

THE WINE PRESS

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Arbios Cellars Edition

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

www.goldmedalwine.com

ARBIOS CELLARS— ONE VINEYARD, ONE VARIETAL, ONE WINEMAKER'S PASSION

When Arbios Cellars came into existence in 1993, a number of wine industry insiders felt it was about time. For Susan and Bill Arbios, the new venture was a culmination of an extensive career in the wine business and a necessary factor to allow them to achieve a number of personal goals.

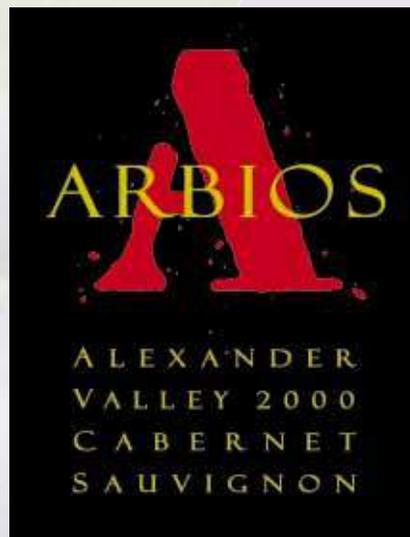
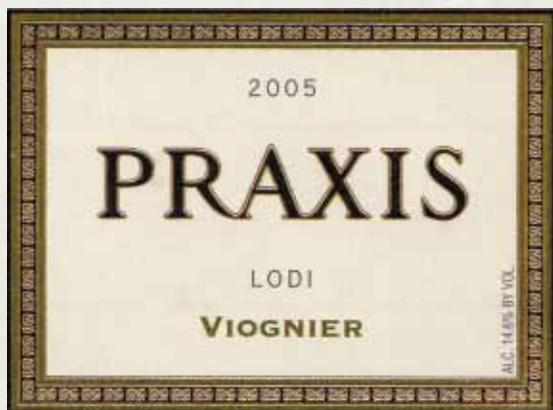
The first release of Arbios Cellars was a modest 125 cases on contracted grapes from a relatively high altitude vineyard in northern Sonoma County. Since owner Bill Arbios was a winemaker first and winery owner second, he felt it prudent to place the most emphasis on his new wines in the selection of vineyard land.

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Bill's passion for winemaking has driven his involvement in designing and implementing the construction of some of best-known underground wine facilities in Northern California.

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 1,500 wineries in California producing thousands of different wines. Only wines fitting the above criteria are considered in choosing the featured selections each month.



2005 VIOGNIER

Viognier [vee-oh-NYAY] the rare white grape of France's Rhône Valley, is one of the most difficult grapes to grow. But fans of the floral, spicy white wine are thrilled by its intriguing aromas and seductive flavors. The Praxis Viognier was fermented in stainless steel to promote the natural flavors of the fruit to come to the surface. The Lodi single vineyard grapes, hand picked by the Arbios team, produces a bright and clean, pale yellow wine; with a complex bouquet layered with fresh peaches and ripe pears, topped off with hints of citrus blossoms and floral scents. The mouth is full and rich with intense fruit flavors of peaches and apricots with a touch of honey. Viognier has perhaps the best characteristics of Chardonnay and Riesling in a single sip. 100% Viognier. Drink now through 2007.

2000 CABERNET SAUVIGNON

The Alexander Valley Cabernet is Arbios Cellars' flagship wine, and what a fabulous wine it is! Grapes for this wine come from a single vineyard at high elevation at the northern end of the valley. **90 Points**, says *Wine Enthusiast*— "You'll like this wine for its easy drinkability. The texture is soft and luscious, with rich, fine tannins. Flavors of black currants, mocha and sweet spices entice the palate. Shows complexity and finesse throughout." The *Beverage Tasting Institute* chimed in with a **Highly Recommended** rating. The *Wine Spectator* touted Arbios Cellars as a "**promising new name in California Cabernet Sauvignon**," describing the 2000 Arbios Cabernet as, "Graceful, with fine balance to the currant, cherry, and roasted herb nuances. Toasty oak, olive and modest tannins." 100% Cabernet Sauvignon.

