

# THE WINE PRESS

Gold Medal Wine Club Newsletter: Vol. 10 No. 4

Joullian Winery Edition

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

[www.goldmedalwine.com](http://www.goldmedalwine.com)

## JOULLIAN'S UNCOMPROMISING APPROACH PAYS BIG WINE DIVIDENDS.

"Diversification." That was the mantra for businesses in the early 1980s. Want to grow your business?? *Diversify*. Want to ensure longevity for your company? Diversify. So it was that business owners Ed Joullian and Dick Sias began looking for other opportunities outside of their already successful Oklahoma-based oil business. "Both Ed and I have a fascination and appreciation for wines," recounts co-owner Dick Sias. "The creation of Joullian Vineyards and Winery was a culmination of similar interests, thoughts

and events that happened to coincide at the right time."

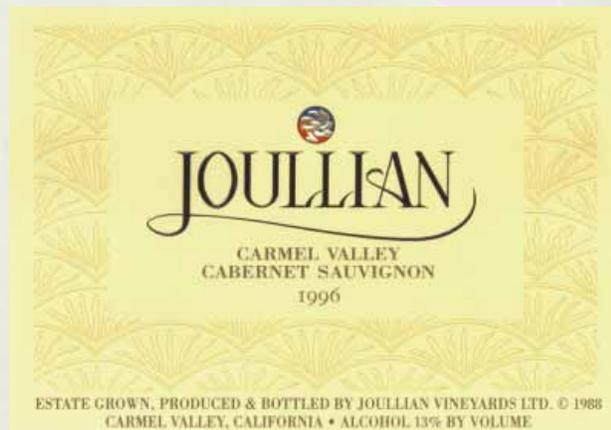
Since Ed and Dick were busy running the oil business, they needed someone to start up and take charge of the vineyard operation. A friend of Ed happened to know a winemaker named Ridge Watson, who at the time was working in France. After a series of telegrams and lots of due diligence, the newly formed team converged in California in 1981 to begin their venture. "The opportunity to start a

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*Joullian Vineyards and Winery are situated at a 1,400-foot elevation in the mountainous Carmel Valley.*

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 1,000 wineries in California producing thousands of different wines. Only wines fitting the above criteria are considered in choosing the featured selections each month.



**1996 CABERNET SAUVIGNON**

**EXCLUSIVE, PRE-RELEASE SPECIAL OFFERING!!** Gold Medal Wine Club members get a special sneak peek at Joullian Vineyard's not-yet-released, 1996 Cabernet Sauvignon. This wine is *only available through the Club* until the winery's official release in September 2000. While most wineries are already releasing their 1998 vintage wines, Joullian holds back their wines to allow extra maturation time in the bottle. This means a smoother, more complex wine for you to enjoy right away. The 1996 Joullian Cabernet is the result of a picture perfect harvest in the Carmel Valley. The beautiful purple-garnet color invites immediate interest. The nose pulls in rich, ripe, blackberry and black cherry fruit aromas that also follow through and show up nicely in the mouth. The texture is soft and supple, the edges are smooth. The finish is long and generous on fruit, with back-of-the-palate hints of tannin and cedar. This is a classic Bordeaux style wine with 8% Merlot and 2% Cabernet Franc.



**1997 SAUVIGNON BLANC**

Another *Best of Class* offering by the Gold Medal Wine Club! This delectable Joullian Vineyards Sauvignon Blanc earned top honors at Jerry Mead's, New World International Wine Competition. Made in a Bordeaux style, this wine exhibits toasty and peachy aromas with a slight hint of floral and spiciness. The flavors are concentrated with layers of melon and citrus, complemented by nuances of fig and honey. It's rich, bright and full-flavored finish yield more citrus and exotic fruit with a tinge of oak and mineral. The *Wine Spectator* rated this wine a lofty 87 points, with notes of "...melon and peach, couched in a velvety, plush-textured frame. On the moderate finish, a hint of tangy mineral remains, adding balance." This is a versatile wine to be enjoyed with all types of shellfish, such as: shrimp, crab or mussels. Unlike many typical Sauvignon Blancs, enjoy this nicely structured wine for another 5 to 7 years. 76% Sauvignon Blanc, 24% Semillon..

