-manicured summit resembles a municipal park in a small Midwest town — only the views are out of this world. Monthly meals will be underscored by seasonal themes: *Mother's Day* in May, *Graduation* in June, *Red Wine and Blue* in July, *Picnic in the Park* in August, and *Anniversaries* in September. Reservations required. Prices vary.



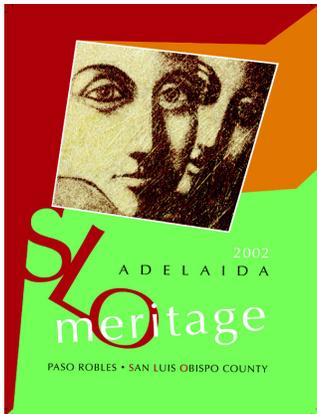
**And now ... sans the hype de rigueur,
THE WINES OF THE 2005 SPRING TRIBE SHIPMENT!**

**Chardonnay Chamisal 2003 – \$25 (Tribe \$20)
NEW RELEASE**

The original Chamisal Vineyard dates back to 1972 and was the first vineyard of the Edna Valley. This legendary vineyard was replanted in the mid 90s to an array of chardonnay clones that fully express authentic varietal character and the extraordinary growing conditions. Emphasis on modern genetic clones and a cool coastal site contribute to a maximum expression of grape purity. The Central Coast lineage of this wine wears its persona on its sleeve — tropical aromatics and hints of fresh baked bread aromas from sur-lee aging lead to a bright and lively palate of grapefruit and apricot flavors. Bottled December 8, 2004. 655 cases.

**SLO Meritage 2002 – \$20 (Tribe \$16)
NEW RELEASE**

This esoteric blend of 48% petite verdot, 36% cabernet sauvignon and 16% malbec is rare in its predominance of petite verdot ... a grape that adds great dark fruit, tobacco aromas and overall power to the final wine. The SLO Meritage drinks with a true Bordelaise style — a robust wine with dark cherries on the palate and dusty tannins.



Bottled December 2, 2004. 630 cases.

Schoolhouse Recess Red 2001 – \$13 (Tribe \$10.40)

With the introduction of the SLO label, the Schoolhouse label is now reserved just for Recess Red. For all of you who call up and order the "Schoolhouse Red," there will no longer be any question as to which wine you are referring to ... Recess Red is it! Depending on Terry's "recipe of the year," the varietals and percentages of this blended wine vary from vintage to vintage. Just as a chef experiments with ingredients and spices, Terry can play with the varietals and barrel selections to create a new Recess Red each year. This 2001 vintage is primarily sangiovese (46%), barbera (20%) and cabernet sauvignon (19%). The finished product is a hearty, robust style wine with an enticing vanilla bean and ripe-berry bouquet. Youthful, it has a soft cedary entry while its supple red-berry flavors lead to a well-delineated sweet-and-sour cherry finish accentuated by lively natural acidity. Bottled July 1, 2004.

**Cabernet Sauvignon 2002 \$28 (Tribe \$22.40)
NEW RELEASE**

With the high demand for our Cabernet Sauvignon and the difficulties in attaining it, we decided to send you two of these jewels. Primarily Westside mountain fruit, the cooler climate elements in this wine are clearly evident — filled with bright cassis, loamy earth and dark fruit flavors. It is a clean, robust, masculine cabernet sauvignon. A full one third of the fruit

hails from the mighty Viking Estate Vineyard, which is responsible for the great color, structure and overall intensity of the wine.

You may notice on the label that the wine is of the San Luis Obispo Appellation. "Why, you ask?" Because we like the flavor profile and acidity of a cooler climate cabernet, we sourced a portion of the fruit from a mountainous vineyard in the York Mountain Appellation (even more rainfall and cooler temperatures than Westside Paso Robles). York Mountain is located halfway between our own Viking Vineyard and the coastal town of Cambria. Since this wine is made up of fruit from both Paso Robles and York Mountain, it legally falls under the San Luis Obispo Appellation. Bottled December 13, 2004. 1,530 cases.

One of four 2002 Cabernets to select from. Also available from the 2002 vintage are the SLO Cab, Cabernet Sauvignon Viking/HMR Estate RESERVE (first ever), and back after the 2001 hiatus, the Cabernet Sauvignon Viking Estate RESERVE.

**Zinfandel 2002 – \$25
(Tribe \$20) NEW
RELEASE**

With the current trend in California for ultra-ripe to over-ripe zin with Port-like alcohol, ours is a wine that is ripe but not over-ripe, retaining good acidity and fruit flavor with incredible zin spice. Aromas of ripe blackberry, white pepper,



cinnamon and nutmeg are complemented by integrated notes of toasted oak. A full-bodied eruption of white pepper and Christmas spice with a deep dark berry base round out the palate. Lengthy tannins linger in the mouth.

A carefully selected blend of French and American oak adds nuance, but allows the varietal characteristics to shine. This wine underwent malolactic fermentation in the barrel and extended aging on the lees to improve structure and mouthfeel.

Bottled September 13, 2004. 1,447 cases.

And for the Reds Only selection ...

Syrah 2002 – \$26 (Tribe \$20.80)

First shipped in Fall 2004, this wine has opened up incredibly after another 5 months in bottle. Suave texture, black cherry and tobacco flavors, balanced natural acidity, and great structure are the signatures of this mountain-grown Westside Paso Robles Syrah. A blend of three vineyards including our prestigious Viking Vineyard, this wine reflects a pedigree of limestone soils, coastal microclimates and good genes.

Bottled August 13, 2004. 476 cases.

RECENT PRESS AND ACCOLADES

Wine & Spirits magazine, June 2005 — 91 points for Syrah 2001

2005 San Francisco Chronicle Wine Competition — Gold Medal for HMR Estate Chardonnay 2002

Connoisseurs' Guide to California Wine, February 2005 — 91 points/two puffs/"Good Value" for HMR Estate Pinot Noir 2002

Wine Lovers' Page, January 2005 — 90 points for HMR Estate Pinot Noir 2002

Wines & Vines, April 2005 (a trade magazine) — Associate Editor Larry Walker shines his spotlight on our historic HMR Estate Vineyard.



Vintages, Spring 2005 (a special publication of *The Tribune*, San Luis Obispo) — Editor Katy Budge discusses the finer points of barrel aging with Winemaker Terry Culton.

California Wine and Food magazine, February 2005 — featured story on HMR Estate Vineyard

UPCOMING EVENTS

May 8: *Mother's Day Brunch* on our mountain-side terrace (a.k.a. Wedding Hill ... we will explain if you come!). Gourmet brunch, featuring the 1985 Blanc de Noirs, current releases and new releases (including the Cabernet Sauvignon Viking Estate Reserve 2002 and the Syrah Viking Estate Reserve 2002) ... all this while listening to a string trio! All mothers will receive a special treat. \$80/person. \$65 for wine club members. 11:00 am reception, followed by brunch. Reservations Required.



May 20 – 22: Paso Robles Wine Festival Weekend. Paso Robles, CA. Winemaker's dinner on Friday, followed by an open house Saturday and Sunday. Friday's dinner to be held at 7:00 pm at Villa Creek in downtown Paso Robles. \$110 for Tribe/Club Viking members, \$125 for non-members. Open house includes barrel tasting, current releases, library wines, chef prepared hors d'oeuvres, and Olea Farms olive oil tasting. \$5.00 per person, complimentary to the Tribe and Club Viking.

July 23rd: Winemaker's dinner in our barrel room! Details to be determined. Limousine service available — please inquire for details.