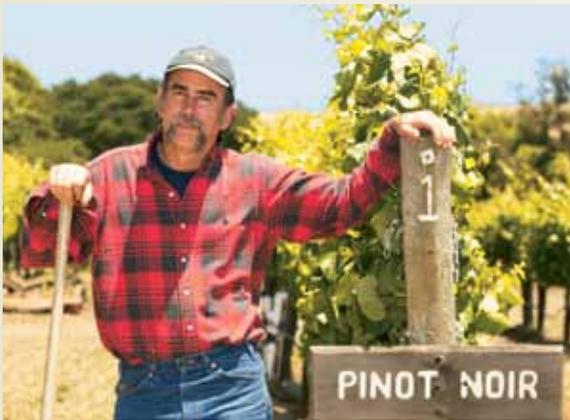




## ELKHORN PEAK WINERY

Considered one of Napa's premier boutique wineries, Elkhorn Peak's Ken Nerlove and Kent Rasmussen turn out exceptional, small-lot Pinots from Southern Napa's famed Jamieson Canyon.



Co-owner Ken Nerlove poses with a block of his Napa Valley Pinot Noir; views of Elkhorn Peak's Estate in Jamieson Canyon; hand selecting the premium Pinot Noir grapes that flourish on the site.

When Ken Nerlove and his partners first put together their partnership, none of the three friends had any idea their undertaking would ever evolve into Elkhorn Peak Cellars.

In fact, Nerlove will freely admit the fact that when he first got started, he knew absolutely nothing about wine!

Today Nerlove describes himself as a "free spirited by-product of the 1960s, who just might be the most contented single person in the entire wine industry." After that most explicit statement, some explanation might be in order.

Ken Nerlove and his partners, long time friend and solar energy expert Greg Gahagan and San Francisco stockbroker John Kryzanowski, initially found a piece of property over two decades ago in southern Napa County and agreed it would make an excellent investment. The property was actually part of the area locals refer to as Jamieson Canyon and was located at an elevation of about 350 feet. Nerlove recalls that when he first climbed the property, it offered him an excellent view of the final throes of San Pablo Bay complete with the majestic Golden Gate Bridge for a magnificent background befitting any artist or photographer.

Nerlove also acknowledges a particular fondness for working outdoors and a penchant for building anything – anytime. He moved to the area and it wasn't long thereafter that Ken started to enjoy the lifestyle that is particular to the wine country of Northern California.

In 1991, the partners were encouraged by a former neighbor and decided to start a winery on their site. They also agreed to name it after Elkhorn Peak, Jamieson Canyon's highest point, and not after any one or themselves.

Along the way, their neighborhood has improved immensely. Elkhorn Peak Cellars adjoins the sprawling Kirkland Ranch Winery and is directly across from Napa's famed Chardonnay Golf Course that has seen every visitor to Napa even remotely interested in the venerable old Scottish game.

Both Ken Nerlove and Greg Gahagan live on the property, and Nerlove is the lone employee of Elkhorn Peak Winery. And Nerlove readily admits he has become skilled at his chosen vocation.

"In my years of being in the wine business," he stated flatly, "I've

*continued on Page 2*



Elkhorn Peak's vineyard property in South Napa's Jamieson Canyon; hand-harvesting Pinot Noir; aging Pinot Noir in Kent Rasmussen's winemaking facility; autumn in the vineyard.

## ABOUT THE VINEYARD



Elkhorn Peak's 2005 Pinot Noir comes from the Fagan Creek Vineyard of South Napa's Jameison Canyon. Planted in 1983 at an elevation of 350 feet, this hillside vineyard has views of the Golden Gate Bridge in San Francisco and sees cool and foggy influences from the bay – the perfect climate for growing Pinot Noir and other cool-climate varieties.

Ken Nerlove has been nurturing and managing the Fagan

ELKHORN PEAK WINERY, *Continued from Page 1*

listened to everyone's opinions on growing, climates and soils. A lot of people have a lot of differing opinions and I'm sure many of them are correct.