**WINE CREDENTIAL HIGHLIGHTS**

**1996 VINTAGE:** *Silver Medal*—New World International Wine Competition; The 1996 vintage has only been entered in this one competition as of press time. A great start for a wonderful wine destined to win many more medals.

**LEGACY:** The winery's flagship wine has been earning Gold & Silver medals each year since 1990.

**1997 VINTAGE:** *Gold Medal and Best of Class*—New World International Wine Competition; *87 Points*—Wine Spectator magazine; *Silver Medal*—Dallas Morning News National Wine Competition; *Bronze Medal*—Riverside International Wine Competition; *Bronze Medal*—California State Fair Wine Competition.

**LEGACY:** A perennial high scorer and one of the winery's original varietals.

***Just the facts:***

pH .....	3.83
Total Acid .....	.58 g/100 mls
Alcohol .....	13.5%
Cases Produced .....	2,541
Aged in French & American Oak ...	18 Months
Drink Now or Up to Year .....	2010+

***Just the facts:***

pH .....	3.37
Total Acid .....	.59 g/100 mls
Alcohol .....	13.6%
Cases Produced .....	2,941
Aged in French & American Oak ...	5 Months
Drink Now or Up to Year .....	2005+

# GOLD MEDAL SPOTLIGHT

## Dick Sias

Dick Sias spent most of his successful career searching for oil. But many wine enthusiasts might point out that he didn't really hit paydirt until finding the Joullian Vineyards property!

Growing up in the small town of Fredonia, Kansas, Dick was always within a stone's throw of oil country but admittedly never thought much about it. He knew he had a knack for languages, so after World War II he enrolled at the University of Kansas where he earned a degree in Romance Languages. He then spent a year of graduate work at the University of Mexico towards a Masters in Spanish language and literature.

In the early 1950s Dick decided to re-enroll at U of K to earn a Law degree. "I had no intention of becoming an attorney, I just basically wanted to broaden my education," he tells us. As he was finishing his law degree, he signed up for several interviews with companies recruiting at the campus in hopes of landing a job when he graduated.

His law degree paid



*Marion Joullian-Story, President, and her uncle Dick Sias, Co-owner*

immediate dividends as he was hired by Continental Oil to work in their land exploration department handling contracts and acquisitions. After a number of years, he was promoted to Continental's international Plant Foods division. There he travelled extensively throughout the world in search of different sources for the company's fertilizer products. He eventually grew weary of the job's constant travelling requirements, so after 13 years at Continental he felt it was time to make a change.

Wanting to get back into oil related work once again, Dick took a job with a small independent oil company as Exploration Manager. He stayed for 5 years until being hired away by Mustang Fuel Corporation in Oklahoma. Mustang is an oil company owned by his wife's family, but they had never had an exploration division until deciding to hire Dick to take charge of it. He stayed there for 20 years until retiring as President of the firm in 1990.

Today, Dick and his wife Jeanette live in Oklahoma City and are about to celebrate their 50th wedding anniversary. Both are avid travelers and enjoy entertaining, the arts, and, of course, keeping tabs on the winery.



*Winemaker and General Manager, Ridge Watson, hamming it up on a barrel.*

## Ridge Watson: Winemaker and General Manager

Raymond (Ridge) Watson III headed off to Stanford in 1964 to become a college history professor. But instead of giving world history lessons, he now spends time teaching distributors, retailers and consumers all across the country about the history of Joullian wines.

We caught up with Ridge in Kansas City, Missouri where he was visiting his hometown and also getting a break from the rigors of being on the road. "I had no idea whatsoever that I'd be in the wine business," admits Ridge. "I initially got interested in wines while at Stanford," he tells us. But even at Stanford, where he and his fraternity brothers would fill weekend evenings hosting elaborate wine dinners, Ridge had no inkling of making a career out of wine.

