

THE WINE PRESS

Gold Medal Wine Club Newsletter: Vol. 16 No. 8

Bargetto Winery Edition

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

www.goldmedalwine.com

LA BUONA VITA— THE BARGETTO FAMILY WINERY, 73 YEARS OLD AND STILL GROWING!

Giuseppe Bargetto arrived in America in 1890 in search of a better life. Times were tough in his homeland of northern Italy during the late 1800s. He heard stories about America and its life of opportunity and prosperity. As a vineyard owner in Piedmont, Italy, he was particularly intrigued by the reports of rich, fertile soil and wide-open land of the California territory. After he arrived, it didn't take long for Giuseppe to be convinced of the potential that waited. He promptly went back to Italy to spread the word.

Giuseppe's sons, Philip and John, were keenly interested in what their father had discovered and soon found their way to California. Philip was the first of the brothers to arrive in 1891. He quickly found work at Casa Delmas, the leading winery in the Santa Clara Valley, south of San Francisco. In 1910, Philip and his Uncle Giovanni together operated the original Bargetto Winery which was located in what today would be downtown San Francisco.

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The Bargetto Regan Estate Vineyards is the first vineyard in the Santa Cruz Mountains to plant Pinot Grigio.

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 1,800 wineries in California producing thousands of different wines. Only wines fitting the above criteria are considered in choosing the featured selections each month.



2004 PINOT GRIGIO

The Bargetto Pinot Grigio has consistently won top awards vintage after vintage and has become one of the winery's most popular wines. The Bargetto 2004 vintage Pinot Grigio continues this varietal's medal-winning ways by earning a **Gold Medal** at the *San Francisco Bay Wine Competition*. Out of 29 California Pinot Grigios tasted, the 2004 Bargetto was chosen for the *San Francisco Chronicle's Wine Selection Panel Pick* and was also awarded a **Silver Medal**. The *West Coast Wine Competition* awarded this delicious wine its second **Silver Medal** of the season. "Jasmine, mineral, melon and herb aromas; flavors of apricot, tropical fruit, melon, baked apple with some genuine viscosity on the palate; rich, very well-balanced and showing fine acidity lending length and brightness to a lasting finish." Try it with Thai cuisine. Enjoy now through 2008.

2002 CABERNET SAUVIGNON

The *Special Selection* Bargetto 2002 Lodi Cabernet Sauvignon is a very limited production wine crafted by the winemaker for enjoyment today, not five or ten years from now. The wine is a blend from two well-known Schmeierer and Rauser vineyards in Lodi. A luscious red color hue with a violet edge, the bouquet is definitely a classic Cabernet with cherry, chocolate and hints of oak. This very pleasant, medium-bodied wine reveals itself quickly in the mouth with ripe currents laced with black pepper; balanced by firm tannins; it possesses a supple and lingering oaky finish. Aged in French and American oak for 22 months. Pairs wonderfully with spicy Italian sausages, tomato based pastas or barbequed beef. 80% Cabernet Sauvignon, 20% Carignane. Drink now through 2010.

WINE CREDENTIAL HIGHLIGHTS

2004 VINTAGE: **Gold Medal**—*San Francisco Bay Wine Competition*; **Wine Selection Panel Pick** plus a **Silver Medal**—*San Francisco Chronicle*; **Silver Medal**—*West Coast Wine Competition*.

LEGACY: The Bargetto Pinot Grigio is a rising star for the winery, since their 1998 release, each consecutive vintage has won Best of Class and/or Gold Medals in a multiple wine competitions.

Just the facts:

pH	3.56
Alcohol	13.9%
Total Acid	0.65 g/100 mls
Cases Produced	3,500
Drink Now or Up to Year	2008

2002 VINTAGE: *Another Gold Medal Wine Club Exclusive!*—we purchased the entire production of this wine so it is available only through the *Gold Series* and the Bargetto Winery tasting room. Not entered into competitions.

LEGACY: Bargetto's annual production of Cabernet Sauvignon is extremely small and sells out very quickly. It is normally a tasting-room-only selection.

Just the facts:

pH	3.38
Alcohol	13.96%
Total Acid	0.67 g/100 mls
Aged in Oak	22 months
Cases Produced	772
Drink Now or Up to Year	2010

GOLD MEDAL SPOTLIGHT

Bargetto Family

The history of Bargetto Winery has truly been a big family affair. Over its near seventy-five year history, the torch has passed from one generation to another, from one family member to another.

