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*"With Gold Medal Wine Club,
The Road to Great Wine
Begins at Your Door."*

www.goldmedalwine.com

CALERA UNLOCKS THE SECRETS OF CALIFORNIA'S LIMESTONE HILLS

It is entirely safe to say that the San Benito Valley's Calera Winery can be correctly categorized as the most European of California wineries. This statement is backed up by the following undisputable facts.

Calera took shape more than thirty years ago when its adventuresome young owner Josh Jensen finally decided on a parcel of land that fit his needs. The land

was located high in the Gavilan Mountains of California's San Benito County, some ten miles from the town of Hollister and almost equidistant from the cities of Salinas and Gilroy. The area is also famous as the immediate neighborhood of the infamous San Andreas Fault.

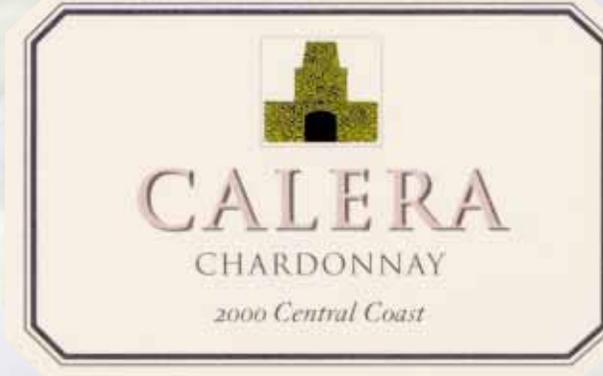
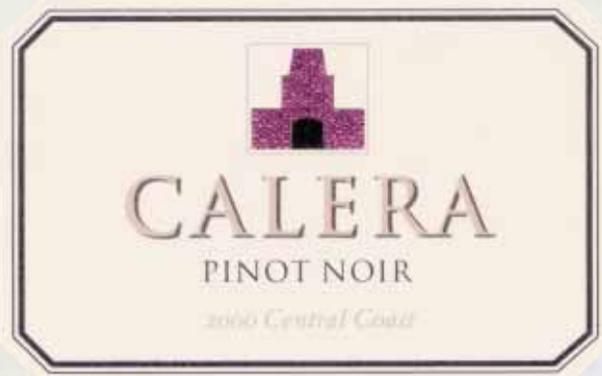
That particular site was attractive to Jensen due to the fact that his previous

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The vineyards of Calera Wine Company tucked away in the hills surrounding Mt. Harlan. The vineyards are nearly 2500 ft. above sea level.

Gold Medal Wine Club features two wines each month from only the best small wineries of California. Featured wines include those which have earned medals in the top wine-industry competitions or have been highly rated by a respected national wine publication. On occasion we feature a wine which is of high medal-quality, but due to its very limited availability or by preference of the wine producer, may not be submitted to these venues for review. Each and every selection is a superb wine made in small quantities and with limited distribution. There are over 1,200 wineries in California producing thousands of different wines. Only wines fitting the above criteria are considered in choosing the featured selections each month.



2000 PINOT NOIR

Winner of *Food & Wine's* **Best Pinot Noir of the Year** in the magazine's annual *American Wine Awards* issue, Calera Wine Company's 2000 Pinot Noir is a wonderful wine at a great value. *Food & Wine* writes "Winemaker Josh Jensen makes this graceful, inexpensive Pinot from central coast grapes giving it the same treatment as his pricey Pinots: fermenting in open-top vats and long aging in French oak barrels." In a recent article *Business Week* writes "Calera makes an impressive Burgundy-style Pinot Noir from California, and at a great value." The winemakers tasting notes tell us — "The 2000 Central Coast Pinot Noir offers generous aromas of raspberries and red stone fruit, along with a lively and enticing spiciness. The soft, silky texture enhances the wine's depth and structure while still retaining the bright acidity." This delightful wine is showing great balance and promises tremendous enjoyment for all lovers of Pinot Noir.