But after growing grapes for twenty years in this *one* spot, I believe I really know what I'm doing *here!* I know what is best suited for this particular spot and how to get the most out of my vines. I'm a firm believer in the fact that you must grow the varietal that is correctly suited to your own particular *terroir.*"

In the case of Elkhorn Creek, the correct varietal is the indomitable Pinot Noir that Nerlove believes benefits greatly from the abundance of early morning fog, the steady cool afternoon breezes, a southern facing and the marvelous 18-24 inches of loamy topsoil Elkhorn Peak enjoys. The combination tends to produce and develop unique flavors that Nerlove translates into world-class wines.

Elkhorn Peak's first release was a miniscule 350 cases of both Pinot Noir and Chardonnay. The winery's current case production rests around the 2,000 case level and Ken Nerlove doesn't see a great deal of growth ahead in the immediate future.

"We might possibly go as high as 4,000 cases," he added, "but that will be it. At that point, I will have worked myself crazy. That's as far as I care to go. Right now I put in some really long hours. I'm simply not interested in becoming a wine tycoon or the like."

Ken Nerlove is a refreshing throwback to some of the early pioneers of the California wine industry, men and women who were more interested in producing great wines than making huge fortunes. He runs a no nonsense business that produces exceptional quality wines from grapes that he tends with his own hands on a daily basis.

We are pleased to present the Elkhorn Peak Cellars to you as this month's *Pinot Noir Series* Selection. We know you will share with us its compelling history and quality. Enjoy!

Creek Vineyard for over 20 years and brings those years of knowledge and experience into crafting some of the best Pinot Noir grapes in the Napa Valley. He is extremely pleased with the quality of fruit Fagan Creek is growing and when teamed up with renowned winemaker Kent Rasmussen, the results speak for themselves.

The Elkhorn Peak Pinots receive numerous awards and recognition year after year and have helped establish Jamieson Canyon as a premium wine growing region.

## ABOUT THE WINEMAKER



Elkhorn Peak Cellars' wine is made under the direction of master winemaker, Kent Rasmussen, who is considered one of the best Pinot Noir winemakers in the Napa Valley. Kent was a pioneer in the Carneros region, now one of the hottest regions in California, and currently has his own winery operation in St. Helena. Elkhorn Peak is currently

the only custom client that Kent makes wine for!

Kent Rasmussen gained valuable experience at the Robert Mondavi Winery, Domain Chandon, Stellenbosch Farmers' Winery in South Africa and Saltram's Wine Estate in Australia's Barossa Valley before starting his own venture in 1986. Since then he has managed to establish himself as an extremely respected winemaker. With Ken Nerlove's expertise in growing grapes and Kent's outstanding abilities as winemaker, Elkhorn Peak has the winning combination that is necessary to produce world class wine!

## ELKHORN PEAK 2005 PINOT NOIR

Elkhorn Peak's 2005 Pinot Noir comes from the Fagan Creek Vineyard within the Jameison Canyon of Napa Valley. A delicious wine with delicate aromas and flavors, this latest achievement reaffirms why Elkhorn Peak is considered one of Napa Valley's best Pinot producers. Bev X magazine, which awarded the 2005 Pinot Noir 4 Stars, raves "the nose is amazingly fragrant offering fresh and dense scents of mixed berries and cherry with distinct accents of earth, black pepper, and dried herbs. On the palate this great Pinot continues its elegant charm. Blackberry and cherry flavors mingle with earth, spice, and a measured dose of oak. We love its ideal balance and flawless structure."

