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

www.goldmedalwine.com

VIANSA WINERY LEADS CAL-ITAL CHARGE WITH SANTERRA CELLARS WINES

The inspiration for the name of Santerra Cellars is literally "holy earth" in Italian and the phrase speaks volumes about the true meaning behind the southern Sonoma County winery. Santerra Cellars was created almost ten years ago by the highly successful Viansa Winery as a vehicle to extend and help educate its customers as to the heritage and traditions of the founding Sebastiani Family whose origins

are traced back directly to wine-rich Tuscany of Chianti and Sangiovese fame.

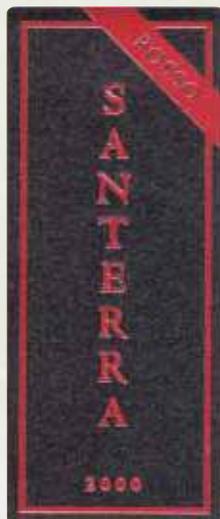
Santerra's first release came in 1995 and was, oddly enough, a first class cabernet sauvignon from the 1985 vintage that had gracefully aged at the winery. That year, a total of only 5,000 cases of all varietals were eventually released, wines that were chosen for specific flavors and for each wine's equally specific interaction with

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The beautiful courtyard entrance to Viansa Winery, home of Santerra Cellars.

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 ROSSO

The Santerra 2000 Rosso is a California grown *Super Tuscan* wine. Super Tuscan wines originated in the 1980s by a small group of producers in Italy's Tuscany region who felt restricted by their country's tough laws on blending and labeling. Super Tuscan wines are comprised mostly of Sangiovese and typically blended with varying amounts of Bordeaux varieties such as Cabernet Sauvignon and Merlot. Experts have rated the best of them as truly superior to traditional reds of the region, characterized by deeper color, fuller body, more depth and complexity of flavors, better balance and greater capacity for aging. The Santerra Rosso super Tuscan has a very smooth mouthfeel with appealing flavors of dried cherries, cranberry and sage. The fruit and tannins create a nice balance in pairing with a wide variety of foods. 42% Sangiovese, 27% Cabernet Sauvignon, 26% Merlot, 5% Cabernet Franc. Serve at 65 degrees.

2001 DOLCETTO

The Dolcetto grape hails from Italy's Piedmont region where it is a favorite everyday lunchtime wine. Santerra's Sonoma County grown Dolcetto, similar to its Italian counterpart, is bright reddish in color with aromas of plum and kiwi. It is a juicy, quaffable wine with soft flavors of melon and strawberry, light tannin structure and fresh acidity. When served slightly chilled (58 degrees), the Santerra Dolcetto is perfect for picnics and outdoor barbecues, pairing well with fruits, cheeses and such grilled favorites as chicken with herbs, and burgers. Even though Dolcetto is a dry red wine, the name roughly translates from Italian as the "little sweet one," due to its fruity character. The ripe berry fruitiness combined with soft tannins make this Dolcetto a charmingly seductive summer time wine. *Note: By design, this is an unfiltered wine, thus containing natural sediment that is completely harmless. You may choose to decant it before drinking.*

WINE CREDENTIAL HIGHLIGHTS

2000 VINTAGE: Each year since 1995 Viansa has produced just enough Santerra wines to satisfy a few select distributors. Santerra wines were created as a vehicle to extend and help educate customers as to the heritage and traditions of the founding Sebastiani Family whose origins are traced back directly to wine-rich Tuscany of Chianti and Sangiovese fame. These wines are typically not entered into competitions or sent out for review.

LEGACY: Produced in small quantities since 1995.

Just the facts:

pH	3.62
Total Acid	.62 g/100 mls
Alcohol	14.2%
Cases Produced	5,000
Drink Now or Up to Year	2006+

2001 VINTAGE: As with the Rosso, Viansa produces just a small amount of Dolcetto each year. Santerra wines were created as a vehicle to extend and help educate customers as to the heritage and traditions of the founding Sebastiani Family whose origins are traced back directly to wine-rich Tuscany of Chianti and Sangiovese fame. These wines are typically not entered into competitions or sent out for review.

LEGACY: Produced in small quantities since 1995.

Just the facts:

pH	3.39
Total Acid	.59 g/100 mls
Alcohol	11.3%
Cases Produced	3,500
Drink Now or Up to Year	2005+

GOLD MEDAL SPOTLIGHT

Jon Sebastiani

At the tender young age of 10, Jon Sebastiani found himself engaged in the centuries-old art of vine suckering. Suckering, as it is known, involves the pulling of tiny growths from vines at the point where the root meets the soil. If the suckers are not removed, they rob the nutrients from the vines and generally affect vine quality. It is one of the most rudimentary jobs one can have starting in the wine business.