WINE CREDENTIAL HIGHLIGHTS

2005 VINTAGE: This is the newest release of the Praxis single vineyard Viognier and is currently entered in the summer wine competitions. *The Wine Spectator*, *CNBC* and *Food and Wine* magazine have all named previous vintages of Praxis Viognier as a **Best Buy** or **Smart Buy!**

LEGACY: The Lodi area in which this Viognier is produced emulates the climatic conditions of the Southern Rhone Valley in France - home of this ancient varietal. This is the fourth bottling of Praxis Viognier.

2000 VINTAGE: **90 Points**— *Wine Enthusiast*; **Highly Recommended**— *Beverage Tasting Institute*; "**promising new name in California Cabernet Sauvignon**"— *Wine Spectator*.

LEGACY: Arbios Cellars started with 125 cases of Cabernet in 1993 and is now producing 3,200 cases of high quality, reasonably priced Cabernet.

Just the facts:

pH	3.6
Alcohol	14.6%
Total Acid	0.6 g/100 mls
Cases Produced	1,250
Drink Now or Up to Year	2007

Just the facts:

pH	3.57
Alcohol	13.6%
Total Acid	0.6 g/100 mls
Aged in Oak	24 months
Cases Produced	3,000
Drink Now or Up to Year	2010

GOLD MEDAL SPOTLIGHT

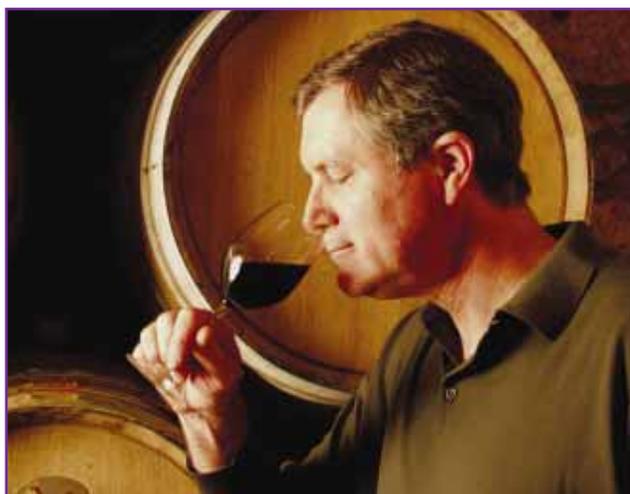
Bill Arbios

Bill Arbios grew up in the town of Paradise (you read correctly), a small California town in the Sierra Nevada Mountains. Paradise is not far from Chico, which is now famous as the home of the heralded Sierra Nevada beer, beloved by numerous collegians. His family has lived in California for six generations and was engaged in a number of professions.

Arbios was well into realizing his childhood dream of becoming a veterinarian when he suddenly realized his love for animals and many people's lackluster attitude toward animal neglect would someday provide him with a backyard full of unwanted cats and dogs. "I just couldn't stand the idea of someone putting down a cat or dog if the cost of helping the animal was too high," he recalled. "I started to think that the vet field was maybe not where I wanted to be." The good news was he was still an undergraduate at the University of California Davis, which just happened to house the supreme oenology school and an array of the finest professors in the entire wine world.

Seeing many similarities in the veterinary/oenology curriculums, Arbios decided to embrace the

creative and complex aspects of winemaking. A number of wine appreciation and associated courses later; he graduated from Davis in 1973, and immediately launched his career in the wine business. For the next three years, Arbios served as assistant winemaker for the extensive Chateau Souverain in Sonoma



Bill Arbios – Winemaker first, winery owner second.

during its massive building program. He moved next to Field Stone Winery in 1976 where he was winemaker. The Field Stone project became the first underground winery to be built in California since Prohibition. From there Arbios moved to William Wheeler Winery in 1980 and then, two years later, to the newly-established and cutting edge producer Lyeth in Sonoma where he served as both winemaker and general manager. That stint lasted until 1989 and, as he put it, "is still a project I am working on."

