



Gold Plus!

# FIDDLEHEAD CELLARS 2014 GRÜNER VELTLINER

Sta. Rita Hills – Santa Barbara County



It was 1980, and the wine industry beckoned to Kathy Joseph. She had been familiar with wine and was more than a casual drinker of the glorified grape. She applied to UC Davis for graduate school and made a trip to Sonoma to interview with some possible wineries. At Simi Winery, Kathy had the good fortune to interview with Zelma Long, the iconic female winemaker and a leading figure in bringing female winemakers to the fore in the wine industry. Six months later, Kathy was offered a job with Simi and her career in the wine industry had begun.

The new job allowed Kathy to apply her scientific skills and also attend to her graduate studies at UC Davis. Kathy's keen perception of what it took to be successful in the wine business allowed her to reach a higher level. A stint at Robert Pecota Winery near Calistoga made her aware of the business side of wine, the side of the industry that wasn't taught at Davis. From this experience, Kathy was able to write the business plan for her own winery, Fiddlehead Cellars.

It was 1988 when Joseph chose the Sta. Rita Hills AVA to plant her Fiddlestix Vineyard where she now resides in a small house on the property along with the winery. Over the years, Fiddlehead Cellars has grown to around 5,000 cases annually, a level Kathy feels is perfect for her operation. Fiddlehead Cellars' industry attainments have come frequently and from many sources. Fiddlehead is now considered a formidable player in the boutique category of California wineries. The Grüner Veltliner grapes come from the Sustainably Certified 2.8 acres of a vineyard Kathy planted just over 6 years ago. It is our pleasure to feature her first release of this varietal. It is a truly remarkable sample of her winery's ongoing achievements.

## Accolades and Tasting Notes

### 90 Points — Stephen Tanzer's International Wine Cellar

This Estate-grown varietal has its origins in Austria and accounts for 1/3 of the country's production. Grown sparingly in the United States, it nevertheless produces wines of exceptional quality. Aromas of mineral-laced lime combine with quince, succulent herbs and green tea and even a hint of white pepper on the nose. Color is bright, green-tinged straw and the palate is dry and focused, with bitter citrus and pear skin flavors along with a touch of tarragon. Spicy finish is long lasting. Pair artichoke and grilled asparagus for a taste delight. Enjoy now until 2020.



**YOU SAVE**  
**21%-35% off the**  
**winery retail price!**

### Gold Medal Membership Rewards Pricing:\*

Membership Level	Retail Price at Winery	Number of Bottles Ordered:		
		2+	6+	12+
2-Btl. Members:	<del>\$28.00</del>	\$22.00	\$20.33	\$19.50
4-Btl. Members:		\$22.00	\$19.50	\$18.25

\*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.