



# PLATINUM SERIES



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

In the wine business, the term *pinophile* is affectionately used to describe someone who is dedicated (maybe fanatical) about the Pinot Noir grape, often to the exclusion of many or all other varietals. Such is the case with Brian Loring, the energetic owner of Loring Wine Company. Loring fell in love with the grape at an early age, and has made it his mission to craft the best Pinot Noirs possible in California.

"When I was a kid in high school and college," he informed, "I had jobs in various wine stores to make extra money for school and to put gas in my car. A couple of the stores had owners that were really into Burgundies and I became fascinated with the Pinot Noir grape. By the time I reached twenty-one, I guess you could say I was a hardcore Pinot Noir geek."

The Southern California native completed college with three degrees (chemistry, biology and computer science) at Cal State Fullerton and went to work as an aerospace software engineer helping the navy with launch and radar programs. He retained his interest in Pinot Noir and, in 1994, attended the Orange County Wine Society Tasting where he met Norm Beko, owner of the highly respected Central Coast Cottonwood Canyon Winery. A friendship ensued and during the 1999 harvest, Loring purchased three tons of fruit that was eventually turned into Loring Wine Company's first release of 150 cases.

"I owe a great deal to Norm and Sharon Beko," Loring confessed. "They let me hang around their winery until I learned enough to do it on my own."

Loring also credits Calera Wine Company with making the first California Pinot Noir he thought rivaled his favorite Burgundies from France. In homage to Calera owner Josh Jensen, Loring named his own winery *Loring Wine Company*.

From the tiny initial release, Loring has grown to an impressive 8,000 case winery, a level that is dictated by the yields Brian Loring gets from the assorted vineyards that supply him with fruit. Most of the production is made up of Loring's various vineyard-designated Pinot Noirs, but in 2009, he also introduced a few 'non-Pinot' wines to the portfolio – a Chardonnay, Cabernet Sauvignon, Grenache, and Mourvedre that have all proven to be excellent additions. All of Loring's wines are made in limited numbers, and crafted to stylistically represent the vineyards from which they are from.

"Remember, our grape contracts are in acres and not tons," he stated. "If the yield is up, we can make more wines. If the yield is low, we simply have to cope."

Loring is also extremely proud of his incredible list of vineyards, many of whom are considered among the finest producers in California. "In 1999, before Pinot Noir became the media darling (the Oscar-nominated movie *Sideways* is credited with putting Pinot Noir on the proverbial national map) it is now, our growers were all producing quality Pinot Noir grapes. To me, the grapes are everything, and it's up to me not to screw them up."

Through Loring Wine Company's rather quick rise to the Pinot elite, the company has remained much of a family affair. Loring and his sister Kimberly do practically all of the actual work and are aided by their mom Helen on numerous occasions.

For many years, the Loring Wine Company was a part time job for Brian Loring. In 2006, he quit his software job to devote full time to the winery. "If I would have known how successful we were going to be, I might have quit my job earlier than I did," he confessed. "I must tell you it has been a great adventure for us all."

Even the labels for Loring Wine Company have a most personal touch, representing the individual vineyards Loring sources fruit from. Each label features a photo of the vineyard and acknowledges the high quality fruit in the bottle.

"We've been extremely lucky to hook up with such great vineyards," Loring stated. "After all, the quality of the wine is wholly dependent on the quality of the fruit."

The winery's facility in Lompoc is a state-of-the-art facility with ample room for all of Loring Wine Company's workspace and products. "I would call our new winery super efficient," Loring closed. "We have enough room so as to not have to stack our full barrels and that makes handling the wines much easier. We can also stack our finished good in a climate-controlled environment, another quality control factor."

Brian Loring's wines continue to gain popularity and the number of awards he has received is simply remarkable. In fact, since Loring's debut 1999 vintage, 77 of his wines have achieved outstanding ratings of 90+ Points on *Wine Spectator's* 100-Point Scale. That's a track record that is just plain hard to beat, and we know Loring won't be slowing down anytime soon. Cheers!



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## TASTING NOTES

**94 POINTS**

-*Pinot Report*

**91 POINTS**

-*Wine Spectator*

**93 POINTS**

-*Wine Enthusiast*

**90-92 POINTS**

-*The Wine Advocate*

### Just 400 Cases Produced

Loring Wine Company's 2012 Rosella's Vineyard Pinot Noir comes from the northern end of the Santa Lucia Highlands in Monterey, California. The Rosella's Vineyard is one of the most renowned estates in the region, and with its seven clones of Pinot Noir, it is also one of the most complex. Brian Loring has crafted an outstanding wine with his 2012 Rosella's Vineyard Pinot Noir, a lively, pure, and elegant Pinot that shows off the wonderful fruit characters of this quintessential Santa Lucia Highlands vineyard. Deep ruby in color, the 2012 Pinot Noir has aromas of dark cherries and rose petals, with a graceful mix of black raspberry, blueberry, ripe plum, earthy mushroom, spice and just a hint of toasty oak on the palate. This is a complex, layered Pinot Noir with a nice, smooth texture and a lovely burst of dark berry on the finish. Aged 10 months in oak. Enjoy now until 2017.



LORING WINE COMPANY  
1034 W. AVIATION DRIVE  
LOMPOC CA 93436

Dear *Platinum Series* Members,

We're very pleased that the Gold Medal Wine Club has selected our 2012 Rosella's Vineyard Pinot Noir as one of their wines of the month. Rosella's Vineyard is owned by Gary Francioni, whose initial claim to fame was as co-owner of Gary's Vineyard (with his partner in crime, Gray Pisoni). While Rosella's Vineyard started off as the vineyard equivalent of Gary's Little Sister, it rapidly created a huge following of its own - even eclipsing its older brother in certain vintages.

The 2012 growing season was fantastic for Pinot Noir - not too hot, not too cold. Especially in Santa Lucia Highlands, where the vineyard is located. Yields were also good in 2012, which was a nice change from the difficult 2011 vintage. We were able to get an unusually long hang time due to the perfect weather. As a result, the berries were wonderfully ripe with great acidity - and without high sugars. The wine spent 10 months in a mix of 33% new and 67% used French Oak barrels.

Our 2012 shows all of the "classic" Rosella's Pinot characteristics, with bright and deep red fruit flavors, plush mid-palate, and great finish. While the wine will probably age well for 4 to 5 years, it's a pleasure to drink now. The bottles are finished with screwcaps, which means that you'll never get a "corked" bottle of wine from us.

We've been extremely lucky to hook up with such great vineyards. After all, the quality of the wine is wholly dependent on the quality of the fruit. That's why we always feature a photo of the vineyard on the label.

We hope you enjoy our 2012 Rosella's Vineyard Pinot Noir!

Brian Loring



## REORDERS

Loring  
2012 "Rosella's Vineyard"  
Pinot Noir

Retail Price at the Winery: \$50.00

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