

# THE WINE PRESS

Gold Medal Wine Club Newsletter: Vol. 14 No. 5

Paraiso Winery Edition

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

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## RE-ENERGIZED PARAISO SETS NEW STANDARDS FOR MONTEREY COUNTY

An immediate insight into the current direction of newly defined Paraiso is the aura of professionalism that surrounds the picturesque Central Coast Winery. Added to the company's staff is a noted consultant winemaker along with a marketing/public relations executive. Both newcomers provide balance and structure to the decade-old entity.

Today's Paraiso also boasts a brand

new label designed by noted designer Grant Peterson and a renewed sense of direction.

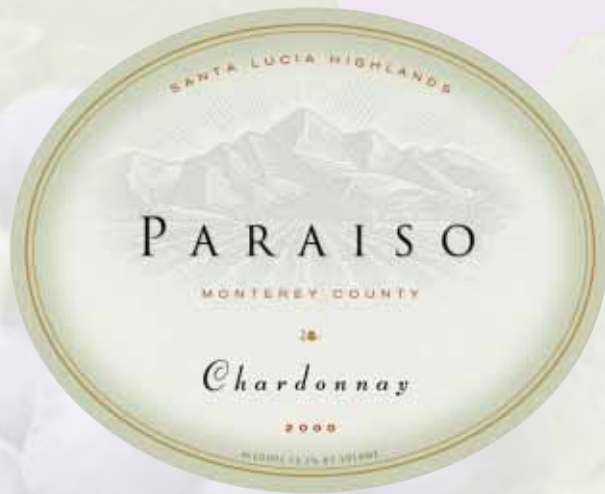
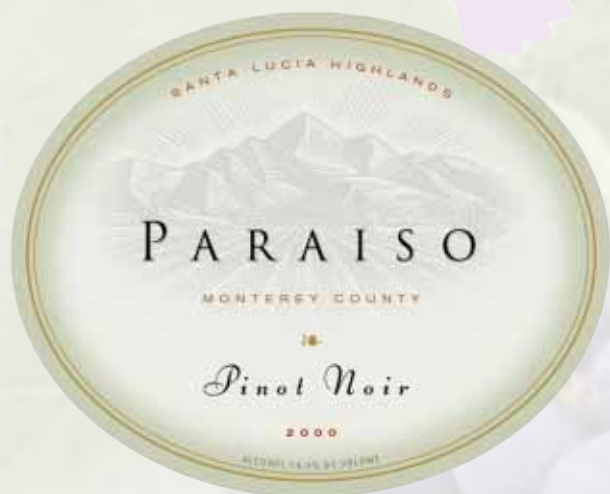
In order to truly understand Paraiso and its place in today's burgeoning wine environment, it is necessary to reflect on the winery's past, both recent and old. Keep in mind that Paraiso is still the same storied place where owner Richard Smith

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*Pinot Noir, the noble grape of France's red Burgundy's has an ideal growing site in the Santa Lucia Highlands*

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

The Paraiso 2000 Pinot Noir is a solid winner of **two Gold Medals** and a **Best of Class** in the major wine industry competitions. This wine exhibits the power and finesse of world class Pinot Noir being grown in Monterey County's Santa Lucia Highlands. Deeply scented with ripe cherry and hints of sweet oak; a nice supple entry, velvety mouthfeel, with attractively deep flavors of cherry and plum. The aftertaste brings out accents of nutmeg, pepper, smoke and vanilla. Shows excellent balance and only modest tannins. After extended time in the bottle this beauty is polished and ready to drink. It will make a wonderful accompaniment to roast duck or Cornish game hen.

## 2000 CHARDONNAY

Only a small handful of wines reach the pinnacle of a **Five-Star rating** from *Restaurant Wine* magazine—“Rich, oaky, round and somewhat rugged in style, but an excellent value. It is very ripe in flavor (pineapple, apricot) with overtones of cedary oak, roasted nut and lemon peel.” **Highly Recommended**, says the *Beverage Tasting Institute*—“Deep yellow-golden hue. Pineapple, candied apples and oak aromas. A rich entry leads to a finish that is big and ripe but with sweet fruit that lingers on the finish.” A solid performer in the summer wine competitions, this wine strutted away with a whopping **five Silver Medals**. **“One of our best whites ever,”** says a proud Paraiso Winery team.