2000 CHARDONNAY

Calera Wine Company's 2000 Central Coast Chardonnay is a testament to the benefits of utilizing multi-vineyard fruit; the artisan like process of blending flavors that bring out the unique qualities of the source vineyards. *Morrell Wine Tasting Institute* rated this wine **90-Points** writing, "This wine enjoys generous, interesting, broad, toasty nose with a Burgundy-like complexity and strikes handsome balance in its lovely flavor profile." Created by master winemaker Josh Jensen, this wine has a lovely nose with fresh tropical fruit aromas and hints of lemon and pineapple. Among many other aspects, the winemaker believes to make great wine; you must employ the gentlest methods possible. Calera's one-of-a-kind, multi-level (7 tier), gravity-flow winery built into the side of a mountain allows wines to be moved in the gentlest possible way, by the natural force of gravity. The resulting wine expresses all the natural "greatness" of their origin vineyard.

WINE CREDENTIAL HIGHLIGHTS

2000 VINTAGE: Best Pinot Noir of the Year— as awarded in *Food & Wine* magazine's annual *American Wine Awards* issue in the "best wines \$20.00 and under" category. Calera does not send their wines into competition but this particular wine nonetheless caught the attention of the magazine's wine writers.
LEGACY: Calera's founder Josh Jensen is a pioneer in the development of California grown Pinot Noir.

2000 VINTAGE: 90-Points—Morrell Wine Tasting Institute; as a general rule, Calera does not send wines into competitions.
LEGACY: Made with fruit from among the best Chardonnay producing vineyards in California, this wine represents one of Calera's best *Central Coast* efforts yet.

Just the facts:

pH	3.6
Total Acid63 g/100 mls
Alcohol	14.1%
Cases Produced	9,400
Aged in Francois Freres barrels ...	11 Months
Drink Now or Up to Year	2010

Just the facts:

pH	3.56
Total Acid	0.60 g/100 mls
Alcohol	14.1%
Cases Produced	7,800
Aged in Francois Freres barrels ...	9 Months
Drink Now or Up to Year	2008

GOLD MEDAL SPOTLIGHT

Josh Jensen

Now a youngish 60, Josh Jensen has lost little of the vital spark and vivacity that has highlighted his entire career. An East Bay native from the city of Orinda, he recalls being involved in wine from the age of five.

“My Dad was a dentist and one of his friends was another dentist named George Selleck. Dr. Selleck was an ardent gastronomist and avid wine collector for most of the 1930s, 40s and 50s.

“When he came to dinner he would always bring some big guns with him. I remember him bringing La Tache, Cheval Blanc and a host of others. By the time I was a teen, he would bring wines to quiz me on. I guess a lot of his expertise rubbed off on me and I was bit by the good old wine bug.”

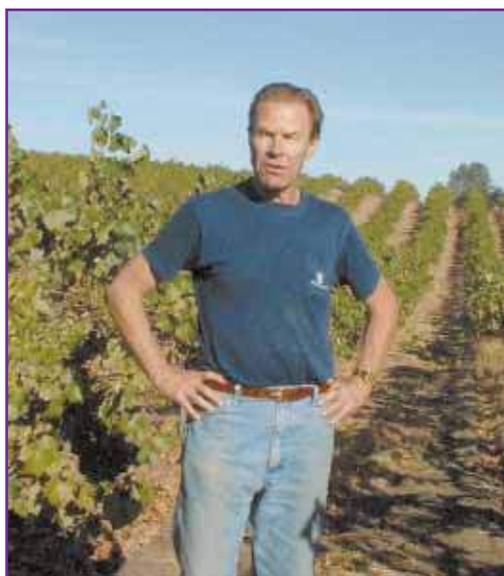
Jensen received his undergraduate degree (in history) from Yale and went abroad to Oxford to pursue a post-graduate degree. It was in England that his passion for wines really reached fruition.

“We would have wine with practically every meal and everyone seemed so well informed,” he related. “I got caught up in the spirit of wine.”

Upon completion of his studies in 1970, Josh was able to secure employment with legendary Burgundian negotiant Domaine de la

Romanee-Conti and equally revered Chateau Grillet in the Rhone Valley. When he returned to California in 1971, the seed of his plan for a French-style growing environment was firmly planted.

He searched for a limestone based property and finally named the spot he selected “Calera,” Spanish for limekiln.