“I can tell you that I was soon an expert at suckering,” related Sebastiani, 33, now the president of Viansa Winery and Santerra Cellars. “I did so many of them that I got real good at it fast.”

After obtaining his driver’s license at sixteen, Jon immediately began selling wine for the company. While he finished high school in nearby Napa Valley, Jon worked a number of jobs in his family-owned wine business, including laboratory and cellar work and other essential tasks. When he realized his expertise lay in business and marketing, Jon then attended Santa Clara University and eventually graduated from its business school. After graduating, Jon rejoined the company in 1992 and became its director of operations. At the time, there were a total of only seven employees in the smallish company.

More than a decade later, the number of employee number has steadily grown and today numbers around 250 when all of the company’s combined operations are considered. Through it all, Jon Sebastiani has remained dedicated to a specific goal.

“My family has always considered it our mission to provide our customers with the means of



Jon Sebastiani (left) and father Sam carry on the dream that Jon’s great grandfather Samuele brought with him to Sonoma.

gleaning something educational from our winery’s wine production. We took a look back at our family’s history (centered around the small Tuscan town of Farneta, near the brick-walled city of Luca, a main wine producing region) and decided to dedicate ourselves to helping

spread the word about Italian varietals and their intrinsic relationship to Italian cuisine. We were aware that many of our customers were already familiar with the popular varietals such as Chardonnay and Cabernet, but knew little about the vast array of fine Italian varietals that was available.”

Through both Viansa Winery and Santerra Cellars, Jon and his family began the intricate process of introducing those Italian varietals to the American wine palate and public.

“It actually started out as ‘do you choose a wine for food or a food for wine?’” he explained. “We also had the added problem that most Italian varietals were totally unfamiliar to the American consumer.”

Jon and his family carefully selected the proper means of disseminating information on both the wine and food aspects of their business. This included a spectacular Italian Marketplace located at the winery that is *very* educational in its presentation along with a self-service restaurant in the Sonoma Plaza. For their efforts, Santerra and Viansa have become well known as leaders in the important tutorial aspect of the wine business.

All this has brought great personal satisfaction to Jon Sebastiani.

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WINE WIZARD

- 1) Since what period in time has wine been produced in what is now known as Italy?
- 2) How many grape varieties are indigenous to Italy?
a) 100 b) 1,000 c) 2,000
AND what is the most widely planted variety?
- 3) It is estimated that there are how many wine producers in Italy?
a) 2,000 b) 20,000 c) 2,000,000

Continued from page 1

regard to ethnic Italian food.

The winery readily admits to the fact that there are no certain criteria with regard to the wines selected to be included in the Santerra portfolio. The varietals must be Italian in origin, and must specifically reflect the flavors and subtleties that are included in fine Italian cuisine.

To that end, the wines are made in a classical style that embodies centuries of winemaking patience

and experience. Grapes are selected from around twenty various vineyards both in Sonoma and other selected Northern California and Central Coast microclimates. The grapes are then segregated into specific lots and the best are placed into individual barrels to age for varied times until they reach fruition.

At that time, the wines are reevaluated and directed to specific points to be blended together in the same manner that Italian wines have been vinified for centuries.

“It’s been like that for many, many years in Italy,” stated winery spokesman Paolo Mancini. “The secret to the wine’s success is in the blending. The blending creates the subtle flavors that are so important in Italian cuisine. When a wine is made correctly, it will compliment the food in a manner that is unequalled for the palate.”

To that end, the uniquely successful *Cucina Viansa Restaurant*, run and owned by the winery, that is located in the Sonoma Plaza offers Santerra Cellars customers an opportunity to pair its highly-rated cuisine with a number of wines in a full service restaurant setting.

And by mid-June, a San Francisco tasting room will be operational that the winery describes as “experiential,” or a place that offers wine buffs a

rare opportunity to compare intricacies in both food and wine in a near didactic setting.

Since its inception, Santerra Cellars has grown to around 10,000 case production, but is reluctant to predict whether it will continue to grow.

“It is certainly our ultimate intention to grow Santerra,” admitted Mancini, “but where and how is another question. When the most important aspect of our operation is quality, it’s hard to say when we will get bigger.”

The seven children of Viansa founders, Sam and Vickie Sebastiani own Santerra. Jon, 33, serves as president, Lisa, 39, is director of public relations and Joe, 35, heads the company’s olive oil production that fits in neatly with the Santerra operation. While the remaining four brothers and sisters own a similar piece of the company, none are involved in the day-to-day operation of the business.