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## WINE WIZARD

- 1) True or False. If a cork is crumbly upon opening a wine bottle, it means the wine is bad.
- 2) True or False. Every California wine labeled “alcohol 13% by volume” has to contain exactly 13% alcohol.
- 3) After a 400-year pause, what country started producing wine commercially again in the 1960s?

*Continued from page 1*

vineyard and winery from scratch was too enticing to pass up,” admits Ridge.

The trio looked for vineyard property all over northern California, particularly in Napa and Sonoma, but found very few opportunities that met their criteria. The search intensified and narrowed to Monterey County, an area with which Ridge was familiar. “I have always been partial to Monterey County wines,”

Ridge tells us. Their interest in Monterey piqued after they sampled some of the Cabernets produced by Monterey grower Durney Vineyards. A friend of Ridge was the winemaker at Durney and had just pulled a phenomenal coup over the French. Pitted against France’s 1st Growth Bourdeaux in an international tasting, the Durney 1978 Cabernet Sauvignon won 1st Place honors. “That 1978 Cabernet Sauvignon sold us on the area,” says Ridge.

In late 1981, almost two years after the search began, Joullian and Sias purchased 655 acres in the mountains of Carmel Valley, not far from Durney Vineyards. They earmarked 40 acres of plantable land located at the 1,400 foot level and proceeded to contour and terrace the gravelly loam soil. Twenty-nine acres was allocated to the Bordeaux varieties: Cabernet Sauvignon, Merlot, Cabernet Franc, Sauvignon Blanc and Semillon. The remaining 11 acres was planted to Chardonnay.

By 1986, they were able to harvest enough grapes to produce a total of 300 cases of several different wines. Gradually increasing production by a thousand cases or so each year, they continued to use the winemaking facilities of nearby wineries until they reached a critical mass. In 1990, they finally turned the corner. “The 1990 harvest was when the vines really hit their stride,” recalls Ridge.

That year production hit a high of 6,000 cases, big enough to finally prove in their own production facility.

Within a year’s time they built a 14,000 square foot, state-of-the-art winery. They brought in the latest technology to minimize the guess-work and allow the winemaker to employ both Burgundian and Bordelaise fermentation regimes. It was constructed to provide a wide range of barrel aging options, multiple temperature and humidity choices for fine-tuning alcohol, secondary fermentation, and on and on. Furthermore, the building and equipment was designed to handle production of each varietal in its own unique requirements from vineyard to bottle. “It’s simply every winemaker’s dream,” beams Ridge.

Currently the winery produces 13,000 cases each year. Cabernet Sauvignon is Joullian’s flagship varietal, comprising over a third of the vineyard’s 40 acres and a large percentage of overall production. Sauvignon Blanc and Chardonnay are the winery’s other principle wines. A surprising success for Joullian has been the winery’s entrée into Zinfandel. The original plan did not include growing Zinfandel grapes, largely because no one had done it before in Monterey County. It was an unproven varietal for the area. But co-owner Dick Sias liked

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After college, Ridge joined the Peace Corps and spent 3 1/2 years working for the National Potable Water Project in Khon Kaen, Thailand. There he met (Yaovalak (D"Tim) Poolkwan, who came back to the U.S. with him, where the two were married in 1972. Coincidentally, the marriage took place in Carmel Valley where Ridge would undertake the Joullian Vineyards project ten years later.