Italian vineyard owner Giuseppe Bargetto was the catalyst who spurred sons Phillip and John to immigrate to America in the early 1900s. The two sons literally rooted their future to the land of Santa Cruz County. They were rugged individuals who carved their niche into the new country by using the land to grow and sell vegetables, grapes and other fruits. They worked hard and persevered through the rough times of The Depression and Prohibition. The brothers' wherewithal gave them a head start in the California wine business, opening the Bargetto Winery the very day Prohibition was repealed. After Phillip's death, brother John Bargetto kept the winery alive and well through World War II.

John's sons, Lawrence and Ralph, became involved with the winery after the war and together they set the tone for the next 30 years. They brought modern production methods and sales savvy to the winery operations. Lawrence was a pre-med student who introduced

science to the craft, creating the testing lab, improving and maintaining the quality of their wines. Ralph handled the business end, introducing new channels of distribution, broadening exposure and increasing sales to handle the growing production.

Lawrence brought about significant change to the winery's

about to relinquish the winery to someone outside of the family. After 30 years of marriage and assisting Lawrence with virtually every long-range strategy decision, she was willing and able to rise to the challenge.

She solicited the help of her eldest son, Martin, who at the time



Left to right : Martin Bargetto, Loretta Bargetto Mujal, Beverly Regan Bargetto, and John Bargetto.

direction by pioneering Bargetto Winery's popular dessert fruit wines in the mid 1960s. Lawrence's death in 1982 pushed the winery into yet another era of Bargetto family management that remains intact to this day.

Beverly Bargetto stepped into her husband's shoes to assume the leadership role. Even though she was still raising five children when Lawrence passed away, she wasn't

was just beginning to learn the ropes of the family business. Martin studied viticulture at U.C. Davis, in the late 1970s and worked briefly at Tepusquet Vineyards in Santa Barbara County. After graduating, he managed a wine shop in Sacramento to gain retail sales and management experience. In 1982, he returned to the family winery immediately after his father's untimely death. Martin assumed the role of General Manager and helped his mother continue the groundwork set by his father.

Shortly after, in 1984, Martin's younger brother, John, entered the picture. Growing up, John worked in the Bargetto wine cellar where he learned a bit of winemaking. He later continued his winemaking education by going through U.C. Davis's enology program. After graduating, John returned to the family winery to become winemaker. As winemaker,

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**WINE
WIZARD**

- 1) What is the purpose of fining and filtering a wine?
- 2) What is the difference between Pinot Gris and Pinot Grigio?
- 3) How many wine caves are in Northern California?

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In 1909, Philip paid for his younger brother John to come to California. John settled into the sunny town of Soquel in Santa Cruz County. Soon after he arrived, the Bargetto clan purchased 4 acres of land along the Soquel Creek. They sold their produce and wine to the growing community of European immigrants who had collected in the San Francisco area. As Prohibition appeared more evident, they closed the San Francisco winery and moved permanently down to Santa Cruz. They continued selling wine to the community until Prohibition hit in 1919. In the 1920s, Philip and John together purchased a 40-acre ranch in the hills above Soquel where they grew fruits and grapes.

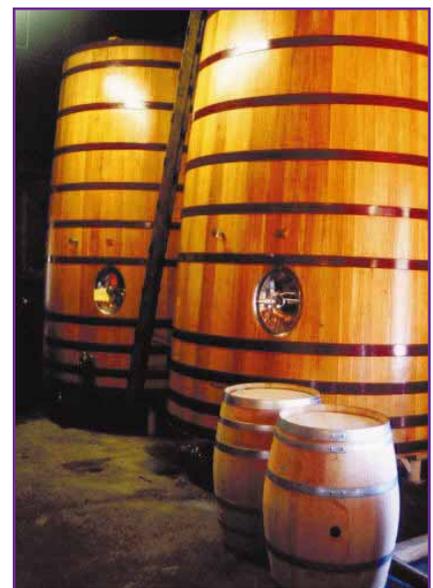
In the early 1930s, when it appeared that Prohibition would be repealed, the two brothers, Philip and John, planned a quick return into the commercial wine business. On December 5, 1933, the very day of Repeal, they founded the Bargetto Winery.

Being the first and only winery in the area to open after Prohibition, their business flourished. They sold fruits and vegetables too, but clearly wine was the biggest part of their business. Consumer wine knowledge was very limited, so the wines made were mostly generic and delivered in barrels to local establishments. However, even from the beginning, the Bargetto's finest wines were bottled as varietals such as Zinfandel and Riesling.

