



The Wine Press

Medal Winning Wines from California's Best Family-Owned Wineries.

FRITZ UNDERGROUND WINERY & JAFFURS WINE CELLARS
DRY CREEK VALLEY, SONOMA COUNTY & SANTA BARBARA COUNTY



Fritz Underground Winery and Jaffurs Wine Cellars

A duo of reputable family wineries, Fritz Underground Winery and Jaffurs Wine Cellars craft site-driven wines from prized vineyards in two of California's top wine growing regions.



Fritz's Underground Winery is a setting unlike any other, built into the side of a picturesque hill atop the northernmost region of the famed Dry Creek Valley; Owners Clay and Natalia Fritz share a passion for sustainability, quality and tradition; Jaffurs Wine Cellars' owner Dan Green and founder Craig Jaffurs work together to craft exquisite Rhône-style wines from Santa Barbara County; The Jaffurs winery and tasting room is worth seeking out, with a welcoming, friendly setting and highly-acclaimed wines in a fantastic location.

Brad Longton, Fritz Winemaker



An award-winning, self-taught winemaker, Brad Longton hails from Perth in Western Australia. He is fortunate to have been tutored by one of the true heavyweights in the wine business, namely the iconic Heitz Cellar (and its stellar Martha's Vineyard) where he worked for more than four years. He considers himself to possess a soft hand with his winemaking, a factor that is evident throughout the entire Fritz portfolio of wines.

Fritz Underground Winery, Dry Creek Valley - Sonoma County

One of the most celebrated estates in Dry Creek Valley, Fritz Underground Winery is also one of the most unique properties in the region. The winery traces its roots back to 1971 when founders Jay and Barbara Fritz sought a weekend retreat for their growing family. With their heart set on Sonoma County's famous Dry Creek Valley, they found a suitable piece of land on which they could also plant grapes. Initially, these grapes were sold to other wineries, but by 1979, Jay decided to enter the winery side of the business and Fritz Underground winery was born.

Jay Fritz was also a visionary - he envisioned his property as a green space environment, long before green space became a worldwide crusade. After carefully studying his property, he chose an acceptable location on which to build the winery, and the spot he chose was directly above what had become Fritz's prized Zinfandel vineyard, the centerpiece of his viticultural efforts. The location was excavated (two stories worth) and the cool, subterranean space became the cellar and aging space for the new winery. The excavated dirt was then moved to the top of the winery, effectively making it an underground winery.

Due to its unique nature, Fritz Underground Winery employs a full gravity-flow process for its winemaking, which is quite beneficial to the pressed juice and keeps oxidation down to a minimum, while also helping the aromatic aspects of the wine.

Today, Fritz Underground Winery is run by Clay Fritz, son of Jay and Barbara, and his wife Natalia. They are proudly continuing the Fritz legacy with an impressive portfolio of fine, award-winning wines.

Jaffurs Wine Cellars, Santa Barbara County

Nestled in downtown Santa Barbara, Jaffurs Wine Cellars specializes in Rhône-style varietals from the premier vineyards in Santa Barbara County. The winery was founded by trailblazer Craig Jaffurs, who produced his first commercial wine in 1994 and went on to earn high praise from *Robert Parker* and *Wine Spectator*. Over the years, Craig earned widespread recognition for his wines at Jaffurs Wine Cellars, and upon retiring in 2016, passed the entity on to current owner and executive winemaker, Dan Green.

Dan Green has worked harvests throughout California and is also the co-founder and winemaker for Santa Barbara-based Conarium Wines, which he started with friend Greg Nelson in 2012. It has been Dan's mission to preserve what makes the Jaffurs brand special, focusing on crafting small-lot, single vineyard wines from renowned vineyards in Santa Maria Valley, Santa Ynez Valley, Sta. Rita Hills, Ballard Canyon and Happy Canyon. These vineyards include such famed properties as Thompson, Bien Nacido, Stolpman, and Fiddlestix, to name a few.

Jaffurs' award-winning wines can be tasted in the quaint downtown Santa Barbara tasting room, just a short walk from the beach. Cheers!

Stephen Searle, Jaffurs Winemaker



Stephen Searle's wine journey began in Boston, waiting tables in the city's vibrant restaurant scene. It led him to study Enology at Cal Poly San Luis Obispo and after several years in the California wine industry, and many trips abroad, he settled in Santa Barbara. Inspired by nuanced, cool-climate winemaking, Stephen strives to produce wines of both power and clarity, allowing the complexities of each vineyard and vintage to shine through.



Featured Gold Club Wines



Fritz 2016 Pinot Noir, Russian River Valley, Sonoma 1,500 cases produced

Crafted from the famed Russian River Valley of Sonoma County, the Fritz 2016 Pinot Noir is a classic representation of this region. The wine leads with vibrant aromas of Bing cherry, cranberry and red apple skin, while hints of vanilla, white sage and forest floor provide added depth and complexity. The full mouthfeel shows a balance of juicy fruit, bright acidity and soft tannins that lead into a lingering finish with echoes of cherry and pomegranate. Aged 10 months in oak. 100% Pinot Noir. Enjoy!