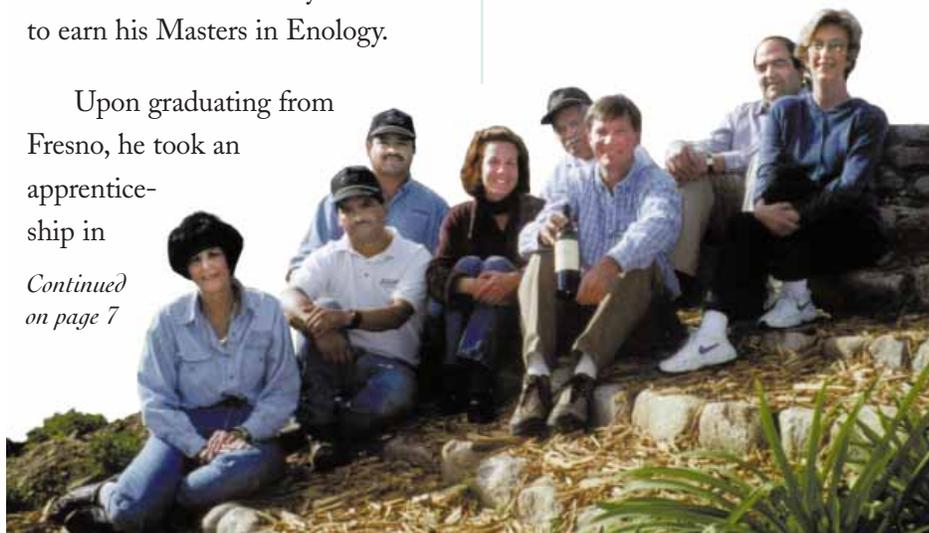
"When I left the States wine was affordable, but when I came back the prices had really skyrocketed," Ridge laments. In order to afford his passion for fine wine, he took a job with a San Francisco wine retailer so he could buy wines at a discounted price! The retail wine

business appealed to him and he soon aspired to own a shop of his own. He and a business partner opened Peninsula Wine Company in San Carlos, which he operated for several years in the mid-1970s. Thoroughly immersed in the wine business, he sold his wine shop and enrolled at the University of Fresno to earn his Masters in Enology.

Upon graduating from Fresno, he took an apprenticeship in

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*The team at Joullian: (left to right) Sue Friedman, Administrative Support; Eliseo Cabrera, Cellar Master; Angel Cabrera, Vineyard Manager; Susan Leach, Sales & Marketing Manager; Jose Cabrera, Gardener; Ridge Watson, Winemaker & General Manager; Craig Story, President's spouse; Marion Joullian-Story, President and daughter of co-founder Ed Joullian.*



## ANSWERS TO WINE WIZARD

1) *False. A crumbly cork doesn't mean the wine is faulty, nor does a cork that's gooey on top. And don't be alarmed if you see something that looks like little pieces of glass in your white wine—they're just harmless crystals caused by a reaction of potassium and tartaric acid. They're actually a good sign; they mean the wine wasn't excessively filtered.*

2) *False. The actual alcohol content can vary 1.5% either way from what is printed on the wine label. A leeway of 2 degrees is allowable for dessert wines. The federal government requires the alcoholic strength printed on every bottle of wine (beer and spirits too, for that matter). The exception is when a label reads simply **Table Wine**, which automatically means the alcohol content is between 7 and 14 percent. You never see labels that exceed 21% for a very good reason. When a wine exceeds that level, the federal tax is more than tripled.*

*How do wines compare in strength with other alcoholic beverages? Beer is the lowest, ranging usually from 3% to 5% by volume. Ales and malt liquors are usually from 4.7% to as high as 7.55%. Sake, the Japanese rice brew is usually around 16%. Spirits, depending upon the type can range in alcohol from 40% to 75%.*

3) *England. Although ancient English history is steeped in winemaking tradition, the **golden** age of English viticulture began in the mid 11th century and ended abruptly in the 14th century. Over 1,300 vineyards stretching throughout England as far north as Yorkshire were, on the whole, producing excellent wines during this period. The end of this glorious winemaking era was brought about by a radical change in ocean currents, causing the summers to become wet and cloudy. Additionally, when King John (1199-1216) granted citizens of Bordeaux (under British rule at the time), numerous privileges in order to win their favor, "imported" wine became cheaper to buy than domestically produced wine. As a result, virtually all of the country's vineyards were replanted to more profitable crops.*