### WINE CREDENTIAL HIGHLIGHTS

**2000 VINTAGE: Gold Medal & Best of Class**— L.A. County Fair Wine Competition; **Gold Medal**— Pacific Rim International Wine Competition; **Silver Medal**— San Diego National Wine Competition; **Silver Medal**— San Francisco International Wine Competition; **Silver Medal**— Monterey Wine Competition.

**LEGACY:** Pinot Noir is the star of the Santa Lucia Highlands and, rightfully so, it is the star of Paraiso Winery.

**2000 VINTAGE: ★★★★★** (5 out of 5 stars)— *Restaurant Wine* magazine; **86-Points & Highly Recommended**— Beverage Tasting Institute Judging; **Silver Medal**— *San Francisco Chronicle* Wine Competition; **Silver Medal**— New World International Wine Competition; **Silver Medal**— Pacific Rim International Wine Competition; **Silver Medal**— West Coast Wine Competition; **Silver Medal**— L.A. County Fair Wine Competition.

**LEGACY:** Monterey Chardonnays are among California's very best. This varietal is the bread-and-butter of Paraiso Winery.

### Just the facts:

pH .....	3.81
Total Acid .....	.57 g/100 mls
Alcohol .....	14.4%
Cases Produced .....	3,725
Aged in French Oak .....	11 Months
Drink Now or Up to Year .....	2007+

### Just the facts:

pH .....	3.64
Total Acid .....	.59 g/100 mls
Alcohol .....	13.6%
Cases Produced .....	4,344
Aged in French Oak .....	8 Months
Drink Now or Up to Year .....	2006+



# GOLD MEDAL SPOTLIGHT

## David Fleming

As mentioned earlier, Paraiso is the storied place in the Central Coast where owner Richard Smith commemorated his daughter Kacy's wedding by planting a world-class syrah vineyard. Blissful happenings such as that have been commonplace around a business that is still truly family-oriented.

The man Kacy Smith married that day was one David Fleming, now 34, who was named last year as Paraiso's head winemaker. Fleming immediately surrounded himself with a professional team of winemakers and consultants that seems destined to take Paraiso to the next level of winery accomplishment.

"I must admit I am a truly lucky person," Fleming recently acknowledged. "I started in the sales and marketing end of this business and found it wasn't really my calling. Luckily I was able to move into the production side of the winery business, the part that I really enjoy."

Paraiso was also able to secure the professional consulting services of legendary winemaker Larry Brooks of Acacia and Chalone fame, the person Fleming considers his mentor through the past few years. The association seems to have worked for both Fleming and Paraiso.

"Larry's incredible experience in a number of different areas has really

been invaluable to me," Fleming continued. "On the Central Coast, he's known as Mr. Pinot Noir. Larry has worked with virtually every aspect of the grape and has taught me a great deal. Along with the other winemakers we have had helping Paraiso, I can count almost 75 years of practical experience that I have been fortunate enough to



*David Fleming has been instrumental in raising quality and changing direction for Paraiso.*

condense into my three-plus years of training."

Fleming has also benefited from the early productivity of his wife's father. When Richard Smith moved his family to Monterey County in the early 1970s, he did so with a perceptive eye to the future. Smith's


degree in Agricultural Sciences and Management from UC Davis and a few years working experience as a tech representative for various companies dealing mostly with plant nutrition were enough to push him from the technical side of agribusiness into the production end of wine industry.

When the Smiths arrived in Monterey thirty years ago from nearby Campbell in Santa Clara County with their small family, the Monterey wine growing industry was less than five years old. Even then, Richard Smith's prospective was clearly defined. Smith began a business that involved vineyard management and ownership and today controls over 3,000 acres of prime Monterey grapes. A choice portion of those, some 400 acres, is considered estate for Paraiso Vineyards.

"I actually work with about 50 - 60 acres of our finest production that goes into Paraiso," Fleming added. "The rest goes to the best of our neighboring wineries and it is usually quite competitive as to just who gets what. Personally, I am most interested in our Pinot Noir program that has really come into its own of late."

