



## From the Winemaker



### WINE 101

**QUESTION:** This bottle of Cabernet Sauvignon tastes like bell peppers, what the heck is that?

**ANSWER:** Vegetable-like or grassy flavors are fairly common in some Bordeaux varieties including Cabernet Sauvignon, Cabernet Franc, Merlot, and Sauvignon Blanc. These types of grapes have naturally occurring levels of a family of chemical compounds called pyrazines, which are the source of the flavor. In very small amounts, pyrazines can add complexity and make a wine more interesting. If there's too much, however, the wine can be unpleasant and unbalanced,

with any fruit flavors suppressed and masked by the veggieness. So, how do winemakers limit pyrazines in their wines? It all happens in the vineyard by managing grapevine canopy size & density, and by allowing the grapes to fully ripen before harvest. It takes sunlight on the grape clusters to develop nice fruity flavors, and lack of sunlight will favor vegetative flavors. Vineyard canopies (a term for the collective vine & leaf portion of the vines) that are very large, overgrown, and dense will yield poorer flavored fruit. By cutting back on irrigation water, fertilizing less, and doing dormant pruning to control canopy size, grape quality (and hence wine quality) is improved because more sunlight reaches the clusters.

*(Continued on Page 3)*



*Meticulous vineyard management is essential to yield great grapes and therefore great wine.*

## Exciting News!

### VERTICAL TASTING EVENTS



This summer, Join us for our Vertical Tasting events! Our winemaker, Doug Wiens will be presenting tastings of past and present vintages of our Primitivo and past vintages of our Crowded Artist Series. Paired appetizers will be served and bottles of all vintages will be available for purchase.

#### JUNE 12

Primitivo Vertical Tasting with our 2005 - 2009 vintages. Official Release Party of the 2009 Primitivo.

#### AUGUST 14

Crowded Vertical Tasting with our 04, 06, 07, and 09 Vintages.

\$45 (\$36 Wine Club) | Tickets Available Online or in our Tasting Room

JUNE 2011  
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# June Wine Club Release

## WINE CLUB RELEASES FOR JUNE 2011



### 2009 REFLECTION

ALCOHOL: 14.1%  
APPELLATION: California  
PRICE: \$44, \$35.20 Wine Club

Created by blending carefully selected barrels previously designated and set aside as Reserve Quality, our 2009 Reflection is a zippy sensorial delight. Bright & lively, fruity & complex, it shows notes of cherry, pomegranate, and rose petal followed by a crisp & spicy finish. Pairs well with dishes such as red-sauced pastas, pizza with artichokes, pork loin with garlic & tomatoes, or seafood jambalaya.

### 2009 SOLACE

ALCOHOL: 14.9%  
RESIDUAL SUGAR: 0.1%  
VINEYARD: Sage & Five Oaks  
COMPOSITION: 44% Viognier  
41% Chardonnay  
15% Roussane  
PRICE: \$28, \$22.40 Wine Club

Rich & buttery with floral, pear, and honey top notes, this wine pairs poetically with dishes such as snapper in garlic herb sauce; grilled salmon cooked in olive oil with garlic, lemon & capers, and roasted artichoke or butternut squash soups.

### AMOUR DE L'ORANGE

ALCOHOL: 12%  
RESIDUAL SUGAR: 4%

COMPOSITION: 100% Chardonnay  
PRICE: \$22, \$17.60 Wine Club

Amour De L'Orange Sparkling Wine is an ambrosial delight for those of you who enjoy Champagne with a fun twist. Starting with the finest Chardonnay cuveé loaded with fruity aromas including pear, coconut, and pineapple, our winemaker added just a hint of natural orange flavoring. If you love mimosas, our Amour De L'Orange will be a hit at your party, wedding, or Sunday brunch!

## RELEASE DETAILS

ALL REDS MEMBERS WILL RECEIVE:  
2 BOTTLES 2009 Reflection  
\$70.40 plus tax and shipping

ALL MIXED MEMBERS WILL RECEIVE:  
1 BOTTLE 2009 Reflection  
1 BOTTLE 2009 Solace  
1 BOTTLE Amour de L'Orange  
\$75.20 plus tax and shipping

## IMPORTANT DATES

JUNE 6 - Shipments Sent  
JUNE 8 - Will-Call Packages Released  
JULY 11 - Unclaimed Will-Call Packages Sent

To make any changes to your wine club preferences including shipping address, delivery method, or billing information please visit us at [wienscellars.com](http://wienscellars.com), click on "Wine Club" and complete the "Membership Change Form".

NEXT WINE CLUB RELEASE: August 10  
Wines not delivered or picked up within 60 days after the commencement of a wine club release will be returned to inventory and a store credit issued.