Philip died suddenly in 1936, leaving John to direct the operation for the ensuing years. He continued the winery operations on a modest scale, keeping overall production under 5,000 cases throughout the 1930s and mid 1940s. After World War II, John's sons, Lawrence and Ralph, became involved in the winery. Lawrence concentrated on the production and quality control, while Ralph focused on the marketing and sales. Now with more horsepower behind the winery, the facility was expanded and production doubled by the early 1950s. Grapes were harvested from various vineyards in the Santa Cruz Mountains, including the famous Vine Hill vineyard, from which very fine Chardonnay and Sylvaner was produced.

In 1966, Lawrence developed what was then an experimental wine made from different varieties of fruit. His first batch was made from Santa Rosa plums grown locally. Its instant success led to the quick development of additional fruit wine offerings, and by the early 1970s Bargetto was producing a dozen different varieties. In later years, the brand Chaucer's would be developed to market these super premium dessert style fruit wines.

Lawrence's death in 1982 pushed the winery into yet another era of Bargetto family management that remains intact to this day. Beverly Bargetto stepped into her husband's shoes to assume the leadership role. She also enlisted her eldest son, Martin, who, in order to gain retail sales and management experience, was managing a wine shop in Sacramento. He immediately returned to the family winery to assume the role of General Manager and help his mother continue the groundwork set by his father. In



Oak barrels set alongside the beautiful solid oak holding tanks.

1984, after graduating from U.C. Davis in enology, John Bargetto returned to the winery to take over the reins as winemaker. Later in 1992, John established the Regan Vineyards estate vineyard in the Santa Cruz Mountains. Now the family would be in position to grow their own Pinot Noir, Chardonnay and Merlot to expand the production of these varietals. In addition, Pinot Grigio and a few northern Italian red varietals were planted in keeping with the family's Italian heritage.

The mainstay of the Bargetto label over the last two decades primarily has been with four

varietals: Cabernet Sauvignon, Chardonnay, Pinot Noir and Gewurztraminer. Merlot was added to the winery's offerings in the 1990s and has established itself as the best selling varietal. In fact, today Bargetto produces three Merlots: Bargetto Central Coast Merlot, Santa Cruz Mountains Merlot and the finest, the Santa Cruz Mountains Reserve Merlot.

Michael Sones has been Bargetto Winery's winemaker for three years. Michael has extensive experience, having worked at other Santa Cruz Mountains wineries, including: Bonny Doon and David Bruce.



If you're planning a visit to the Santa Cruz Mountains wine region, the Bargetto tasting room is open daily.

Under his winemaking prowess, Bargetto continues to build its reputation as a leading Santa Cruz Mountains winery. Bargetto's production today hovers around 45,000 cases. 

ANSWERS TO WINE WIZARD

1) Fining is a process in which a clarifying agent is added to bind with or absorb elements that are suspended in wine. The process of filtering passes the wine through a series of pads or membranes. *Fining and filtering serve to clarify and stabilize a wine* by removing microbial and bacterial elements and other particulate matter. These can include tannins and anthocyanins or yeasts and other microorganisms that can cause cloudiness, deposits or even spoilage. Winemakers have many options available with regard to the types of filtration or fining agents they use, from egg whites to gelatin and more. Each winemaker has his own technique. The challenge for a winemaker is to manipulate the wine as little as possible to preserve the flavor and aromas. Traditionally, white wines are more apt to go through fining and filtering as compared to red wines.

2) *Nothing, they are both different names for the same variety.* Pinot Gris (pronounced *gree*), is the French version. In Italy the grape is known as Pinot Grigio (*gree jzhee-o*). Pinot Grigio is grown mostly in northeastern Italy, specifically in Friuli. Interestingly, Italy and Germany have more vineyards planted to Pinot Grigio than France does. (In Germany, Pinot Grigio is usually known as Rulander.) In France, Pinot Gris is the prized grape of Alsace. At one time, Pinot Gris habitually grew in among the Pinot Noir of many Burgundian vineyards, adding softness and sometimes acidity to its red wine.