Fleming explained that Paraiso's Pinot Noir is the product of some older Martini clones that produce an elegant style of grapes that are extremely fruit-oriented and react

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**WINE  
WIZARD**

- 1) What is the difference between *crushing* and *pressing*?
- 2) What is *pomace*?
- 3) In winemaking terms what does *trriage* mean?

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commemorated his daughter's wedding nearly nine years ago by planting his seven-acre "Wedding Hill" Syrah Vineyard. Such happenings have been commonplace around a business that is still truly family oriented.

In tracing Paraiso's history, it must be noted that Rich Smith planted his first vines back in 1973 and was at the time, through a combination of tenure and proaction, generally considered as one of the pioneers of the Monterey County fine wine group. With his wife Claudia, the Smiths still control more than 3,000 acres of vineyards of which a little over

400 is considered *estate* by Paraiso.

Even as their gigantic vineyard management company prospered and grew, the Smiths have determined to keep Paraiso a family affair. Son Jason helps manage the vineyard operation and son-in-law David Fleming, now chief winemaker, works closely with a consulting winemaker to insure the quality aspects of the wines reflect the same level of excellence that his family has demanded since Paraiso's inception. The entire Smith Family has at one time or another attended the University of California Davis with various degrees being conferred. Their effort in grape growing and production stands tall among California's notable wine families in dedication and achievement.

The Smith Family's successes can also be traced to being in the right place at the right time. It is generally acknowledged that the finest growing area in Monterey County is centered in an area known as the Santa Lucia Highlands, part of the Santa Lucia Mountain Range that provides magnificent separation for the Pacific Ocean and the sprawling Salinas Valley to the east that was made famous by the open of John Steinbeck. Now that the Santa Lucia Highlands is an officially approved appellation, or AVA as it is commonly referred to in California, it is not uncommon to

see world class wines being produced from its grapes. Much of the Smith Family's acreage lies within these boundaries.

It is further conceded that the Santa Lucia AVA accumulated less degree-days than other Monterey AVA's because it is closer to the maritime influence of Monterey Bay and the Pacific Ocean. This causes the fog to dissipate early because of the high elevation of the alluvial benches, thereby extending the periods of morning sunshine. The soils are wonderfully textured, mostly loam, gravely loam and silty loam, and excellent underlying gravely material. Such conditions favor excellent drainage, a must for insuring really top varietal production. The area is quite rugged, yet it provides one of the most flawless cooler growing areas in the entire Central Coast Region for a number of premium varietals, mostly Chardonnay and Pinot Noir.

The key element to grape growing in the Santa Lucia Highlands is the fierce Pacific winds, or rather the control and containment of these winds which tend to cool everything in sight and historically have presented local grape growers with ongoing headaches for decades. By facing the double row terraces south, Smith insured that the vines are protected from the wind and therefore would benefit from the

heat that radiates off the hillside.

Both Rich and Claudia Smith have been active for many years in Monterey County wine circles and have seen the number of local labels grow from six to nearly thirty in the past two decades. Education has been a paramount aim of the family and the entire family boasts various degrees from the University of California at Davis.

From the Paraiso Tasting Room one can view an incredible panoramic sprawl that encompasses a patchwork quilt involving every type of growing



*The Smith and Fleming families run the flourishing Paraiso Winery.*

environment imaginable. It is the magnificent artwork of nature that sets Monterey County apart from other growing areas. It is also a

reflection of Richard Smith's good taste in choosing it for his family's business site over thirty years ago. 🍷

## ANSWERS TO WINE WIZARD

1) **Crushing** is the winemaking operation of breaking open the grape berry so that the juice is more quickly available to the yeast for fermentation. This step is performed as soon as possible after harvest to minimize the possibility of rot or bacteria setting in. Destemming is usually done in conjunction with crushing, using modern machinery. Traditionally it was done by foot. Winemakers tread on grapes that were thinly spread on a crushing floor slanted towards a drain and bounded by low walls to prevent the loss of juice.

**Pressing** is normally done after crushing to squeeze additional liquid out of the solid parts. Pressing can be performed in a number of controlled stages with varying amounts of pressure, resulting in a wide range of quality. Generally, the harder the pressing, the lower the quality.

