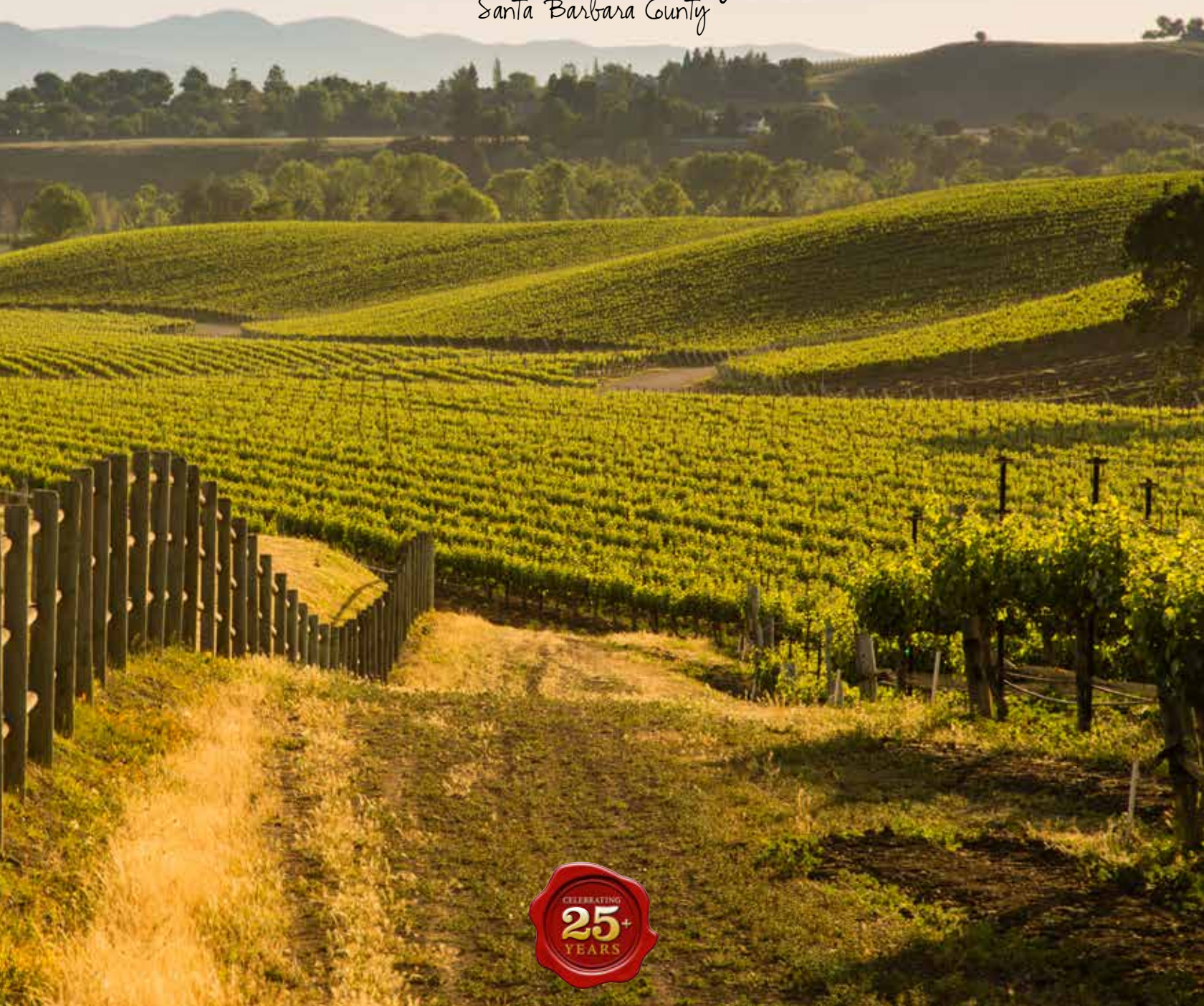




# The Wine Press

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

*Martellotto Winery  
Santa Barbara County*





## Martellotto 2016 Syrah

Santa Ynez Valley, California

750 Cases Produced

The Martellotto 2016 Syrah comes from the Santa Ynez Valley AVA within Santa Barbara County, California. Syrah is an unsung hero in Santa Ynez and grapes for this exquisite wine were selected from the 40-year-old Zaca Mesa Vineyard, which is home to the oldest Syrah vines in the entire County. Martellotto's Syrah is an epic example of the varietal, offering flavors of blackberry, ripe plum, dried violets, cocoa, white pepper and fresh sage. A touch of vanilla and toasted oak balance the rich, hedonistic finish. This is a wonderful wine to enjoy with food - anything from barbecued meats, hearty pastas, and aged hard cheeses are sure to be tasty pairings at the dinner table. Aged 18 months in oak. 100% Syrah. Enjoy now until 2026.

**Gold Medal Special Selection**



## Martellotto 2017 Viognier

Santa Ynez Valley, California

550 Cases Produced

Viognier is a very aromatic wine that originally hails from the Rhone Valley in Southern France. At the Zaca Mesa Vineyard in the Santa Ynez Valley, the grape is farmed to perfection before it's crafted into luscious, bone-dry wines that make the perfect aperitif. Martellotto Winery selected this world-class fruit for its 2017 Viognier, and the result is a lush, lovely, and enticing bottling with exotic aromatics and flavors. This wine explodes with freshness, vibrancy and sunshine, offering tropical aromas of honeysuckle, white peach, and dried apricot and bright flavors of Meyer lemon and honey-crisp apple. Martellotto's 2017 Viognier is an ideal wine to pair with seafood and salads - try the Catalan Shrimp with Paprika recipe on page 5. Aged 10 months in neutral oak. 100% Viognier. Enjoy now until 2022.