When you consider Santerra and Viansa’s production together, the two produce a total of thirty-five different wines, a large number for the relatively small wineries.

Even with such a large selection of potential wines to draw from, Santerra Cellars line of wines remains unbowed in its attempt

to combine its family's rich Tuscan historical and cultural backgrounds to the newer climes of wine-crazy Sonoma County.

"The place we chose to build our winery is perfect for our needs," Mancini added. "It reminds everyone of Tuscany and its people are warm and open to learning. Our mission is to teach the wonderful lesson of food and wine and their incredible relationship to each other. We are truly blessed by our surroundings."

While a great distance separates



The winery's Italian Marketplace is filled with a wide array of wines, foods and imported Italian gifts.

Tuscany from Sonoma, it is apparent that Santerra is certainly doing something right. Santerra's clear focus on its stated mission and its continuing progress in both selection and quality make it a real

comer in the Cal-Ital segment of the wine business.

We hope you will enjoy this month's taste adventure from Viansa Winery. 🍷

ANSWERS TO WINE WIZARD

1) Remarkably, some vineyard sites in Italy date from the Bronze Age (circa 1,800-1000 BC). This leads scientists to believe that man was already making wine there on a regular basis at that time. Wine was more than a beverage in those early days. Wine was thought to possess a mystic power and it played an important role in the religious lives of the ancient tribes who inhabited the peninsula.



2) The number of wine grape varieties indigenous to Italy is estimated to be 2,000. According to an agricultural census, Sangiovese is by far the most planted variety in Italy with over 225,000 acres. Sangiovese is followed by the Sicilian white grape Catarratto, the central Italian white Trebbiano Toscano, then Piedmont's Barbera.

3) Italy makes more wine than any other country, even France. Italy also makes more kinds of wine, with more names than anywhere else in the world. Virtually every peasant plot and grand estate grows grapes for wine. Every region of Italy protects and promotes its own wine names. The result is more than 200 officially recognized wine zones, and an estimated 2,000,000 wine producers! (Source: Larousse Encyclopedia of Wine)



FOOD FOR THOUGHT

WILD MUSHROOM FRITTATA WITH ASPARAGUS AND HERBS

1 pint Shiitake mushroom caps, sliced thin
 1 pint Crimini mushrooms caps, sliced thin
 2 Portabella mushroom caps, sliced thin
 2 tablespoons butter
 4 each red potatoes, sliced 1/4" thick
 1 bunch asparagus, chopped
 2 cups Havariti cheese, grated
 2 Roma tomatoes, sliced thin
 12 eggs
 3/4 cup milk
 1 pinch nutmeg
 2 sprigs fresh thyme, chopped
 salt & white pepper to taste

Sauté the mushrooms in butter until fully cooked, chill and reserve. Blanch the red potatoes in slated boiling water until tender, chill and reserve. Mix the eggs with milk, nutmeg, thyme, salt and pepper. Line a 5" deep cake pan with parchment paper. Line the bottom of the pan with blanched potatoes to cover. Layer in the asparagus, then top with sautéed mushrooms, spread evenly. Evenly spread the grated cheese on top of the mushrooms. Pour in the egg mixture then garnish with sliced tomatoes floating on top. Bake frittata in a 300° F oven for about 1 to 1 1/2 hours, or until the egg has set. Remove from oven and allow to cool for about 20 minutes before cutting for service. Serves 6 - 8.

CRAB CAKES WITH A LEMON AIOLI

Crab Cakes:

1/4 cup red onion, minced	1 egg
1 rib celery, diced small	1 cup coarse bread crumbs
1 tablespoon olive oil	1 teaspoon Old Bay seasonings
1 clove garlic, chopped	salt and pepper to taste
1/2 pound crab, shredded	oil as needed
1/4 cup mayonnaise	

Sweat the onion, celery and garlic in olive oil, season with old bay, salt, pepper and allow to cool. Mix crab with vegetables, mayonnaise, eggs and 1/2 cup of the breadcrumbs.

Portion evenly into 6 cakes about 1/2" thick. Dust with remaining breadcrumbs and pan fry in 350° F oil until golden brown.

Yields six 3" cakes.

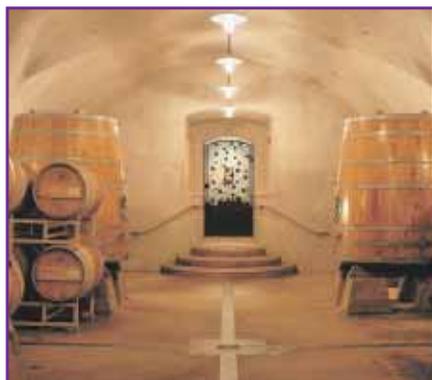
Lemon Aioli

2 egg yolks
 1 tablespoon Dijon Mustard
 2 cloves garlic
 2 lemons, juiced
 1 cup olive oil
 salt, white pepper, & cayenne pepper to taste

In a food processor, add the egg yolk, mustard, garlic and lemon juice. With the motor running, slowly add the oil until it begins to thicken.