GOLD MEDAL SPECIAL SELECTION



Food Pairing:

PORK LOIN WITH
PINOT NOIR SAUCE



Fritz 2017 Zinfandel, Dry Creek Valley, Sonoma 1,500 cases produced

Fritz's 2017 Zinfandel was produced from 8 acres of vines grown on the winery's estate vineyard, nestled in the hills of Dry Creek Valley. In this full-bodied wine, look for aromas of red cherry, raspberry, and dried cranberries with subtle notes of tobacco and dark chocolate. This well-structured Zinfandel offers bright acidity and balanced firm tannins, making it a great wine to pair with food. Aged 10 months in oak. 100% Zinfandel. Enjoy!

91 POINTS - *Wine Enthusiast magazine*



Food Pairing:

ITALIAN
SLOPPY JOES



Jaffurs 2018 Viognier, Bien Nacido Vineyard, Santa Maria Valley 876 cases produced

From the iconic Bien Nacido Vineyard of Santa Maria Valley comes the pure and beautifully balanced Jaffurs 2018 Viognier. This juicy, elegant white wine expresses floral aromas with hints of pineapple and a dash of minerality. On the palate, it builds richness with flavors of apricot, tangerine and sweet floral notes that add lovely layers of complexity. The aging in a combination of stainless-steel tanks and neutral oak provides vibrancy and tension yet with a softened, rounder texture. 100% Viognier. Enjoy!

91 POINTS - *Jeb Dunnuck*

91 POINTS - *Antonio Galloni's Vinous*



Food Pairing:

CRAB CAKES WITH
LEMON AIOLI

GoldMedalWineClub.com/Recipes

HOW WE CHOOSE OUR WINES:

Gold Medal Wine Club showcases exceptional wines 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 (see goldmedalwineclub.com/resources/wine-ratings). On occasion, we feature wines which are newly released by the winery and which medals and reviews are forthcoming. Each and every selection is a superb wine made in small quantities and with very limited distribution. There are over 4,000 wineries in California producing thousands of different wines. Only wines fitting the above criteria are considered in choosing the featured selections each month.

Add a Plus! Bottle to your next wine delivery

\$18-\$25 per delivery

The Plus! Program automatically adds on one special wine to each regularly scheduled wine delivery, or as often as you like! Plus! wines are all highly-rated, very small production wines with availability too limited for all regular club members to receive. For more information, visit: GoldMedalWineClub.com/plus

**This month's Gold Plus!
Featured Wine:**

**Le Vigne 2017 Petite Sirah,
Paso Robles**

Gold Medal Special Selection

545 Cases Produced





Wine Winyard: Test Your Wine IQ



1. What is the difference between Primitivo and Zinfandel?

It's been a great debate for years. One is from Italy (Primitivo) and the other is distinctly Californian (Zinfandel), but some say the two grapes are one and the same. So, which is it? Here's what we know: both varieties are clones of the rare Croatian varietal, Crljenak. So, while they are very similar genetically, they are in fact different grapes that produce different wines. The wine styles of each can range immensely, and many can be extremely similar, which is why 'Primitivo' and 'Zinfandel' were considered synonyms for years and many still believe they are just too close in similarity to distinguish. Wineries that produce both Primitivo and Zinfandel will typically fiercely defend the unique characteristics of each varietal.

2. What is a grape vine clone?

In viticulture, a 'clone' refers to a grape vine variety that is selected for specific qualities, which result from natural mutations. Cuttings are made from an original 'mother vine' that exhibits desirable characteristics, such as disease resistance, small berry size, taste, smell, and yield size. Some grape varieties, such as Pinot Noir, are known to have a variety of clones - more than forty! While there may be slight mutations to differentiate the various clones, all clones are considered to be genetically part of the same variety (i.e. Pinot Noir). The choice of variety and clone can make the difference between an average vineyard and an outstanding one. Careful consideration must be given to climate, soil type, drainage and estimated harvest dates, not to mention the ultimate goal in terms of the buyer or desired wine.

3. How are oak barrels made?

Oak barrels are vital for wine production and have been used for centuries for storing and transporting wine. To this day, they are used for the fermentation and aging of the majority of serious red wines - and a good number of white wines too. The starting point in barrel construction are long pieces of oak called staves. These are seasoned outdoors for two or three years before being carefully shaped. The exact shape is important because when they are brought together and curved into shape, the barrel must be watertight, without any gluing or mechanical fixing of the staves. Heat is used to help bend the staves, in conjunction with pressure from metal hoops. Once the barrel is constructed, it is toasted over a flame. The level of toast matters in terms of the flavor impact it will have on the wine being stored in it. After toasting, the hoops are removed from the middle of the barrel and the outside is sanded, then the hoops are reapplied and knocked into position. At this point, they are ready to store wine!

Gold Medal Wine Store



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Save 19% to 36% off Winery Retail Prices

	Winery Retail Price		Gold Medal Membership Rewards Pricing*		
			2+ btls.	6+ btls.	12+ btls.
Fritz 2016 Pinot Noir, Russian River Valley, Sonoma	\$45.00/btl.	2-Bottle Members:	\$34.00	\$32.33	\$31.50
		4-Bottle Members:	\$34.00	\$31.50	\$30.25
Fritz 2017 Zinfandel, Dry Creek Valley, Sonoma	\$35.00/btl.	2-Bottle Members:	\$26.00	\$24.33	\$23.50
		4-Bottle Members:	\$26.00	\$23.50	\$22.25
Jaffurs 2018 Viognier, Bien Nacido Vineyard, Santa Maria Valley	\$27.00/btl.	2-Bottle Members:	\$22.00	\$20.33	\$19.50
		4-Bottle 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 Special-Offer Wines.

1-800-266-8888

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