Josh Jensen in his now famous Selleck Vineyard.

His first task on his new property was to honor his former mentor George Selleck, whom he considered a true wine titan by naming his first vineyard for his long time family friend. In the succeeding years, wines from Calera’s now famous Selleck Vineyard have won numerous medals and great critical acclaim.

In the ensuing years, Josh Jensen has held steadfast to his principles and continued to produce the most

French-styled wines found in the Central Coast area. He has allowed himself the luxury of planting another of his beloved French varietals, Viognier, a tribute to his time spent at Chateau Grillet.

But his main passion is still reserved for the oft-maligned Pinot Noir, the grape he refers to as “the especially” varietal grape.

“Whenever people describe a problem with either a grape or a particular growing situation, they always say, ‘especially the Pinot Noir,’” he chuckled. “I’ve always had a great fondness for this grape, ever since I first worked the harvest at Romanee-Conti. I’ve seen the levels the wines can achieve and I’ve always stood in awe of its results.”

It is a matter of record that his peers have often heralded Josh Jensen’s own Calera Pinot Noirs, but one particular accolade stands out in Jensen’s memory.

“In 2003, I was invited to go to France and participate in what is called the *Tour de Vignerons*. This is multi-day a biking event that many of the greatest winemakers in France participate in. We pedal some 50 miles each day and then finish each evening with a wonderful dinner.

“Each of the participants is invited to bring along either two bottles or one magnum of his best wine and the wine is drunk with the evening’s

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**WINE
WIZARD**

- 1) What's the dent found in the bottom of many wine bottles called? And why is it there?
- 2) What's the Oldest Bottle of Wine Ever Discovered?
- 3) We've all heard the term "appellation," but just exactly what does it mean?

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training in the wine business in Europe (mostly France) had shown him that France's best wines were grown in limestone soil, a venue where the plants flourished and produced excellent fruit. Since his return to his native California two years earlier, Jensen had set out to locate a piece of property that compared favorably to the type of soil he had experienced in France.

"Since France is comprised of about 96% limestone," Jensen recently related, "finding good vineyard locations there was quite easy. The soil was a given and the other salient factors in grape growing

became more important. But the United States is quite a different matter. Only 3% of this country has a limestone base and is, therefore, a really good location for vines."

Jensen enlisted the help of two geologists from the U.S. Bureau of Mines and, after two years of searching, settled on the property above Hollister. His first 500 Pinot Noir vines were planted in 1974, "mostly to see if they would live through the winter."

Results the following year pointed to a successful growing environment and another 24 acres were immediately planted. In the meantime, Jensen bought some quality zinfandel and released the first Calera Wine Company wines in 1978. These included 1,000 cases of Zinfandel and 25 cases each of vineyard-designated Pinot Noir vineyards.

From that modest beginning, Calera's wines have increased in stature and garnered practically every award possible. Calera has grown to around 30,000 cases annually, and plans to remain at the present level for the foreseeable future. The winery is located on a 100-acre parcel on Cienega Road, halfway between the vineyards location and Hollister itself. Its construction has occupied the better part of the past two and a half decades. The finished complex is a truly state-of-the-art facility with a marvelous German grape press and an Italian bottling line that adds a further degree of European ambiance to Calera.

In 1982, Calera was honored with a pair of awards that Jensen feels "put us over the top and gave us a place on the national map." Since that time, Calera has not looked back. Calera and Jensen have always been regarded as icons in the development of the Central Coast Region for locating in an area that was always considered too "hot" for producing really top caliber varietals.

Jensen points with pride to a study he commissioned that compared his location's temperatures to those in the cities of Napa, Sonoma, St. Helena and Healdsburg. His property received the coldest daytime maxima and coolest nighttime minima of the five areas, thereby dispelling the aforementioned fears about the San Benito area.

"Most of the people who express concerns about our temperatures are those who have never been here," he added. "Our vines average around 2200 feet above sea level, and that ranks us among the highest elevated vines in the entire country. Once the doubters are able to sit down and study the figures, they see what we are able to do regarding our vines."

Calera's wines are found in the finest shops and restaurants throughout the country and also in fifteen foreign countries, but not in Jensen's favorite country, France.