3) The first wine caves in the United States were built in the 1870s in Napa Valley by Jacob Schram, who founded Schramsberg Vineyards near Calistoga in 1862. He employed Chinese laborers who had recently finished digging and blasting tunnels in the Sierra Nevada mountain range for the Transcontinental Railroad. *Today, there are over 150 caves in use by wineries in Northern California.* Not only is it less expensive and easier to dig a new storage facility than to build one above ground, cave temperatures hover at about 59° F year-round, which is ideal for aging and storing wine. The cave at Rutherford Hill Winery stretches for a mile and holds more than 8,000 oak barrels and is considered one of the most extensive in the valley. "Caves are no longer dim holes in the ground, and they're not just subterranean warehouses for wine barrels anymore... Many of these caves are also showpieces created to entertain friends and customers, and they're often built on an extravagant scale, with cathedral ceilings, waterfalls, and works of art." — *Wine Spectator.*



FOOD FOR THOUGHT

BABY BACK RIBS WITH STICKY SOY SAUCE

For Ribs:

2 pounds baby back ribs
1 cup distilled vinegar
2 quarts water

For Sauce:

1/4 cup barbeque sauce
1/4 cup soy sauce
1/8 cup Bargetto Cabernet Sauvignon
1/2 teaspoons jalapeño, chopped
1/2 teaspoons fresh ginger, peeled and chopped
1/2 cup brown sugar

For Ribs: Combine water and vinegar in large pot and bring to a boil. Cut ribs into 4 equal portions. Add to boiling water for 25 minutes. Remove ribs from water and rest at room temperature.

For Sauce: Combine all ingredients in blender. Put sauce in pot and bring to boil. Add ribs and cover for 5 minutes. Remove ribs from sauce and plate.

Serve with potato salad and pickles.

STEAMED SHELLFISH WITH A PINOT GRIGIO CREAM SAUCE OVER FETTUCCINI

Pinot Grigio Cream Sauce:

1/2 stick Butter
1 cup Pinot Grigio
8 ounces mushroom broth
2 tablespoons minced garlic
1 cup Parmesan cheese

Pinot Grigio Steamed Shellfish:

12 ounces Pinot Grigio
12 ounces chicken stock (low sodium)
3 tablespoons shallots (finely diced)
1 pound mussels
1 pound scallops
1 pound shrimp
1 pound red snapper
Fresh herbs of your choice
Fettuccini

Pinot Grigio Cream Sauce: Sauté garlic, add remaining ingredients. Heat until smooth, add salt to taste.

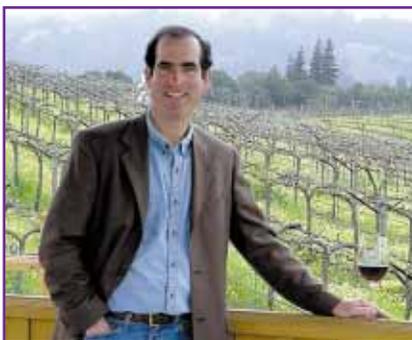
Pinot Grigio Steamed Shellfish: You can substitute any seafood or shellfish. The seafood listed above were the Chef's choices for this dish. The herbs used were oregano, basil, and a little thyme.

Sauté shallots, add the Pinot Grigio and chicken stock. Reduce by 2/3. Add the red snapper and steam for two to three minutes, then add the shellfish and steam for another minute or two. Be careful with overcooking. Add fresh herbs of your choice with the shellfish. Take shellfish out of the Pinot Grigio broth and prepare for service.

Add some of the broth to the Pinot Grigio cream sauce. Note: your cream sauce should be thick before adding the broth. This way the additional broth will thin the sauce. If not, you will have to wait for the additional reduction or thicken with corn starch or arrowroot.

Fettuccini: Cook to al dente and hold for service. Top with cream sauce and shellfish. Serve with toasted bread and a light mixed green salad.

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John Bargetto, Director of Winemaking.

he directed the modernization of the winery's cellar operation and drastically improved its efficiency. He is currently the Director of Winemaking, Brand Manager and is also heading up the winery's sales efforts.

Lawrence and Beverly's third son, Richard, is an attorney and serves as the winery's in-house

counsel. He also manages the office administration and heads up the direct mail program. Daughter Loretta helps with the winery's Wine Club program. Youngest daughter, Donna, is a dean at a private girl's school in San Francisco and is not actively involved in the winery at the present time. Beverly's nephew, Tom, has been with the

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.

