



Platinum Wine Club

90+ Rated, Ultra Premium, Collectable Wines from California's Best Winemakers.

Barden | Sta. Rita Hills

When Doug Margerum first took interest in wine, he was quite young. A mere 14 to be exact.

"My parents took their three kids to France on a family vacation," he recalled. "My siblings were older and took off as soon as we got to the Rhône Valley. I was five years younger so I had to stay with my folks."

"When we started going to wineries, I found it quite interesting. They allowed me to taste the wines with them and we even went down to some cellars in the Châteauneuf du Pape region. I found it all fascinating. Then we had wine with dinner and I thoroughly enjoyed myself."

Margerum also explained that Châteauneuf du Pape became his favorite wine. He started collecting bottles of the famous red over the years and brought them out for family dinners and occasions. "After that trip, I think I liked my parents even more," he laughed.

After attending the University of California Santa Barbara and graduating with a degree in economics, Margerum followed his fancy to France where he continued to learn more about the magnificent grape. He also frequented the new wine bars that had sprung up around California.

He became serious about entering the wine industry with the help of veterans Jim Clendenan (Au Bon Climat Winery) and Bob Linquist (Qupé Winery) who showed him the ropes of winemaking. Another noted winemaker, Chuck Carlson of Curtis Winery and a pioneer in making Rhône varietals in California, also mentored him in his progression as a winemaker.

Doug Margerum then opened a wonderful restaurant in downtown Santa Barbara called the *Wine Cask*. In a short time, the place possessed one of the finest wine lists in the entire country. It remains today as one of the Central Coast's finest eateries.

By 2002, Doug Margerum decided it was time to introduce his own wines and his first winery project, *Margerum Wine Company*, was born. Only 200 cases were produced in 2001 and hit the market the following year. Great success greeted each successive vintage and release and this year the winery's production will top 14,000 cases.

Most pleasing sensation from his involvement in wine? "The fact that I can make more of my own wine for my friends and customers . . . there's nothing I love more than sitting around a table with friends and enjoying the food and wines."

While Doug Margerum is the owner and winemaker for the entity, brother Hugh has a hand in certain functions and wife Marni also participates in winery activities.

Doug Margerum is completely satisfied with his winery's production level and the fact that he sells all the wine he makes. He also consults for a variety of Central Coast wineries on a daily basis.

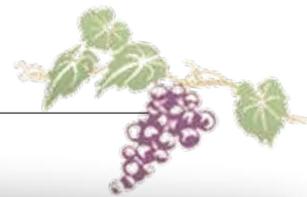
In 2014, Doug Margerum introduced his second winery brand, a sister project to Margerum Wine Company, called *Barden*. While Margerum Wine Company produces wines made from grapes grown throughout Santa Barbara County, Barden is specifically focused on the cool-climate grapes grown within the Sta. Rita Hills appellation, located at the western end of the Santa Ynez Valley. Barden is Doug's middle name and literally translates to "one who lives near the boars den," a nod to the wild boars that roam these vineyards. A wild boar also adorns the Barden wine labels.

Doug Margerum purchases all of his grapes for Margerum Wine Company and Barden from sources developed over the past three decades. "I guess there are about twenty growers involved in our wines," he calculated. "I have known these individuals for years and they treat me to only the finest fruit they can grow." Doug also sources fruit from his estate vineyard in the newly designated Los Olivos District AVA. The Rhône grape varietals planted here are reserved for Margerum Wine Company wines.

For each of his winery brands, Doug Margerum takes a French-inspired approach to winemaking. Each day, the staff gathers together for lunch and talk in the same manner as many French Châteaux and wineries. This gives the staff a greater appreciation of their work and accomplishments. It is also a fitting ending to the story of a 14-year-old's first visit to France.