With his stature as winemaker quite secure, Arbios also served as consultant to a number of high profile wine entities including the remarkable Jarvis Winery in Napa Valley where he designed and implemented all the state-of-the-art underground winemaking facilities.

He was 39 at the time he and his wife Susan decided it was time to produce their own wines in 1993. "At the time I considered myself a sort of vagabond winemaker," Arbios recently confessed. "I had actually worked for so many people and seen so many things happen in the wine business that I couldn't control that I thought I could finally do it for myself.

While I always considered winemaking an artistic pursuit, I always wanted to put my own spin on it. Arbios Cellars has allowed me the opportunity to put my money where my mouth is." Arbios was also aware that many wineries were forced by economic necessity to compromise the quality of their wines, something that Bill Arbios was determined not to let happen in the case of his namesake winery.

"If you had been in as many different situations as I had," he added, "you would know what I

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WINE WIZARD

- 1) What wine has *merit* and *heritage* too?
- 2) Why do you find more “crystals” in red wine than white wine?
- 3) How many different size standard wine bottles are there? Can you name them? Do you know how much each holds in liters?

Continued from page 1

“I have always been a firm believer that winemaking is what the wine business is all about,” Arbios recently went on record as saying. “I had watched the fruit from this particular vineyard for quite some time. The vineyard was located at an altitude between 2,000 and 3,000 feet and had excellent elevation for the vines. There are a number of different soil types on such a big property and this provided some differentiation for the fruit. The owner was so specific as to not allow trucks or equipment on the property to keep potential phylloxera out.

Needless to say, the fruit this vineyard produced is incredible.” While Arbios Cellars has grown to around 3,200 cases that will be produced this year (Sister winery Praxis also produces another 5,000 cases), it is still considered boutique-ish at best.

A few years ago, Arbios Cellars acquired and also planted some twenty acres with six different Cabernet Sauvignon clones that it

intended to utilize for strictly estate wine production. The property was immediately adjacent to the winery’s existing grape source described above, arguably the primary reason for Arbios Cellars’ purchase of the property. It is also closest in proximity to Chateau Souverain where Bill Arbios began his winemaking career more than three decades ago. When it added this important piece of property, Arbios Cellars and Praxis felt they were then in a position to achieve their long-term goals. Arbios will soon become an estate-only winery that produces complex, Bordeaux-style wines from a single varietal, the classic Cabernet Sauvignon.

Owner Bill Arbios compares the future Arbios Cellars Cabernet to an Ansel Adams master black and white photograph that focused

in on a specific aspect of a subject. He feels that his estate wine would similarly focus in on one particular varietal for that one summer of its existence. Praxis, on the other hand, would always be free to accommodate whatever high quality varietals

became available at the time. With this in mind, Arbios Cellars has set a modest goal of only 4,000 cases for the 2007 vintage. This would be

produced from all mature grapes and would obviously be estate grown.

This new arrangement allows the two wineries to compete in the wacky world of wine reviews and periodicals, where the “What have you done for me today?” theme takes precedence more often than not. “It’s not really all that easy to compete,” explained Susan Arbios, who



Taking time to nurture each vine influences the final outcome of the wine.



Arbios Cabernets are comprised of hand harvested estate grapes from a single vineyard.

handles all the marketing for both entities. “The reviewers want you to earn your stripes with each and every wine. We know what it takes to produce the consistency and quality we desire. After all, it is our name that is on each and every bottle.”