**Gold Medal Special Selection**

**HOW WE CHOOSE OUR WINES:** Gold Medal Wine Club showcases two wines each month 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](http://goldmedalwineclub.com/resources/wine-ratings)). On occasion, we feature a pair of 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 3,000 wineries in California producing thousands of different wines. Only wines fitting the above criteria are considered in choosing the featured selections each month.



# Martello Winery



Continuing his family's Italian winemaking legacy, Greg Martello crafts unique and exciting wines from the world-renowned appellations in Santa Barbara County, one of the fastest growing regions on California's Central Coast.



Owner/winemaker Greg Martello shows off the progress of his recently planted vineyard in Los Alamos, a winegrowing region located just north of Santa Ynez. His namesake winery takes a vineyard-first approach and sources sustainably farmed grapes from some of California's choicest vineyards. Greg's focus has been on the Santa Barbara County due to its plethora of microclimates and soils and the diversity of wine grape varieties that can thrive there.

The odyssey that would become the basis for Martello (pronounced *Mar-tel-la-toe*) Winery first began when owner Greg Martello was still a student at Jesuit High School in Dallas. The young man was drawn to cooking and food and even produced dinner parties while still a student.

Martello had always planned to become a medical doctor and his further education took him to California. At Palo Alto's renowned Stanford University, he received a biology degree and managed a restaurant. The combination of food and wine was simply too much for him and the graduate took a three year world excursion before finally returning to California. During his hiatus, he managed to taste many of the world's great wines and sample a number of the planet's leading cuisines.

He was now 27 years old, and the ten year prospect of medical school seemed improbable. He turned instead to the wine industry and concentrated his efforts in establishing a wine entity that covered his varying expertise. One of the resultant companies is Martello Winery, this month's *Gold Wine Club* feature.

Martello Winery first saw the light of day in 2005 with a limited release of only 2,000 cases. It has since grown to around 5,000 cases with the prospect of becoming a good deal larger in the future.