2005 Incognito Viognier

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	91%	6%	3%

2000 Arbios Cabernet Sauvignon

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	94%	4%	2%

2001 Tulip Hill Sauvignon Blanc

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

2004 Serenity Reserve Chardonnay

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

2004 Incognito Rouge

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	96%	2%	2%

2005 Praxis Viognier

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	91%	6%	3%

2004 Tulip Hill Mirage

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

2004 Serenity Reserve Syrah

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

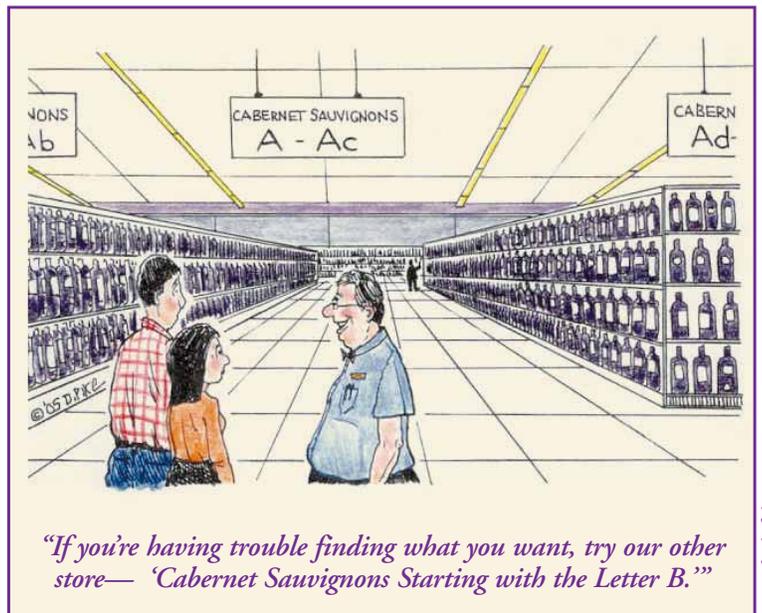
The above wines were recently featured. Due to space limitations, the entire list of available wines is not listed.

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

■ Indicates wine is still available

family operation since the late 1970s. He worked in production initially and is now directing the local area sales and developing the winery's efforts in the Southeastern U.S. Two other nephews, Peter and Paul, were also once involved with Bargetto Winery, and then started their own winery, Soquel Vineyards, in 1987.

Make no mistake about it; Bargetto Winery is a family affair through and through! And with good reason we're pretty sure there are little Bargettos waiting to help guide the winery through its next sixty-five years! 🍷



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THE GRAPEVINE

Comments from us and Club members

We are pleased to announce our latest *International Series* wine adventure: **Argentina!** Like previous *International Series* deliveries, the Argentina Adventure Package includes an array of imported gourmet treats selected to enhance your enjoyment of the three exclusively imported wines (two red and one white). The *International Series* is delivered four times during the year and is a perfect way to discover fabulous wines from the world's great small wineries. These terrific selections are not available anywhere else in the U.S. Try it and see why International Series members are raving about it!

As a reminder, the Sip, Ship & Save, 50% Off Wine Sale ends soon. Although many of the cases have been scooped up, as of press time there *are still great wines left in inventory!* **The 50% Off Sale includes FREE SHIPPING** when you purchase 3 or more cases. Call 1-800-266-8888, or place your order on our website: www.goldmedalwine.com/summersale.

Also, this is the last month for you to enter ***The Ultimate Napa-Get-Away Wine Cruise for Two*** (a \$4,000 value)! You could be the winner of this 5-day / 4-night small-ship cruise to California Wine Country from Cruise West. It's easy to enter, just visit www.goldmedalwine.com/cruisewest and fill out the very short entry form.

"I've done this (Gold Series) as a gift before and people love it – it looks great and it taste great."
— *Krispy Roleke*

"Excellent example of this type of wine. A perfect compliment to grilled meat last night." — (2005 Incognito Rouge)
— *Kenneth Smith, Score 49*

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

We present two crowd-pleasing selections from Bargetto Winery—a very quaffable 2004 Pinot Grigio and delicious 2002 Cabernet Sauvignon. This is a terrific combination of wines to enjoy at your next picnic or back-yard barbecue. The Pinot Grigio is crisp, refreshing and ready to drink now. Pair the Cabernet with the Bargetto family's "famous" barbecued baby back ribs with sticky soy sauce for a real treat. If you wish to order additional quantities of either wine, hurry as we have a very limited supply.

BARGETTO WINERY	Retail Price Winery-Direct	Club Price 2-Bottle Members	Club Price 4-Bottle Members
2004 Pinot Grigio* California	Half Case-6 \$84 Full Case-12 \$168	\$67 (20% Off) \$125 (26% Off)	\$62 (26% Off) \$116 (31% Off)
2002 Cabernet Sauvignon* Special Selection— Lodi	Half Case-6 \$108 Full Case-12 \$216	\$82 (24% Off) \$149 (31% Off)	\$75 (31% Off) \$138 (36% 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.