"Why would anyone want to waste their time trying to get their wines in France?" he explained.

“France is one country that produces the best possible varieties. They make the best Pinot Noir (Burgundy), the best Cabernet Sauvignon (Bordeaux), and the best sparkling wine (Champagne). They can get by fine without a bottle from any other country. I’d rather utilize my time and efforts where it makes more sense.”

Calera is now and has always been a well-perceived and fully implemented concept that has proved wildly successful.

We know you will enjoy Calera’s wonderful wines. 



More than a century ago, limestone had been commercially quarried from the property. The recently restored limekiln still sits on Calera’s property (“Calera” is Spanish for limekiln).

ANSWERS TO WINE WIZARD

1) The so called “dent” is actually called a *punt* and sometimes called a *kick-up*. As for its purpose, that’s hardly clear. Some say it’s a leftover from long-ago glass-blowing techniques. Others claim that it strengthens the bottle, especially champagne bottles, which have to endure the pressure of a sparkling wine and with the punt, stack easier upside down, an asset during traditional champagne making. Others suggest its original purpose was to help a bottle stand up, since bottles didn’t always have flat bottoms. Still some experts believe that red wine is put in bottles with punts because the punt collects sediment and makes an aged red wine easier to decant.

2) In a previous issue of the Wine Press we discussed the oldest bottle of “still drinkable” wine, so here’s a twist: what’s the oldest bottle of wine ever discovered with its contents still intact?

In 1867, near the town of Speyer, Germany, builders unearthed two Roman sarcophaguses during an excavation in preparation for building a house. The location was once the site of a vineyard. Inside one of the two tombs builders found a bottle of ancient wine with its contents still intact — now mind you that we didn’t say it was drinkable, if you saw a picture of it — you’d know why ... yuck! The bottle dates from approximately 325 A.D. The greenish-yellow glass amphora (a jar with two handles, tall with a narrow neck and base used by the ancient Greeks and Romans) has handles formed in the shape of dolphins. On further inspection of the ancient liquid, it was found that some of the thicker, hazier material near the top of the bottle was olive oil. Although corks were in use at that time, they were rare and Roman winemakers preferred to use olive oil. Beneath the olive oil, scientists found liquid that was once someone’s table wine. The olive oil would float on top of the wine and preserved it from oxidation. One might ask how well did this method work? Well, it apparently worked very well; sealing the contents of this bottle for over 1540 years.



3) Simply put, appellations are nothing more than plots of land, land where grapes are grown. In the United States appellations are also called American Viticultural Areas (AVA). American wineries are now discovering that soil (terroir) or where grapes grow has a measurable effect of the final taste of the wine; they are paying much more attention to their specific appellation. Their European counterparts have long known that grapes are extremely sensitive to their environment; appellations were created to reflect the difference between their growing areas (or environments). There are roughly 125 appellations in the United States and many wineries are now proudly displaying their specific appellation on their label. Appellations read like circles within circles, from the most general to the most specific. For example: appellations can be as large as a *country*, down to a *region* then to a *district* and to a *sub-district*, then a *village* and finally most specifically a *vineyard*. Now when someone asks you about an appellation, you can sound like an expert.



FOOD FOR THOUGHT

GRILLED PRAWNS

2/3 cup olive oil
1 teaspoon dried oregano, crumbled
1 teaspoon dried thyme, crumbled
2 teaspoons freshly grated lemon zest
1 clove garlic, minced
1 1/2 teaspoons coarse salt
2 teaspoons freshly ground black pepper
3 tablespoons fresh lemon juice
1/4 cup dry white wine (Chardonnay)
24 prawns or jumbo shrimp (deveined, shells left on)
Bamboo skewers
Mesclun greens
Lemon wedges as an accompaniment.

In a large bowl, stir together all the marinade ingredients, add the prawns, and toss them to coat well. Let the prawns marinate, covered and chilled, for 30 minutes or up to 1 hour; drain the prawns in a fine sieve; reserve the marinade. Thread 3 or 4 prawns on each bamboo skewer. Boil the reserved marinade in a medium saucepan until reduced by half. Adjust the seasonings to taste. Grill the prawns on a rack set about 4 inches over glowing coals for 5 minutes on each side, or until they are cooked through. Divide the prawns among 8 plates layered with greens, spoon sauce over prawns and serve them with the lemon wedges.