Martello Winery and its incredibly unique label are a story unto itself. The label was designed by none other than Professor John Langdon of Drexel University in Pennsylvania. For you Dan Brown readers (*The Davinci Code*, *Angels and Demons*, *The Lost Symbol*, and others), the name Professor Robert Langdon should be familiar as the protagonist of these novels. It seems Brown was a student of Langdon's at Drexel and used some of Langdon's designs and theories in his works.

Martello also explained that his label is basically an ambigram (a symbolic representation when viewed from a different direction, perspective or orientation). "It is intended to mirror the art of science and wine," added Martello. "It was thoughtfully designed and was intended to



The story of Martello (which means 'big hammer' in Italian) began in Alberobello in Puglia, Italy, where Greg Martello's grandfather left the old country in 1918 to find a better life for himself and his family. He then produced wine in his basement for the local Italian community in the Bronx during Prohibition. Now, Greg Martello is continuing his family's viticultural legacy by making enticing, vibrant wines that speak to his own viticultural passion.

*Continued on Page 4*





## Greg Martellotto and Mike Roth, Winemakers

As many one-man winery operations, Greg Martellotto serves as his company's winemaker. He also uses consulting winemaker Mike Roth whose resume is legendary along the Central Coast.

Roth worked for both Mike Grgich (Grgich Hills Estate) and Nils Venge (Saddleback Cellars/Venge Vineyards) in Napa Valley before heading south to Santa Barbara County more than fifteen years ago. His Central Coast experience includes the likes of Demetria Estate Winery (considered among the best wineries in the county), Koehler Winery, and a number of other quality wineries including Martian Ranch and Vineyard. Roth's wines have always achieved superior scores and numerous accolades for his efforts. He has recently planted his first vineyards and launched his own label, Lo-Fi Wines, with a lifelong friend.

## Martellotto Winery

Continued from Page 3

be easily distinguishable. In other words, we wanted something completely unique, a real jump off visual."

Martellotto Winery recently opened its new winery in downtown Buellton, California, a town located along US HWY 101 as the coastal highway turns northward. The warehouse facility is a shared space with Barbieri Wine Co. and Lo-Fi Wines.

"This acquisition will help us tremendously," Greg Martellotto stated. "We are able to produce our wines under our own roof and that in itself is a big benefit. We will also have a tasting facility for the first time that will give our customers more accessibility. It is a win-win scenario for everyone involved."

The wines of Martellotto Winery have won followers wherever and whenever they have traveled. It is a real pleasure to be able to re-introduce our *Gold Wine Club* members to this rising star winery. Enjoy!



This month's featured Martellotto wines hail from the Santa Ynez Valley, a region with a distinct Western feel that is loaded with wineries, tasting rooms, and beautiful long winding roads through rolling hills of vineyards.





## Food pairings from Martellotto Winery



### Spanish Roasted Chicken

Pair with the Martellotto 2016 Syrah, Santa Ynez Valley

- 4 lb whole broiler chicken, preferably brined, rinsed and patted dry
- 4 lemons
- 4 garlic cloves, crushed
- 2-3 lbs russet potatoes, peeled and cut into bite-sized dices
- Olive oil
- Salt and pepper, to taste

Preheat the oven to 425 degrees.

Meanwhile, bring a medium pot of water to a boil. Add the potatoes and two of the lemons. Cook for 5 minutes and drain.

Poke the lemons with a knife. Insert the lemons and crushed garlic into the cavity of the chicken.

Place the chicken on a foiled baking tray. Surround the chicken with the potatoes. Sprinkle the chicken and potatoes with olive oil, salt and pepper - enough to coat. Cook the chicken and potatoes for 80 minutes, until the chicken reaches an internal thigh temperature of 165 to 175 degrees. Remove the chicken from the oven.

Stir the potatoes and return to the oven for 10 more minutes to crisp.