Barden | 2015 Chardonnay, Sta. Rita Hills



**94 POINTS +
CELLAR SELECTION**
— *Wine Enthusiast magazine*

90-92 POINTS
— *Vinous*

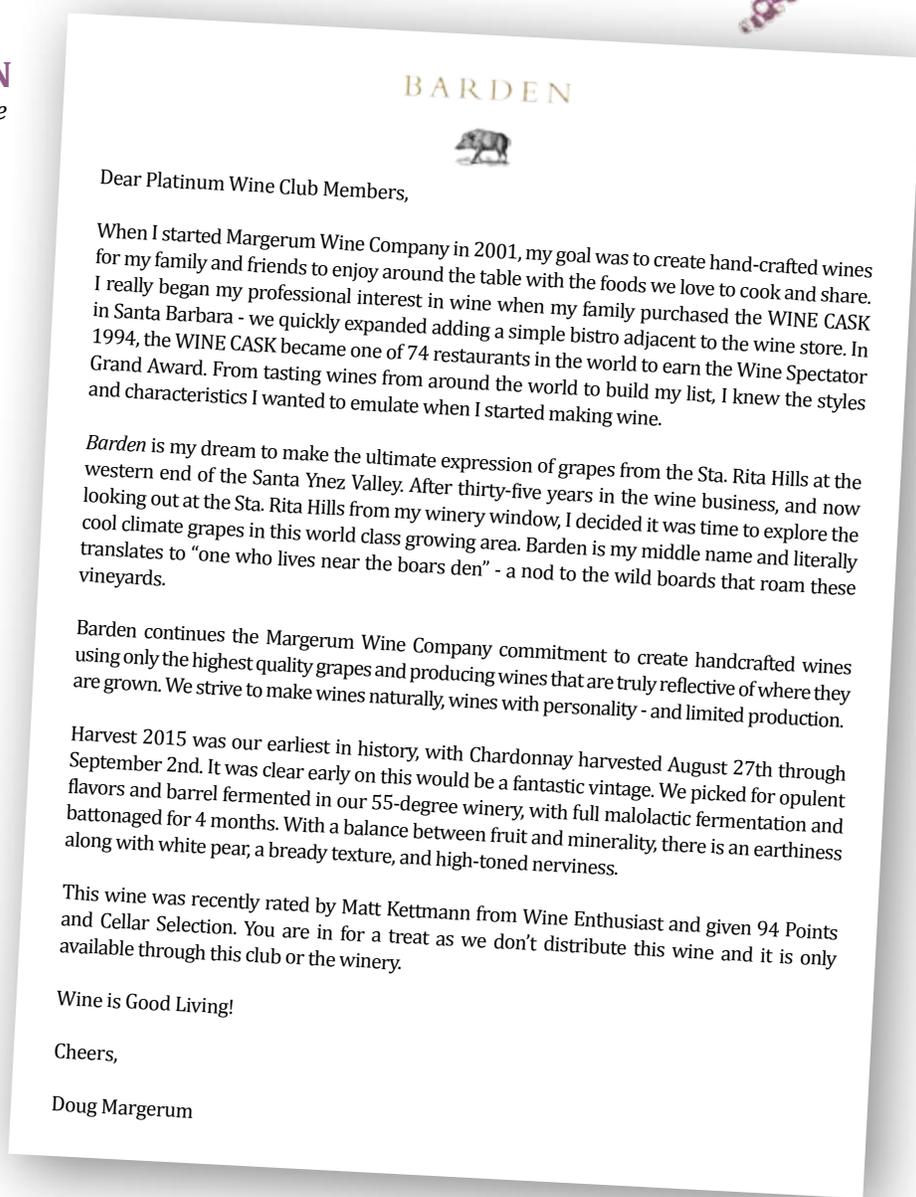
276 cases produced

The Barden 2015 Chardonnay was produced from two prestigious vineyards in the Sta. Rita Hills - La Encantada and La Rinconada. Here, the climate is especially cool, allowing the grapes to steadily ripen with balanced acidity and concentrated fruit flavors and aromas. This wine is very complex on the nose with slightly sweet tropical fruit notes and layers of sweet butter, toast and cream. On the palate, this Chardonnay takes a balanced approach between fruit and minerality with nuances of earthiness and crisp white pear, a bready texture, and high-toned nerviness. A rich, expansive wine with fresh, energetic acidity and rounded fruit flavors, this Chardonnay is an excellent new offering from Doug Margerum. 100% Chardonnay. Enjoy now until 2020.



**INSTANT
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Winery Retail Price \$48.00/btl.	2+ btls.	6+ btls.	12+ btls.
2-Bottle Members:	\$43.00	\$41.33	\$40.50
4-Bottle Members:	\$43.00	\$40.50	\$39.25



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This month's Platinum *Plus!* Featured Wine:

**GREGORY JAMES 2014
Hawk Hill Vineyard Pinot Noir**

91 Points - *PinotFile*
275 cases produced



*Effective per bottle prices after Membership Rewards discount is applied at checkout. Membership Rewards does not apply to Sale or Special-Offer Wines. Shipping and tax (if applicable) not included in above prices.