## Congratulations

MELISSA & BRETT WILKES  
MARRIED 9 APRIL 2010



Kosmicki Photography

# June Wine Club - Paired Recipe

## TUSCAN BOLOGNESE



Because of its bright, lively and complex notes, our 2009 Reflection is a great accompaniment to the wonderful flavors present in this Tuscan Bolognese recipe, provided to us by our friend, Chef Adrian at Sorrel Restaurant and Bistro in Temecula.

## SORREL RESTAURANT AND BISTRO

CHEF/OWNER  
ADRIAN HALMAGEAN  
41377 MARGARITA ROAD  
SUITE F-108  
TEMECULA, CALIFORNIA  
92591

(951) 296-3372

WWW.SORRELBISTRO.COM

1/4 C EXTRA VIRGIN OLIVE OIL  
2 MEDIUM ONIONS FINELY CHOPPED  
4 CELERY RIBS FINELY CHOPPED  
2 MEDIUM CARROTS  
FINELY CHOPPED  
5 GARLIC CLOVES FINELY CHOPPED  
1 LB GROUND BEEF  
1 LB GROUND PORK  
4 OZ GROUND PANCHETTA

2 C RED WINE  
1 C WHOLE MILK  
1 CAN PEELED TOMATOES  
FRESH THYME, SAGE,  
BASIL, & PARSLEY  
2 TBSP PORCINI MUSHROOM PASTE  
ROUX FOR THICKENING  
SALT & PEPPER TO TASTE

Heat the olive oil over medium heat until hot. Add the onions, celery, carrots and garlic and cook until the vegetables are translucent but not browned, about 5 minutes. Add the beef, pork and pancetta, increase heat to high, and brown the meat, stirring frequently. Add the tomato, milk, wine, and herbs and bring just

to a boil, then reduce the heat to medium-low and simmer for 1 to 1 1/2 hours with the roux.

Season with salt and pepper, remove from the heat, and let cool if not using immediately.

Serve with your favorite pasta and our 2009 Reflection.



## WINE 101 - CONTINUED

In addition, the vineyard manager might decide in the springtime to thin out some vine shoots or even pull off some leaves in the fruiting zone to allow more sun penetration. Now you may ask, why don't all vineyard managers do these things if they will make their grapes better? Money, of course! Intense vineyard management practices not only cost more in labor, but also result in lower fruit yields. If the vineyard is not owned, controlled or at least strongly influenced by the winery & winemaker, the natural tendency on the vineyard side is to get the highest grape tonnage possible with the lowest possible cost of production. Cheap wines are made from cheap grapes, which is why a \$5 - \$10 bottle of Cabernet is more likely to taste like vegetables than a \$30+ bottle.

—Doug Wiens, Winemaker

# Wine Club Announcements



## WEEKLY SPECIALS

HAVE YOU BEEN RECEIVING WEEKLY SPECIALS IN YOUR EMAIL?

Here at Wiens we offer online or tasting room specials along with event and wine club announcements via email every week. If you have not been receiving these emails, please give us a call at 951.694.9892 to update your account so you can stay up-to-date with all of the great things we offer here at Wiens.

## ONLINE STORE

OUR NEW ONLINE STORE IS NOW LIVE!

Now you can login to your account and to view and track orders in real-time. Soon we will also be able to upload your wine club shipments and transfer address information to our systems in-house from your online account. If you have any account changes currently, please call our Wine Club coordinator. We would like to assure you that your online information is treated with the utmost security, and we will never transfer your billing information outside of the secure online-store environment. Login today and click My Account to see what this new system is all about. If you have any questions regarding the new online store, please email us at support@wienscellars.com.

# Upcoming Events

## SUMMER 2011

PRIMITIVO VERTICAL TASTING  
Sunday, June 12

CONCERT SERIES: LEE ROCKER  
Friday, June 17

CONCERT SERIES: THE TUBES  
Saturday, July 23

BLENDED SEMINAR  
Sunday, July 24

CROWDED VERTICAL TASTING  
Sunday, August 14

ROCKIN BLUES AND FOLK FESTIVAL WITH  
LUKAS NELSON AND THE PROMISE OF THE REAL  
ARTWORK JAMAL  
POOR MAN'S POISON  
Friday, August 19

80s FLASHBACK FESTIVAL WITH  
THE MOTELS  
NAKED EYES  
GENE LOVES JEZEBEL  
Friday, September 23



# 2011 CONCERT SERIES

For tickets, please visit:  
goldencrownproductions.com  
951.658.2411



**FRI**  
**JUNE 17**



LEGENDARY BASSIST  
OF THE STRAY CATS

**SAT**  
**JULY 23**



Hosted by  
Leif Garrett

**FRI**  
**AUG 19**

**ROCKIN'**  
**BLUES & FOLK**  
**FESTIVAL**  
Lukas Nelson & the Promise of the Real  
Artwork Jamal  
Poor Man's Poison

**FRI**  
**SEPT 23**

**80s**  
flashback festival  
THE MOTELS  
NAKED EYES  
GENE LOVES JEZEBEL