

GOLD MEDAL WINE CLUB'S  
Gold Series Selection



# Gold Plus!

## Cholame Vineyard

### 2012 "Cross Country" Rhone Style Blend Cholame Valley

An advantageous motorcycle bike ride exactly a decade ago resulted in the eventual formation of this month's *Gold Plus! Series* selection, Cholame Vineyard. Pronounced *Sho-lamb*, Cholame Vineyard is the creation of David DuBois, a native of Southern California.

On this motorcycle ride, David and his friend wandered around the Central Coast. They took many of the back roads and one of the stops included the Parkfield Café in the Cholame Valley. It was so beautiful there that David decided to come back and investigate the entire valley. He was already heavily involved in ornamental horticulture, the upscale end of landscaping, and was also very interested in the wine industry and its surging potential. David eventually purchased seventy-five acres along the Cholame Valley's Vineyard Canyon Road and planted ten acres to a handful of varietals that he believed would grow well there.

David chose an interesting varietal combination, including Tempranillo, Mourvedre, Grenache, Syrah, and Petit Syrah. He purposely chose not to plant the Central Coast's stalwart varietal, the venerable Cabernet Sauvignon, since it seemed that everyone was already making it and David preferred to break away from the pack.

David DuBois named his winery after the valley in which it is located. Originally settled by the Yokut Indians, the word *Cholame* means "the beautiful one" in the Yokut dialect. It seemed to be an easy choice. His first release of around 670 cases occurred in 2010 and was met with incredible reviews. Over the last few years, production has slowly increased and settled at around 1,200 cases.

David DuBois' winemaker is Andres Ibarra whose winemaking experience spans thirty-five years on the Central Coast. Andres began by working in the fields at Brander Winery in Santa Ynez, and has since worked for La Presa Vineyards, Rideau Vineyard, and Fess Parker Winery. His wines have received spectacular ratings and awards, and in 2007, he was even selected to create a wine for the Latin Grammy's. His winemaking style fits perfectly with David DuBois' vision for Cholame and his talent has certainly shown through in the winery's first few vintages.

The future is incredibly bright for Cholame Vineyard and David DuBois. We hope you enjoy this *Gold Plus! Series* feature.

195 Cases  
Produced



**CHOLAME**  
*Vineyard*

*Cross Country*  
2012 - MONTEREY COUNTY

### Accolades & Tasting Notes

#### **CHAIRMAN'S BEST OF CLASS + GOLD MEDAL + SWEEPSTAKES NOMINEE**

- *Sunset Magazine Wine Competition*

The Cholame Vineyard 2012 Cross Country Rhone Style Blend is comprised of Grenache, Mourvedre, and Petite Sirah, all produced from the winery's estate vineyard in the Cholame Valley of San Miguel. On the nose, aromas of cranberry, cherry and spice create a lively bouquet. The palate is full bodied with an excellent balance of cherry, spice, tobacco, and vanilla flavors. Aged 24 months in oak. Enjoy now until 2022.

#### **You Save 18%-33% off the winery retail price!**

New! Gold Medal **Membership Rewards** Pricing:\*

Membership Level	Retail Price at Winery	Number of Bottles Ordered:		
		2+	6+	12+
2-Btl. Members:	\$28.00	\$23.00	\$21.33	\$20.50
4-Btl. Members:		\$23.00	\$20.50	\$19.25

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\*Effective per bottle prices after **Membership Rewards** discount is applied at checkout.

Shipping and tax (if applicable) not included in above prices. **Membership Rewards** does not apply to Sale or Specials Wines.