SEARED DUCK BREASTS WITH PINOT NOIR SAUCE

Six duck breast halves - boneless
Coarse salt
Freshly ground black pepper
1 teaspoon olive oil
1/2 cup demi glace (available at specialty food shops)
1 tablespoon red currant preserves
1/2 cup Pinot Noir

Trim any extra fat and skin from around the meat on each breast. With a sharp knife, score the skin 5 times diagonally without piercing the meat. Sprinkle all over with salt and pepper. Brush 1 large or 2 medium sized non-stick skillet with olive oil. Place the breasts, skin side down, in the skillet over high heat. Sauté, pressing down on the breasts with the back of a spatula, until they are well browned, about 5 to 6 minutes. Turn and brown the second side for about 5 to 4 minutes, for rare meat. If the pan gets too hot, reduce the heat to medium. Remove the breasts to a plate and cover to keep warm until serving. Discard all the fat in the pan and wipe it out with a paper towel. Place the skillet over medium heat; add demi-glace and preserves, along with any duck juices that accumulated in the plate. Heat for 1 minute, reduce heat to medium and stir in the wine. Cook for about 7 minutes or until slightly thickened, stirring occasionally. Adjust seasonings to taste. To serve, slice the warm duck breasts thinly on the diagonal. Fan the slices out on a serving platter and spoon the warm sauce over the top. Serve immediately.



Calera's beautiful facilities near Mt. Harlan on the Central Coast.

Continued from page 5

meal. You can just imagine the quality and scope of the wines that are tasted. The selection is truly among the greatest in the world.

“When my wines were brought out for the evening, there was great apprehension at the table because of the fact that mine were the only American wines at the event. The wines went around the tables and I noticed that the tables had become hushed. After a bit, someone broke

the silence and everyone began applauding. I will admit it was a most wonderful and exciting experience for me.”

There is little left for Josh Jensen to accomplish at Calera, save the maintaining of the quality standards he had already achieved. He intends to eventually reach an even basis of production for his Mt. Harlan Appellation wines along with the winery's Central Coast

JUDGE-THE-WINES RESULTS

In this section we publish the cumulative, on-going tallies of the Judge-the-Wines Scoresheets which are provided in each delivery of wine and mailed back in by Club members. We believe it is fun as well as educational to think about and record the different characteristics of the wines you sample. No matter how acute you think your palate is, the person next to you will probably have a different thought or opinion about a certain characteristic of the wine you are sampling. It can also prove beneficial to record your impressions of the wine for reference at a later date.

Below are the most recent tallies of the Scoresheets returned. Gold Medal Wine Club specializes in featuring small-sized wineries and small-production wines. Depending on availability from the winery, all members may not receive every wine that is listed below. The Scoresheet results which are printed in green indicate the wine selections that as of press time are still available for reorder.

Kit Fox 2002 Cabernet Sauvignon

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	96%	3%	1%

Kit Fox 2001 Syrah

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	95%	4%	1%

1999 Rutz Pinot Noir

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	92%	5%	3%

2000 Rutz Chardonnay

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	91%	6%	3%

Pietra Santa 2000 Sangiovese

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	90%	6%	4%

Pietra Santa 2002 Pinot Grigio

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	90%	7%	3%

Raffaele 2002 Petite Sirah

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	88%	8%	4%

Raffaele 2003 Viognier

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	91%	6%	3%

The above wines were recently featured. Due to space limitations, the entire list of available wines is not listed.