Arbios Cellars and Praxis are somewhat typical of the growing number of high profile Sonoma wineries that are responsible for Sonoma’s mounting reputation as a world-class producer of fine wines. Arbios is also a winery that has taken its time in increasing production levels and also its overhead. Its

owners are adamant that they have enough money left to properly inventory and market their products, in deference to those who have expanded too rapidly and who are no longer around to contend in the highly competitive wine industry. It considers itself a true 21st century grower and producer, with minimal inputs to its vines and just a step away from organic farming.

It seems to us that this approach makes a great deal of sense. With the quality that Arbios and Praxis



Susan and Bill take a moment for a photo op and a sip of wine.

have already achieved, it remains to be seen what lies ahead. Good solid wines with complexity and structure to be sure, since that has been the standard from the beginning. 

ANSWERS TO WINE WIZARD

1) The California wine industry in the late 1980s officially coined a new word to describe California’s Bordeaux style blends created from different percentages of five principal red grapes indigenous to France’s Bordeaux region: cabernet sauvignon, merlot, cabernet franc, malbec and petit verdot. Bill Arbios was one of the pioneers in setting the standards for this newly named blend. The blend is expected to be a producer’s finest and most expensive red wine. The term standardizes and elevates the prestige of U.S. produced red blends that cannot legally be called by a single varietal name. (U.S. law requires that a wine must contain at least 75% of the grape to be called that specific varietal on the label.) The word itself is a blend of “merit” and “heritage.” and is known as **Meritage**.

2) The crystals are more common in red wine, where they are stained by the wine and are regarded as part of the sediment. In white wine they remain clear and can be misconstrued as glass, so a majority of the winemakers will filter out the “Tartrate Crystals” and other sediment to produce a clean, clear white wine. Rest assured the crystals are totally harmless.

They are known as “Tartrate Crystals” and form naturally during part of the aging process from the tartaric acid, the primary acid in grapes. These crystals adhere to the cork or form sediment in the bottle, and are not considered a defect. Many small boutique wines choose to bottle unfiltered wines, filtering (depending on the winemaker’s technique) can affect the final complexity and characteristics. If you find crystals on the cork, you can decant your wine, or just pour it slowly not to disturb the sediment on the bottom of the bottle.

3) There are 10 different generally-recognized sizes of still wine bottles. The **SPLIT**- a quarter of a standard bottle (187 ml); a **HALF-BOTTLE**- half a standard size bottle (375 ml.); the standard size **BOTTLE** (750 ml.); the **MAGNUM**- 2 standard bottles in one (1.5 liters); a **DOUBLE MAGNUM** holds 4 standard size bottles (3 l); the **JEROBOAM** holds 6 standard bottles (4.5 l); **IMPERIAL** holds 8 standard bottles (6 l); **SALMANAZAR**- a case of wine in one bottle (9 l); **BALTHAZAR**- holds 16 standard bottles (12 l); **NEBUCHADNEZZAR**- holds 20 standard bottles (15 l).





FOOD FOR THOUGHT

GRILLED SHRIMP

Serves 2-3 for dinner – more as an appetizer

1 tablespoon salt 1 tablespoon sugar
1+ pounds large shrimp 1/4 cup olive oil
1/4 cup finely chopped coriander or parsley
1 tablespoon grated lemon peel (about one lemon)
Juice of 1/2 lemon
2 cloves fresh garlic, chopped fine
1/2 teaspoon black pepper Dash of cayenne pepper

Peel, de-vein, rinse, drain and pat shrimp dry. Mix sugar and salt in a bowl or re-sealable bag. Add shrimp and toss. Cover (or seal) and chill for 30-45 minutes (no more than an hour). Rinse shrimp well and pat dry. Place all ingredients into a bowl. Toss shrimp in marinade; let rest for 10-15 minutes. Grill on skewers or sauté in a nonstick pan for 2 or 3 minutes on each side until shrimp are pink but not dry. Serve immediately.