# FOOD FOR THOUGHT

*Enjoy these two favorite recipes from the folks at Joullian Vineyards...*

## MUSSELS AU JUS

1 pound Prince Edward Island Black Mussels  
Sauvignon Blanc  
1-2 tablespoon Pancetta, cut sliver thin  
2 Shallot, minced  
2 tablespoon Olive Oil

*Serves 2 as main course or 4 as appetizer*  
*Clean the mussels, carefully discarding any opened ones that won't close at your prompting. Warm the pan over medium heat. Toss in the mussels and cover to allow the heat to draw out the natural juices of the mussels. Just upon the mussels' opening, and prior to burning, add the olive oil, Pancetta, minced shallots and about 1/2 cup of Sauvignon Blanc or more if you prefer. Let the flavors meld, the Pancetta cook and shallots become translucent prior to removing. Adorn with a light sprinkle of freshly chopped French parsley. Serve with a green salad, loaf of bread (non-sourdough) and Joullian's Carmel Valley Sauvignon Blanc.*

## WINTER RACK OF LAMB

1 pound Rack of Lamb  
2 tablespoon Red Wine Vinegar  
1/4 Cup Leftover Red Wine  
4 Cloves Garlic, chopped  
3 Sprigs Rosemary  
4 Sprigs Sage  
6 Sprigs Thyme  
Salt  
Course Pepper  
Olive Oil  
1/4 C Red Port

*Serves 2, preparation & cooking time approximately 45 minutes.*  
*This rack of lamb is a very simple yet a delicious indulgence, ideal for impromptu guests and special occasions. First, consult your favorite butcher to assure the proper quantity of lamb to marry with your evening's menu. Place the lamb in a roasting pan and prepare the marinade. Pour the vinegar and remnants of yesterday's wine over the lamb. Over the lamb, rub the needles and leaves off half of the fresh herbs. Place the remaining herbs on top of and beneath the lamb. Sprinkle the course pepper and a dash of salt and let sit for 10-30 minutes.*  
*Turn the broiler on about 5 minutes prior to cooking. At this time scantily drizzle olive oil over the lamb to seal in the moisture. Place the lamb under the broiler. Watch for the color change, remove and turn over the lamb to roast the other side. Turn on the stove to medium heat. Cook to your preference—rare or well-done, remove the lamb from the roasting pan and place on the serving dish. Place the roasting pan on a medium-heated burner. Pour the port into the pan and quickly stir the juices and remaining herbs about. Drizzle the sauce over the lamb and serve with Joullian's Carmel Valley Cabernet Sauvignon.*

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Zinfandel and convinced Ridge to give it a try. The result has been nothing short of amazing. The 400 to 500 cases of Zinfandel produced each year has become a cult-like wine that is quickly snapped up each year. To this day, Dick Sias is known as the “father of Carmel Valley Zinfandel.” Riding with the Zin's success, the winery is hoping to triple the output over the next several years.

The team at Joullian Vineyards includes co-founders Dick Sias and Ed Joullian who still keep a keen eye on things at the winery. Ed's daughter, Marion Joullian Story has assumed the role of President. Ridge Watson is the Winemaker and General Manager and industry specialist Susan Leach heads up the winery's Sales and Marketing.

Until recently, Joullian has chosen to maintain a relatively low-profile over the years. While their high-quality wines are in demand across the country and worldwide, the winery itself is remotely located in the Carmel Mountains and open to the public by appointment only. However, they now have a tasting room in the Carmel Valley Village open every weekday 11am-5pm. 

# 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.

## Alderbrook — 1997 Pinot Noir

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	92%	4%	4%

## Alderbrook — 1997 Sauvignon Blanc

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	88%	7%	5%

## Brutocao — 1996 Merlot

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	94%	3%	1%

## Brutocao — 1997 Chardonnay

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	87%	6%	7%

## Dante — 1997 Chardonnay

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	92%	6%	2%

## Dante — 1997 Cabernet Sauvignon

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	95%	5%	0%

## Perry Creek — 1997 Chardonnay

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	89%	6%	5%

## Thornton — 1992 Brut Reserve

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	92%	7%	1%

The above wines were recently featured. Due to space limitations the entire list of available wines is not listed—please call to inquire about other previous favorites.