Cut the chicken and serve with fresh lemon wedges, potatoes, and a salad. *Recipe provided by Martellotto Winery.*



### Catalan Shrimp with Paprika

Pair with the Martellotto 2017 Viognier, Santa Ynez Valley

- 4 garlic cloves, crushed
- 1/2 lb ripe cherry tomatoes, halved
- 12 large raw shrimp, peeled or not
- 1 tsp paprika
- Olive oil
- Lemon
- Salt and pepper, to taste

Add the olive oil to a sauté pan, over medium-high heat. Add the tomatoes and stir for 1 minute. Add garlic cloves, paprika, salt and pepper to taste. Allow it to simmer for 4 minutes. If the pan is dry, add some white wine and lemon juice. Add shrimp and cover the pan. Lower the heat to medium low. After 4 minutes, the shrimp should be pink and cooked. Serve the shrimp immediately with crusty bread. *Recipe provided by Martellotto Winery.*





## Greg Martellotto, In The Spotlight

Greg Martellotto fancies himself as something of a true renaissance man. He has managed to travel extensively during his formative years and he has put what he has observed to excellent use in his current business.

“My wine business has many different aspects,” he observed. “I deal in the highest quality wines from Europe and California and also with some basic wines that I produce for international customers. It’s all part of this wine business concept that I have developed throughout the years.”

The Dallas native is not at all surprised that his efforts have been successful. “Success in the wine business is relative. Where I used to live in San Francisco, you can find a number of 30-year-old-billionaires. For my part, the wine business has been one long struggle just to survive, and for that I am most thankful. It has taught me a number of life lessons and I won’t forget them.”

He also calls his decision to locate in Santa Barbara County one of the smartest decisions he has ever made. “I had all these wonderful connections in Santa Barbara so I hoped they would be put to good use in making better wines. That’s the secret, making your wines better as you go along.”

Martellotto has always been drawn to the wine and food culture and admits it has had a hand in sculpting his life. “I’ve always been concerned about exactly what goes into food and wine. I’ve been on the edge of biodynamic farming for some time and I intend to continue in that direction. I want to one day be able to plant a small vineyard of my own to allow me to produce some estate wines. I will then feel I have come the full circle with my dreams.”

Greg Martellotto is also the main winemaker for his operation and credits his degrees in biology and chemistry for helping him produce such excellent results in his wines. He

travels between San Diego and Buellton and is present whenever his grapes are harvested and during any bottling process. “Those times are absolutely critical and I wouldn’t want to miss any of them for any reason. It is too important to our end product to miss being there in person.”

Greg has also maintained the ties with his old Jesuit education. He has become close with Fr. Jeff Dillon, S.J., his old principal at Jesuit High School in Dallas. Dillon is now active in the San Francisco area and has founded a charity project called Learn Belize (LearnBelize.com), that operates a school (Sacred Heart Elementary School) in Belize’s third largest city of Dangriga.

Profits from the sales of some of Martellotto’s wines go directly to the charity, which enables the school to buy supplies, books and technology. “It’s a great project,” informed Martellotto. “It has practically no overhead, so the money goes directly to the school and the children. It has been quite rewarding to have been involved to this point.”

The future seems extremely bright for Greg Martellotto and his portfolio of fine wines. He is enthusiastic about his new winery site in Buellton, and the ability to finally have a tasting facility to be able to showcase his wine portfolio. He has survived the perilous time that accompanied the recession years back, and he is planning on his own vineyards for the foreseeable future.

There should be more individuals like Greg Martellotto in the wine business. He brings a unique approach and great vitality to a traditional and time honored business. You will definitely hear more of him in the future.





## Wine Region: Santa Barbara County

Located on the southern end of the Central Coast appellation, Santa Barbara County is nestled about 90 miles northwest of Los Angeles, California. What helps make this wine growing region so unique is the transverse mountain ranges that run east to west - unlike the rest of California where the mountains are parallel to the coastline, running north to south. This topographical feature creates wind tunnels, which enable cool air to flow from the Pacific Ocean into the valleys of Santa Barbara County, keeping the temperatures moderate during the day and cool at night. The proximity to the ocean also creates morning fog that cools and protects the grapes in the vineyards, which leads to extremely long growing seasons. However, as you travel further inland, there are much warmer pockets that are well-suited to Bordeaux-style grapes. There is a great variety of microclimates and soils throughout Santa Barbara County, and thus a wonderful diversity of wine grapes can thrive here. Today, about 200 wineries call Santa Barbara County home and nearly 30,000 acres of vines are planted.



