

GOLD MEDAL WINE CLUB'S
Gold Series Selection



Gold Plus!

Fiddletown Cellars

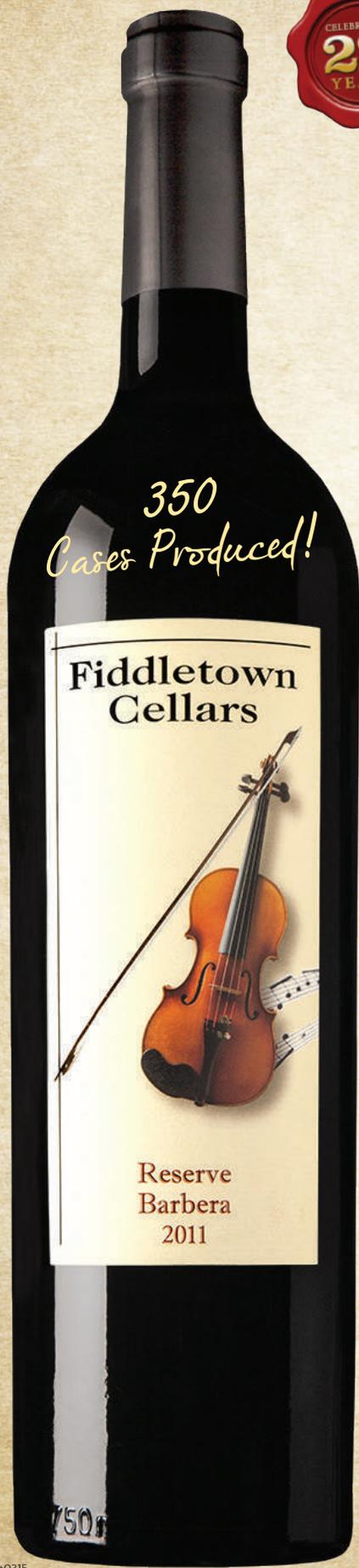
2011 Reserve Barbera

Amador County - Sierra Foothills

Fiddletown Cellars was founded in 2009 by Reno Farinelli and winemaker Joe Shebl. The winery is a very tiny, garagiste-style entity located in Fiddletown, a picturesque, sleepy town that dates back to the time of California's Gold Rush. Fiddletown is also one of California's smallest AVA's and is a part of the much larger Sierra Foothills AVA in Amador County. At an elevation of 1,800 feet, Fiddletown's vineyards have the longest growing season in Amador County, allowing for maximum flavor concentration and exceptional balance in the finished wines.

Winemaker Joe Shebl grew up with a plan to become a doctor, and majored in biology and chemistry at Sacramento State University. On a chance winemaking trip after graduating in 1999, Joe unexpectedly caught the winemaking bug from the wines he tasted in the Sierra Foothills. Joe appreciated winemaking's blend of science and art, and suddenly he found himself on a new career path. He landed his first cellar job at Renwood Winery in Plymouth of Shenandoah Valley, and after a few years, he left to work in Sonoma County at Murphy Goode Winery. Joe returned to Renwood Winery in 2002, this time as winemaker, and it was a position he held until 2009 when he left to pursue his own wine label and consult for a number of other up and coming brands. Fiddletown Cellars was established in 2009 with the help of Reno Farinelli, a friend of Joe's who was also looking to start a winery.

Fiddletown Cellars focuses on the rich, earthy, complex red wines that the Sierra Foothills are well known for - Zinfandel, Primitivo, Petite Sirah, and Barbera. The fruit is sourced from the best local vineyards they can find, from Fiddletown, Shenandoah Valley, and Amador County. The wines are all made by Joe Shebl, whose vast experience and talent in the industry has made him one of the key winemaking players in the region. Joe was recently named one of *Wine Enthusiast* magazine's "40 Under 40," which is a great honor and further denotes his impressive standing in the world of wine. Cheers!



Accolades & Tasting Notes

88 POINTS

- *Wine Enthusiast*

Fiddletown Cellars' 2011 Reserve Barbera was produced from the famed Cooper Ranch Vineyard in the Shenandoah Valley of Amador County, one of the first properties in the area to commit serious acreage to this up and coming Italian varietal. This wine offers terrific aromatic intensity with notes of blueberries, white cherries, chocolate and oak mingling together. The palate is rich, yet nicely restrained and elegant, with a silky texture of baked plums, earthy mushrooms, and cinnamon spice flavors. Pair this Reserve Barbera with a risotto or spaghetti Bolognese. Enjoy now until 2021.

You Save 19%-34% off the winery retail price!

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Membership Level	Retail Price at Winery	Number of Bottles Ordered:			
		2+	6+	12+	24+
2-Btl. Members:	\$27.00	\$22.00	\$20.33	\$19.50	\$18.67
4-Btl. Members:	\$27.00	\$22.00	\$19.50	\$18.25	\$17.83

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

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