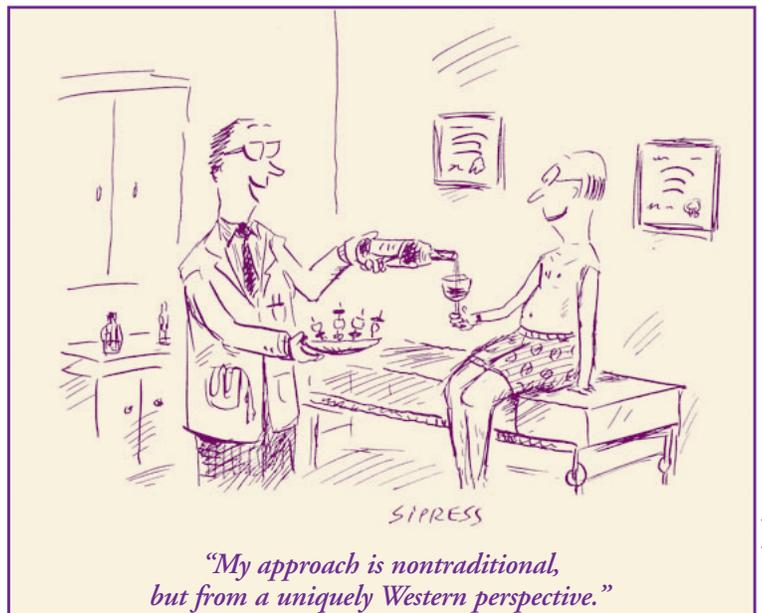
To see our entire inventory and reorder online, go to: <http://www.goldmedalwine.com/member>

■ Indicates wine is still available

designates. Jensen figures that process will take another three years to complete.

So far none of Josh's three children have indicated an interest in continuing his work at the winery. That's okay for the present time with Josh Jensen, who considers the matter a bridge he will cross at its proper time.

Would that we could all view our future so placidly. 🍷



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THE GRAPEVINE

Comments from us and Club members

Another banner year of fabulous wines has come and gone! Judging from member's scores and comments that were sent back to us, this past year's selections were more popular than any of the 14 years we've been in business. Every year at this time we like to put together the **Top Ten Wines of the Year**, as decided by your Scorecards and reorder activity. So here we go . . .

Starting with **#10) Raffaele 2003 Viognier #9) Cobble Creek 2001 Zinfandel #8) Kit Fox 2002 Cabernet Sauvignon #7) Michael Pozzan 2001 Cabernet Sauvignon #6) Rutz 2000 Chardonnay #5) Paraiso 2000 Pinot Noir #4) Michael-David 2002 Chardonnay #3) Paraiso 2000 Chardonnay #2) Michael-David 2002 Zinfandel and the Number One Wine of 2004 . . . Red Hill 2001 Merlot!**

It's still too early to tell but it looks as though the recent selections, San Simeon Reserve 2002 Cabernet Sauvignon and Reserve 2003 Pinot Grigio are destined to make the list as well. Both are superb wines. And speaking of superb, that adequately describes the line up of wines in store for 2005. Stay with us for an exciting wine journey!

Maximum score is 55. Include your email address when you send back your Scoresheet to receive an exclusive 30-day special offer. Available only to current members who send back a completed Scoresheet. Every month you send back your Scoresheet you are eligible for that particular month's special offer. You will be notified by email concerning the details of the offer and the exact 30-day window to take advantage of it.

R E O R D E R

Preminent wine critic Robert Parker, Jr. describes Calera as "one of the most compelling Pinot Noir specialists of, not only the New World, but of planet Earth." Now you can taste and acquire additional quantities of Calera Pinot Noir to see for yourself. Calera's 2000 Pinot Noir is an impressive wine at an extraordinary value and the 2000 Chardonnay is just as compelling.

CALERA WINERY	Retail Price Winery-Direct		Club Price 2-Bottle Members		Club Price 4-Bottle Members	
2000 Pinot Noir * Central Coast	Half Case-6	\$120	\$89	(25% Off)	\$82	(31% Off)
	Full Case-12	\$240	\$165	(31% Off)	\$152	(36% Off)
2000 Chardonnay* Central Coast	Half Case-6	\$84	\$65	(22% Off)	\$59	(29% Off)
	Full Case-12	\$168	\$120	(28% Off)	\$109	(35% Off)

Reorder Hotline: 1-800-266-8888

Reorder Faxline: 1-800-266-8889

www.goldmedalwine.com/member

**Availability is very limited.*

Note: Shipping and tax (if applicable) not included in the above prices. Call for details.