GRILLED POTATOES

Serves 4

2 pounds potatoes – preferably Yukon Gold or red skinned new potatoes
3 tablespoon olive oil
1 teaspoon salt
1 teaspoon black pepper

Slice potatoes in half. Boil in salted water to cover for 20 minutes or until fork tender. Drain and spread out on a plate or pan. Drizzle with olive oil, salt and pepper. Grill cut side down for 2-3 minutes. Serve immediately.

GRILLED FLANK STEAK, ONIONS AND POTATOES

Serves 4

1 teaspoon mustard powder or 1 tablespoon Dijon mustard
1/3 cup soy sauce
1/4 cup Worcestershire sauce
1/2 teaspoon black pepper
1/4 teaspoon cayenne or chili pepper
1 tablespoon dry or fresh minced garlic or garlic powder
1 1/2 pounds flank steak

Place first six ingredients in a large re-sealable bag. Mix together and add steak – squeeze out most of the air – seal closed. Marinate in the refrigerator for 1-3 hours. Grill for 6-7 minutes a side on direct heat when onions are nearly done. Let meat rest while potatoes are finished off on the grill. Cut steak into 1/2 inch slices across the grain.

GRILLED ONIONS IN A POUCH

Serves 4

2 large onions (yellow, white or sweet - such as Maui or Vidalia)
1 tablespoon olive oil 1/2 teaspoon Salt
1/2 teaspoon Black Pepper Pinch of Cayenne pepper
1 teaspoon dried thyme or several sprigs of fresh
1 teaspoon dried rosemary or several sprigs of fresh

Light grill to preheat. Cut onion into 1/2 slices. Arrange onions in overlapping layers along the length of a 2-foot piece of tin foil. Drizzle with olive oil. Sprinkle with salt, pepper, and cayenne pepper. Lay sprigs of fresh herbs on top or sprinkle dried ones over onion slices. Bring sides of tin foil together and fold over twice to seal and squeeze to seal ends. Place on indirect heat on a hot grill for 20-30 minutes. Open foil pouch to serve.

Continued from page 3

mean. Many times we were forced to take shortcuts and you know what that entailed. I was adamant that we not expand Arbios until the time was right and we could do it correctly. If it meant waiting for ten years for something to happen,

both Susan and I were willing to wait.”

Arbios’ waiting eventually evolved into the purchase of a property that had been abused for more than fifty years. He takes

particular pride in restoring it to a useable vineyard.

“The land had been logged sometime during the 1930s,” he related. “It was really in pretty bad shape when we took it over. There

JUDGE-THE-WINES RESULTS

In this section we publish the cumulative, on-going tallies of the Judge-the-Wines Scorecards 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 Scorecards 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 Scorecard results which are printed in green indicate the wine selections that as of press time are still available for reorder.