Season with salt and peppers.

Yields 1 cup.



Private tours take you through the wine making process, from the fermentation room with hand-painted frescoes to the underground barrel aging cellar.

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A no-nonsense type with a great sense of direction and feeling for the future, he has also been responsible for the formation of a national organization called *The Wine Brats*, a group that seeks to demystify wine and educate the Generation X drinkers of the future. With fifty-five chapters nationwide and tens of thousands of members, the organization is today's most influential wine force among young adults.

Additionally, the *Wine Brats' Guide to Living with Wine*, co-

authored by Jon is a best seller in the wine and entertaining category of books. Clearly, the message seems to be getting around.

Jon still sees a great deal of work ahead and is willing to meet the task head on.

"One day," he said a bit plaintively, "it is my fondest hope to have consumers aware of grape varieties such as Tocai Fruilano and Arneis, and be able to use them in context with Chardonnay and Sauvignon

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.

de Lorimier 2000 Merlot

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

de Lorimier 2002 Sauvignon Blanc

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

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:	88%	7%	5%

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:	89%	7%	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

Blanc. When this happens, I will know that our wineries have done their job well.”

It is necessary that youthful visionaries such as Jon Sebastiani are around to spread their individual dogmas, for such is the future of the wine industry. In the case of Santerra Cellars, its wines occupy a perfect niche that has been crying for some expertise for quite some time. If history and performance are the deciding factors in its continuing evolution, it is destined for continued success.

In the case of Jon Sebastiani, such success has already been achieved. 🍷



“Susan, this might be just the wine talking, but I think I want to order more wine.”

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THE GRAPEVINE

Comments from us and Club members

It's finally time to announce the three lucky winners of our drawing for a **3-liter big bottle** of Michael Pozzan 2001 Cabernet Sauvignon. The winning recipients are: **K. Miller of Cypress, TX; J. Keller of Sheboygan, WI; and L. Reed of Dallas, TX.** Congratulations! Your beautiful 3-liter bottles are on their way. Thanks to all who participated by sending in a Scoresheet that rated one of the featured Michael Pozzan wines. Send in your Scorecard to receive our monthly Email special offer reserved exclusively for Judge-the-Wines participants. You are also eligible for a bonus wine-related gift if your comments are chosen for publication in *The Wine Press*.

It's summer-time again and that means many of you will be taking vacations. As a reminder, if you are leaving for more than a few days and have not received your wines yet for the month, please call us to delay shipment or arrange with someone to intercept the package while your gone.

[The deLormier 2000 Merlot is] "A fantastic wine and a winner when stacked against three other Merlots in an informal tasting!"

—Nicky Quackenbush, Score 55

[The Paraiso 2000 Pinot Noir has a] "Very good aroma, followed by excellent taste!"

—Don Maier, Score 49

[The deLormier 2000 Merlot is] "One of the best Merlots I have ever had. I shared with a friend and immediately decided to order more.

What a smooth texture and full body for a Merlot. One of the reasons I belong to your club. Keep these kinds of wines coming!"

—Lou Buonaiuto, Score 55

[The Cobble Creek 2002 Cabernet Franc has a] "Nice dry finish with just the right amount of tannins. I really liked this with roast pork!"

—Madeleine Hombosky, Score 48

[The deLormier 2002 Sauvignon Blanc is] "A great wine to start an evening of fun, friends and wine tasting!"

—Julie Fienbold, Score 46

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

Summer Blowout Prices!! We decided Viansa's Santerra wines are such great summertime selections that we should offer them at incredibly hot prices. Rarely do we discount to this extent, but what the heck? We want to make it easy for you to get outside, enjoy the weather and have a nice bottle of wine.

SANTERRA CELLARS	Retail Price		Club Price		Club Price	
	Winery-Suggested		2-Bottle Members		4-Bottle Members	
2000 Rosso* North Coast	Half Case-6	\$144	\$75	(48% Off)	\$66	(54% Off)
	Full Case-12	\$288	\$135	(53% Off)	\$119	(59% Off)
2001 Dolcetto* Sonoma County	Half Case-6	\$117	\$65	(44% Off)	\$55	(53% Off)
	Full Case-12	\$234	\$112	(52% Off)	\$99	(58% 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.