This month's Gold Wine Club featured wines both nicely represent the Santa Barbara County growing region, and specifically the Santa Ynez Valley, which is one of the most diverse grape-growing regions in the county. While Chardonnay and Pinot Noir are ideally suited to the western edges of the Valley, thirty miles inland at Happy Canyon, the climate is sunny and hot which is perfect for Bordeaux varieties like Cabernet Sauvignon and Merlot.

Established as an AVA (American Viticultural Area) in 1983, the Santa Ynez Valley is also a beautifully scenic area. With rolling hills, endless vines, and patches of ancient oak trees, it's no wonder the region became a star in the 2004 hit movie, *Sideways*. It has become a popular wine country destination with quaint towns, imaginative restaurants steeped in the farm-to-table movement, and plenty of family friendly activities.

## Add a Plus! Bottle To Your Next Wine Delivery

The *Plus! Program* automatically adds 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.



Join Today! **\$18-\$22/Delivery**

This month's *Gold Club* featured *Plus!* wine:  
**Cedergreen 2015 Gamay Noir**  
**Skyline Vineyard, Columbia Valley, Washington**

**91 Points + Best of Class** - Savor NW Wine Awards  
165 Cases Produced

Retail Price at the Winery: \$25.00



# Wine Winyard: Test Your Wine IQ!



## Is decanting wine necessary?

Decanting is a process used to aerate a wine with oxygen. The idea is that by pouring the bottle of wine into a larger vessel, one is allowing the wine to interact with more oxygen (by creating a larger surface area of exposure) than it would while still inside the bottle. As the wine takes in more oxygen, the aromas and flavors open up, and highly tannic and full-bodied wines are allowed to soften. Decanting also helps separate the wine from sediment, which is common in older wines or those that are unfiltered and unfiltered. Many do not enjoy having sediment in their glass, in which case, decanting is definitely helpful. Not every wine needs decanting though, and it's really all about personal preferences.

## What are tannins?

Tannins are naturally occurring compounds that exist inside grape skins, seeds and stems. The scientific word for these compounds is polyphenols. Polyphenols release from the skins, seeds and stems when they soak in the grape juice just after the grapes have been pressed and are what give certain wines, such as Cabernet Sauvignon, their characteristic dryness or astringency. You experience the effect of tannins any time you drink a wine that creates a drying sensation in your mouth. Depending on how dry your mouth feels, you can determine whether a wine is high or low in tannins. A wine that is high in tannins is *tannic*. What makes a wine have strong or weak tannins depends on how long the juice sits with the grape skins, seeds and stems after the grapes have been pressed. The longer the amount of time, the more tannin characteristics they will impart. This explains why red wines have stronger tannins than white wines - winemakers want red wines to impart more color, and thus spend more time in contact with the grape solids. Tannins also work as a natural antioxidant to protect the wine, and help some become age-worthy.

## The Gold Medal Wine Store



Instant! Membership Rewards saves you 27% to 39% off Martellotto wines!

MARTELOTTO	Retail Price at Winery		Gold Medal Membership Rewards Pricing*		
			2+ btls.	6+ btls.	12+ btls.
2016 Syrah Santa Ynez Valley	<del>\$40.00/btl.</del>	2-Bottle Members:	\$29.00	\$27.33	\$26.50
		4-Bottle Members:	\$29.00	\$26.50	\$25.25
2017 Viognier Santa Ynez Valley	<del>\$30.00/btl.</del>	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.

[www.GoldMedalWineClub.com/store](http://www.GoldMedalWineClub.com/store)

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