■ Indicates wine is still available

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Bordeaux, France where he worked the harvest. While in France, he received a telegram from Ed Joullian and Dick Sias telling him about their vineyard and winery project. Not yet convinced it was the right direction for him, he traveled to Australia to gain more experience at a start-up winery. Soon after he arrived, another telegram arrived from Ed and Dick, who finally coaxed him back to the States to join the Joullian team. 🍷



# THE GRAPEVINE

*Comments from us and Club members*

**What a coup for Gold Medal Wine Club members!!** Four out of the last five months you have received wines that have earned the highest honors any wine competition can bestow—a *Best of Class* distinction. The Best-of-Class award goes to the top scoring wine of its own particular varietal class, such as Cabernet Sauvignon, Merlot, etc. Recently featured wines that have received this top honor include: **Dante 1997 Cabernet Sauvignon; Brutocao 1996 Merlot; Alderbrook 1997 Pinot Noir; and this month's 1997 Sauvignon Blanc from Joullian Vineyards.** More great wines are coming up, including wines with 90+ point ratings, other Best-of-Class wines, and lots of exclusive offerings (available only through Gold Medal Wine Club)!!

*[The Brutocao 1996 Merlot is] A wine that actually has the aromas and flavors it's claiming to have! Glad I joined the Club!*

—Dennis Miller, Score 48

*[The Alderbrook 1997 Pinot Noir] Was an excellent Pinot, with some of the liveliest and freshest fruit flavors I have had!*

—Jeffrey S. Proden, Score 42

*[The Brutocao 1996 Merlot] Have only had one other Merlot this good. It was at a café in Santa Cruz owned by a small winery!*

—John Fitzpatrick, Score 50

*For a veteran wine taster and new Club member, your [Alderbrook] 1997 Pinot Noir was very good!!*

—Harry Kasprzak, Score 40

*[The Perry Creek 1997 Zinfandel has] A nice peppery aftertaste; excellent choice. Enjoyed it with a choice N.Y. strip!*

—Linda Reynolds, Score 51

*[The Brutocao 1996 Merlot is] A wonderful full-bodied Merlot to enjoy on a cold winter's night!*

—Lisa Castle, Score 50

Maximum score is 55. Members who send in their wine ratings on the provided Scoresheets are eligible to receive a bonus half-case of any Gold Medal Series wine that is in stock if your name is drawn. Drawings are held 4 times a year at the end of each quarter. (Maximum of one Scoresheet per wine per membership)...GMWC

## R E O R D E R

Carmel Valley is one of America's smallest and unique wine growing appellations. Joullian Vineyard's Cabernet Sauvignon and Sauvignon Blanc are both rich and flavorful, hillside-vineyard wines that characterize this special growing area. Each has extended bottle age before release to ensure extra smoothness, complexity and bouquet.

JULLIAN WINERY	Retail Price		Club Price		Club Price	
	Winery-Direct		2-Bottle Members		4-Bottle Members	
<b>1996 Cabernet Sauvignon*</b> Carmel Valley	Half Case-6	\$108	<b>\$85</b>	<b>(21% Off)</b>	<b>\$77</b>	<b>(29% Off)</b>
	Full Case-12	\$216	<b>\$157</b>	<b>(27% Off)</b>	<b>\$141</b>	<b>(35% Off)</b>
<b>1997 Sauvignon Blanc*</b> Carmel Valley	Half Case-6	\$81	<b>\$63</b>	<b>(22% Off)</b>	<b>\$58</b>	<b>(28% Off)</b>
	Full Case-12	\$162	<b>\$119</b>	<b>(27% Off)</b>	<b>\$106</b>	<b>(35% Off)</b>

**Reorder Hotline: 1-800-266-8888**

**Reorder Faxline: 1-800-266-8889**

\*Availability is very limited.

Note: Tax & shipping are not included in the above prices. Call for details.