Cases Produced: 900  
Alcohol: 14.1%  
Enjoy now until: 2012

**90 POINTS**

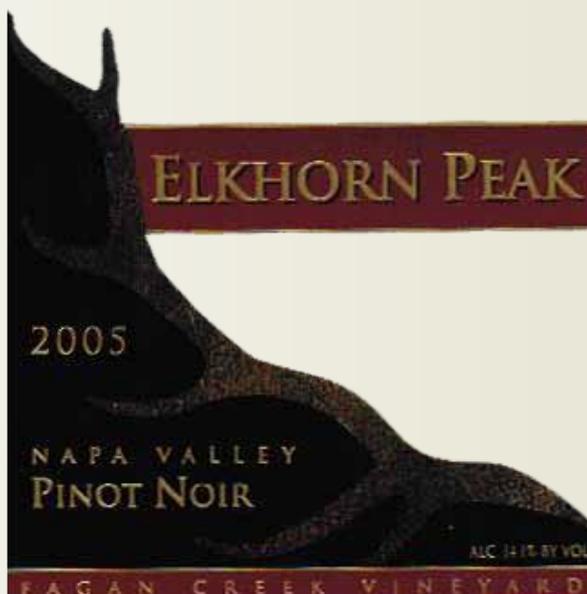
*-Wine Enthusiast*

**4 STARS**

*-Bev X magazine*

**'HIGHLY RECOMMENDED'**

*-Beverage Tasting Institute*



## REORDERS

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ELKHORN PEAK	Retail Price Winery-Direct	Club Price 2-bottle Members	Club Price 4-bottle Members And Multiple Series Members	<b>SAVE up to 19% OFF Winery Direct</b>
<b>2005 Pinot Noir</b>	\$34.00/btl.	\$29.00/btl. <i>Save 15%</i>	\$27.50/btl. <i>Save 19%</i>	

2 bottle min. order.

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*Availability is extremely limited Note: Shipping and tax (if applicable) not included in the above prices. Call for details.*



### Pinot Noir Braised Beef Short Ribs

#### For the Brine

- 4 cups water
- 1 1/2 cups sugar
- 1 1/2 cups kosher salt
- 3 bay leaves
- 4 cups ice

#### For the Ribs

- 4 each boneless short ribs, 1/2 to 3/4 of a pound
- 1 cup corn oil
- 2 cups cleaned cipollini onions
- 1 cup julienned oil-packed sundried tomatoes
- 1/2 cup small-diced carrot
- 1 cup small-diced leeks, washed and drained (preferably the white part)
- 1 cup Pinot Noir
- 2 tablespoons minced fresh thyme
- 6 cups low-sodium beef stock
- 2 teaspoons of Tabasco
- Salt and pepper

To make the brine, add all ingredients to a large sauce pot and bring to a boil. Remove from heat, let cool then add ice to cool completely. Place ribs in a zip-lock bag and cover short ribs with the brine and refrigerate 4-6 hours.

Preheat your oven to 300 degrees Fahrenheit. Remove short ribs from brine and pat dry, making sure they are dry as possible, then season heavily with salt and pepper. Heat a large sauté pan over medium-high heat or until the point of almost smoking. Add 1/2 cup corn oil; when it begins to smoke, add short ribs and brown them on all sides (about 2-3 minutes on each side, make sure to reach a rich dark color). Take meat out of pan and set in a deep baking dish and set on the side.

Heat pan back to medium-high heat and add another 1/2 cup corn oil, cipollini onions, carrots, leeks to your large sauté pan and sauté them till lightly caramelized, then add sundried tomatoes and thyme. Make sure the whole time to lightly scrape the bottom of the pan to get all those delicious good meat bites off the bottom. Add pinot noir to vegetables in the pan and simmer until reduced by half.

Add stock, Tabasco, and bring to a boil, then pour vegetable-wine mixture over short ribs. Bring short ribs to a boil on top of stove, cover with foil and bake for at least 3-4 hours or until they are fork-tender.

*Find this recipe and all of your favorites online at [GoldMedalWine.com/recipes](http://GoldMedalWine.com/recipes). We have a delicious collection of entrée recipes to pair with your favorite Gold Medal wines!*



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