2) **Pomace** is the remaining debris of grape seeds, skins and stems left over after pressing. Sometimes the remaining sugar in the pomace of white wines is extracted and distilled into a potent after-dinner drink called Pomace Brandy. This Pomace Brandy is commonly referred to as Marc in France and called Grappa in Italy.

3) **Triage** is roughly the equivalent of triage in medical terms. In France triage is a common term for the sorting of grapes according to quality prior to winemaking. Freshly picked grapes are spread on a sorting table or slowly moving conveying belt so that the poorer quality grapes can be plucked off and thrown away.







# FOOD FOR THOUGHT

## GRILLED TENDERLOIN OF PORK

*with Garlic, Mustard and Thyme*

3 pounds pork tenderloin  
 8 cloves garlic, sliced  
 8 sprigs of thyme  
 3/4 cup olive oil  
 1 1/2 cups red wine  
 1/4 cup red wine vinegar  
 1-teaspoon pepper  
 1 tablespoon Dijon mustard  
 1 cup reduced brown pork stock or chicken stock  
 4 tablespoons butter  
 Salt and pepper to taste

**For marinade:** in small saucepan, beat 6 cloves garlic, 6 sprigs thyme and 1/2 cup olive oil until it sizzles. Add 1 cup white wine, 1/4 cup vinegar and bring to a boil. Cook for 2 minutes, chill thoroughly, then marinate the pork in this mixture overnight.

**To cook pork:** drain thoroughly and pat dry. Season with salt and pepper. Brown in a skillet with remaining olive oil and a bit of the butter. Finish pork in a 350° oven for 15 - 20 minutes or until firm to the touch.

**To finish sauce:** using skillet that pork was browned in, add 1 tablespoon butter, garlic and thyme and sauté briefly until fragrant. Add remaining half cup of wine and boil to a syrup. Whisk in mustard and slowly whisk in reduced brown stock. Bring back to a boil and cook at medium heat for 2-5 minutes. Season with salt and pepper and remaining butter. Strain and keep warm.

Serve pork with sauce and garlic mashed potatoes. Pair with Paraiso Pinot Noir. Serves 6.

## BONED BALLOTINE OF CHICKEN

*Stuffed with Wild Mushrooms, Golden Raisins and Pinenuts*

2 free range chickens	4 tablespoons butter
4 ounces diced white bread, crust removed	1 cup chicken stock
1 cup milk	1 cup cream, separated
1/2 pound diced wild mushrooms	1/2 cup toasted pine nuts
1 tablespoon oil	1/2 cup golden raisins
	salt and pepper to taste

Place chicken breast side up on cutting board. With a sharp boning knife cut down to remove breast, continuing without removing the skin around the body to remove the leg from the thigh joint. Keep skin in tact in one piece and remove leg bone from leg and thigh portion. Remove chicken tenderloins and reserve for stuffing. Spread leg and breast skin-side down on a work surface and trim and push into a rectangle with thigh and breast meat together at the bottom. Repeat with other chicken. Season with salt, roll up and let marinade for an hour.

**For stuffing:** soak bread with milk for 10 - 15 minutes. Wring out with a cheesecloth or dishtowel. Place chicken tenderloins and bread mixture in food processor and process until smooth. Sauté mushrooms in oil and butter for 2 - 5 minutes. Add chicken stock, 1/2 cup cream and reduce until fairly thick. Chill.

When stuffing mixture is cold, fold in remaining 1/2 cup cream, raisins, pine nuts and chilled mushroom mixture. Season with salt and white pepper to taste. Remove boned chicken from refrigerator and spread it out into a rectangle. Spread 1/4 of stuffing mixture evenly across the top of the breast and thigh meat, leaving the excess skin portion at the top of the rectangle. Starting at the bottom, roll up ballotine and seal the edges with the skin. Place on buttered parchment paper and roll up. Place parchment on large piece of foil, roll up and twist the ends to form a tight, round ballotine. Cook at 250° convection for 50-60 minutes. Unwrap, let cool, then slice into medallions. This dish can also be chilled and served with a green salad for lunch.

Pair with Paraiso Chardonnay. Serves 8.



