



PLATINUM SERIES



Select, Ultra Premium, Collectable Wines from California's Best Winemakers

His career started in the unlikely winemaking state of Maryland and the reason he came to California was because it was a warmer place. His story is not unlike a number of passionate winemakers that have thrived in the Golden State over the past few decades.

His name is Jeff Cohn, originally from Bowie, Maryland. Cohn became interested in the wine business and began his career with the well-respected Boordy Vineyards. Boordy is Maryland's oldest surviving winery (1965) and is nestled in the Long Green Valley of northeastern Baltimore County. Cohn learned the basics of winery work and winemaking but sought a warmer venue for his winemaking ambitions.

"I had a degree in culinary arts from Johnson & Wales as well as a BS in Hospitality Management from Florida International," he explained. "I knew I wanted to be in the wine industry so I got another degree in Agricultural Chemistry and Enology from Fresno State."

Cohn was also introduced to the inner workings of numerous California wineries and decided to make California his new home.

"I had an opportunity after graduation to interview with a number of wineries about a job," Cohn recently recalled. "The wineries I met with were mostly well-respected and fully-established entities. Then, I had an interview with Kent Rosenblum (Rosenblum Cellars) and the meeting lasted more than three hours. I also brought a pair of Zins I had made while I was a student at Fresno State. Afterwards, the winery staff and I all sat around and enjoyed the wines. I was delighted that I was offered the job a short time later."

Rosenblum Cellars was at the time a major player in Zinfandel circles and has remained so until this day. A close relationship soon developed between Cohn and Kent Rosenblum that has helped Cohn in the formative years of his own Jeff Cohn Cellars. Cohn calls Rosenblum his "mentor" and frequently confers with him on winery matters.

In 1997, Jeff Cohn Cellars (then known as JC Cellars) became a reality with the introduction of a microscopic 75 cases of initial release. Like Rosenblum, Jeff Cohn Cellars has followed the innovative approach to industrial winemaking. Both wineries are located in industrial areas of Northern California's sprawling East

Bay, with Jeff Cohn Cellars located in Oakland and Rosenblum Cellars in nearby Alameda.

"The fact that we put all our profits into buying better grapes, barrels and equipment, and, not into vineyard land and intangibles, makes our wines that much better," commented Jeff Cohn. "We are able to focus on the *terroir* of the vineyards and everyone knows that the aspect of *terroir* is most important in making really fine wines."

Jeff Cohn Cellars' production has risen steadily since its inception in 1996 and will top out around 5,000 cases in 2016. Cohn's ongoing ambition is to continue increasing production to some 30-35,000 cases in the future, an accomplishment that would necessitate moving his operation or adding on to its present capacity.

Most of his focus is on single vineyard wines, carefully chosen from various parts of California for their specific character and complexity.

"I prefer fruit that is hillside, with the more rocks the better," he added. "It seems that the rockier the soil, the more complex and intense the fruit becomes. That combination in the right winemaker's hands can produce incredibly wonderful wines."

Cohn's wife Alexandria, whom he refers to as his "best half," plays an integral part in the Jeff Cohn Cellars operation. "She does everything around the winery but make the wine," he firmly declared. "She is also a CPA and makes sure that our business is run smoothly in many different areas."

Cohn now consults for a number of other wineries. His passion for the business carries forth on his pet project, one that he calls his Imposter Brand. "I feel our Imposter wines are emblematic of the *terroir* that can be expressed in California wines. They are the best possible examples that I, as a winemaker, can strive to achieve. I hope to be able to continue making them for a long time to come."

Jeff Cohn is in many ways, the heart and soul of California's new wave of winemaking. He produces wines without great fanfare and a glittering environment.

He is completely open about his products and gives abundant credit to his growers and others who participate in his winery's efforts.

We need more Jeff Cohns around who are completely passionate about their businesses. They inject a freshness and approach that keeps more established wineries on their toes.



The road to great wine begins at your door.

ADD A PLUS! BOTTLE

to your next wine delivery!

Plus! wines are all highly-rated, very small production wines with availability too limited for all regular club members to receive.

Only *Plus!* Program participants receive these rare gems!

The *Plus!* Program automatically adds on a special wine to each regular scheduled wine delivery, or as often as you like!

Don't miss out on another shipment!
Join the *Plus!* Program today!
\$35-\$55 each delivery

This month's *Platinum Series* featured *Plus!* wine:

Jeff Cohn 2012 Misc Stuff

92 POINTS – Robert Parker's *The Wine Advocate*

123 Cases Produced

Learn more at: www.GoldMedalWineClub.com/plus or Call 1-800-266-8888



TASTING NOTES

93 POINTS

–Connoisseurs' Guide

90 POINTS

–Robert Parker's *The Wine Advocate*

90 POINTS

–Wine Spectator

Produced from the incredibly steep hillside of the Shake Ridge Vineyard, high up in the mountains of Amador County, the Jeff Cohn 2013 Zinfandel is the winery's biggest-boned Zinfandel of the 2013 vintage. Deep, dark and truly opaque in color, this Zinfandel opens with aromas of crushed rock, blackberry compote, and touches of freshly ground black pepper, cinnamon, and dried tarragon. The palate is soft yet firm, with layers of flavors and textures from black cherry and strawberry to hints of raspberry coulis. A big, rich, and beautiful wine with rustic, mountain character. Aged 16 months in new French oak. 80% Zinfandel, 20% Petite Sirah. Enjoy now until 2023.



Dear *Platinum Series* Members,

I have always considered our wine a very Rhone-centric winery. Even though we do make Zinfandel, I approach it with a very Rhone minded approach. In my mind, this relates to the vineyards I choose to work with and how I process the fruit. We search for vineyards that are hillsides, mountain fruit, or planted in cooler areas with proper selections/clones to match the terroir

All fruit is hand picked and then hand sorted. No crushing is involved and the use of whole cluster is a must. Sometimes up to 100%. All fruit is fermented in open top fermenters and punched down up to 5 times a day. Once fermentation is complete, the must is pressed directly to barrels ranging from 228 to 600 liters in size. We believe the larger the barrel, the fresher the wines stay (due to less oak influence on the wine).

We do not rack our wines until we bottle. I am a true believer in the less is best approach once the wine is in barrel. I really do feel what you are passionate about shows in your final wines – mine being both the Northern and Southern Rhone.

Please enjoy the wine and drop us a line if you can. We would love to hear from you at info@jeffcohncellars.com.

Half full,

Jeff Cohn

160 Franklin Street, Ste 100 • Oakland, CA 94607 • Tel 510-465-5900 • Fax 510-465-5901

PASSION PRIDE PLACE



REORDERS

Jeff Cohn 2013 Shake Ridge Vineyard Zinfandel

Retail Price at the Winery: \$38.00

You Save 11% to 20% off the winery retail price!

Gold Medal **Membership Rewards** Pricing:*

# of Bottles Ordered:	2+	6+	12+
2-Btl. Members:	\$34.00	\$32.33	\$31.50
4-Btl. Members:	\$34.00	\$31.50	\$30.25

www.GoldMedalWineClub.com
1-800-266-8888

*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.