2004 Serenity Reserve Chardonnay

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

2004 Serenity Reserve Syrah

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

2004 Contrada Sauvignon Blanc

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	89%	8%	3%

2003 Contrada Cabernet Sauvignon

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

2001 Lambert Bridge Merlot

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	91%	7%	2%

2002 Lambert Bridge Zinfandel

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

2001 Dawson Creek Cabernet Franc

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

2004 Dawson Creek Chardonnay

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	88%	6%	6%

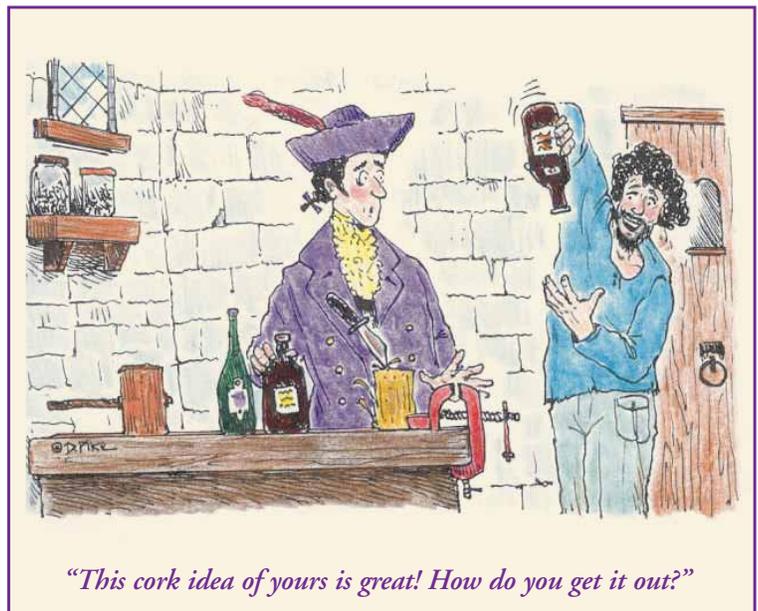
The above wines were recently featured. Due to space limitations, the entire list of available wines is not listed.

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

■ Indicates wine is still available

were huge ravines and practically no drainage. But its proximity to our existing vineyard supply made the project doable. I knew if I could straighten it all out, I could make it gorgeous and useful. It was a real labor of love to get it all completed.” The now picturesque land will provide usable fruit next year (2007) and Bill Arbios’ eyes light up at the prospect of having his first estate wines.

“It’s what I worked for my entire career,” he finalized. “It will be up to me to make its wines worthy of such surroundings.” 



“This cork idea of yours is great! How do you get it out?”

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THE GRAPEVINE

Comments from us and Club members



Congratulations to Ron and Sandy Harris, the winners of the *International Series* "Italian-Get-Away" contest. "You've got to be kidding!" were Ron's first words followed by "This is amazing; we've been drinking the Italian espresso (from the *International Series* Adventure Package) and reminiscing about Italy for the last week." As winners they will be staying at the Rivetto Family Winery's B & B in Alba, Italy, and promised to send pictures for us to share on our website.

Another congrats to **Jim Kiersnowski** with the San Diego Padres who hit a home run when his Judge-The-Wines scorecard was picked for this month's winner of a 1/2 case of the Serenity Syrah.

The "**Two for the price of none**" promotion is in full swing, remember to take advantage of this limited-time offer and send in your referrals today. Get TWO BONUS bottles FREE when a new member that is associated with your name signs up.

SPECIAL OFFER: We were able to purchase a very limited quantity of the **2000 Arbios Cabernet Sauvignon** in **DOUBLE MAGNUM (3L) bottles, hand-signed by owner Bill Arbios**. They retail for \$115 at the winery but your special *Gold Series* member price is just \$79.00! A three-liter big bottle makes a great showpiece for the home and fun to uncork at any celebration.

Members who send in their wine ratings on the provided Scorecards 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 each month. (Maximum of one Scorecard per wine per membership)...GMWC

R E O R D E R

This month's feature of Arbios 2000 Cabernet Sauvignon offers an incredible value. If you act quickly, this impressive \$25.00 winery-direct retail Cabernet can be purchased for a ridiculously low price. The winery's sister label, Praxis provides a delicious 2005 Viognier, the perfect summertime companion to Arbios Cabernet.

ARBIOS CELLARS	Retail Price Winery-Direct	Club Price 2-Bottle Members	Club Price 4-Bottle Members
2005 Praxis Lodi Viognier* Lodi	Half Case-6 \$90	\$69 (23% Off)	\$64 (29% Off)
	Full Case-12 \$180	\$129 (28% Off)	\$119 (34% Off)
2000 Cabernet Sauvignon* Alexander Valley	Half Case-6 \$150	\$98 (35% Off)	\$89 (41% Off)
	Full Case-12 \$300	\$179 (40% Off)	\$165 (45% Off)

Reorder Hotline: 1-800-266-8888

Reorder Faxline: 1-800-266-8889

www.goldmedalwine.com/member

*Availability is limited

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