*The Paraiso tasting room is within the estate vineyard and just 2 miles west of Hwy 101 near Soledad.*

well to the palate when turned into wine. They form the basis for the new Paraiso Pinot Noir.

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“The older clones definitely make a difference and are perfectly suited to our winery’s existing *terroir*,” Fleming continued. “Everyone knows Pinot Noir is a most difficult grape both to grow and also to process. Even the smallest problem seems to magnify itself when dealing with the Pinot Noir.”

But a growing accumulation of accolades and tasting awards is direct evidence that Paraiso and David Fleming’s efforts have definitely taken root. “We’ve developed

a number of specific techniques relating to our fruit, the results of which reflect in our awards. We are seeking lower yields, tighter pruning and even dropping fruit to improve our quality. Hopefully, it will all work.”

David Fleming is a young winemaker who knows that accolades mean that the tasting public will take him and his wine more seriously. That’s all well with him, but he is also aware that there are other salient aspects of

# 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.

## Cobble Creek 2001 Zinfandel

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

## Cobble Creek 2001 Cabernet Franc

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

## Cobble Creek 2001 Viognier

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	89%	7%	4%

## Red Hill 2002 Reserve Chardonnay

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

## Pozzan 2001 Cabernet Sauvignon

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

## Pozzan 2002 Chardonnay

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

## Lions Gate 2001 Cabernet Sauvignon

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	90%	5%	5%

## Lions Gate 2002 Chardonnay

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

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

business that must be met in order to be successful.

His years and experience in winery sales and marketing has made him see the need for clearly defined channels of distribution for Paraiso, a fact that will complete the winery picture for the amiable Fleming.

Right now David is clearly driven by a fierce sense of determination to find the perfect niche for Paraiso. With the quality levels he's already achieved with his wines, we're betting that role is easily within his grasp. 🍷





# THE GRAPEVINE

*Comments from us and Club members*

Beginning this month we are launching a brand new *Grapevine* incentive to all Club members. Here's how it works. At the end of each calendar month we will collect all of the Judge-the-Wines Scoresheets sent back to us. Then in turn we will email back to those participants an exclusive special offer. This special offer will be available only to those Club members who participate in the Judge-the-Wines program for that particular month. The following month and each month thereafter we will present a different offer to those specific month's participants. These extraordinary email offers may include **additional discounting on select wines, opportunities for bonus bottles, wine related merchandise at deeply discounted prices, a chance to secure unique wines not part of the normal shipments, or whatever else we dream up!** The Scoresheet cards will soon have a space to provide your email address. But meantime if you want to get a jump on things, simply write your email address anywhere on the Scoresheet or go online and submit your scores via our website at this address: <http://www.goldmedalwine.com/member>

*[The Cobble Creek 2001 Zinfandel has a] "Very nice finish. A Zin worthy of recognition."*  
—Harry Gattley, Score 42

*[The Michael Pozzan 2001 Cabernet Sauvignon is] "Fabulous, peppery, spicy and wonderful to drink."*  
—Roger & Beth Esser, Score 51

*"WOW! The smell alone was so marvelous I almost didn't want to taste it...but the taste was even better! [The Red Hill 2000 Merlot] is my new favorite merlot."*  
—Rebecca & Michael Trolley, Score 52

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

Most of the winery's estate grapes are sold to other northern California wineries but the best end up as small production, ultra-premium Paraiso wines. Pinot Noir and Chardonnay are the two varietals on which Monterey County's Santa Lucia Highlands has built its stellar reputation. Check out the incredible prices on these great wines.

PARAISO WINERY	Retail Price		Club Price		Club Price	
	Winery-Direct		2-Bottle Members		4-Bottle Members	
2000 Pinot Noir Monterey County	Half Case-6	\$120	\$90	(25% Off)	\$82	(32% Off)
	Full Case-12	\$240	\$169	(30% Off)	\$149	(38% Off)
2000 Chardonnay Monterey County	Half Case-6	\$96	\$72	(25% Off)	\$65	(32% Off)
	Full Case-12	\$192	\$135	(30% Off)	\$120	(38% Off)

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

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

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

*\*Availability is very limited.*

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