



## MARTELLOTTO WINES

Following an Italian winemaking heritage and harnessing a passion for wine, food and culinary culture, renaissance man Greg Martellotto develops a remarkable new winery on California's Central Coast.



The Santa Maria Valley is one of California's best wine growing regions for cool-climate varieties; Owner Greg Martellotto is also the winemaker for his new winery venture; Martellotto wine corks; Greg Martellotto enjoys crafting vineyard-designated wines from grapes with a balance of vibrant acidity and bright fruit flavors; This month's *Pinot Noir Series* feature comes from the Santa Maria Valley in northern Santa Barbara County.

The odyssey that would become the basis for Martellotto (pronounced *Mar-tel-la-toe*) Cellars first began when owner Greg Martellotto 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.

Martellotto 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, and the ten year prospect of medical school seemed implausible. He turned instead to the wine industry and concentrated his efforts in founding a wine entity that covered his varying expertise. One of the resultant companies is Martellotto Cellars, our *Pinot Noir Series* selected feature of the month.

Martellotto Cellars first saw the light of day in 2005 with a limited release

of only 2,000 cases. It has since grown to around 6,000 cases with the prospect of becoming a good deal larger in the future.

"I am proudest of having survived the recession," remarked Greg Martellotto during a recent interview. "The business has been quite difficult of late, and many, many small wineries have had to fold up and quit the business. I was quite fortunate to have other wine interests to stabilize Martellotto Cellars. My export business and some of my imports (Bordeaux and Burgundy) helped me during the really difficult times. I still must work incredibly hard but I feel the really tough times are probably behind me."

Martellotto Cellars 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 (*The Da Vinci Code*, *Angels and Demons*, *The Lost Symbol* and others) readers, 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.

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The Sierra Madre Vineyard is a highly desirable source for premium Chardonnay and Pinot Noir; Greg Martellotto enjoys the beauty of the Central Coast; The Sierra Madre Vineyard is planted to 173 acres; Grapes are hand-harvested to ensure quality and consistency.

## ABOUT THE VINEYARD



First planted in 1971, Santa Barbara County's Sierra Madre Vineyard has long been recognized as one of the state's finest cool-climate vineyards. The 173-acre site is located in northern Santa

Barbara County, near the western edge of the Santa Maria Valley. Here, at just 15 miles from the coast, it benefits greatly from its unique marine influence.

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Martellotto also explained that his back 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 Martellotto. "It was thoughtfully designed and was intended to be easily distinguished. In other words, we wanted something completely unique, a real jump off visual."

In addition to owner, Greg 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 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. Profits from the sales of some of Martellotto's wines go directly to a charity project called Learn Belize that benefits an elementary school in Belize's third largest city of Dangriga. It is a rewarding experience and Greg is proud to be a part of it.

Another important aspect of Martellotto Cellars' upcoming advantage will be the opening of a new winery that has just been leased in Buellton, along US HWY 101 as the coastal highway turns northward.

"This acquisition will help us tremendously," Greg Martellotto theorized. "We will be able to produce our wines under our own roof and that in itself will be 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 outlook seems extremely bright for Greg Martellotto and his portfolio of fine wines. He brings a unique approach and great vitality to a traditional and time honored business and it is a pleasure to introduce his winery to our *Pinot Noir Series* members.

The Santa Maria Valley is actually one of the coldest growing regions, due to its rare west-east running valley (most of the valleys and mountain ranges in the state run north to south). This phenomenon allows for ample flow of fog and cool breezes to be funneled in straight off the ocean, keeping the vines consistently cool. The climate here is perfect for Chardonnay and Pinot Noir because it gives the grapes a long growing season and allows time for complexity to develop. Sierra Madre Vineyard is thus mostly planted to these varietals and the wines made from these grapes are consistently awarded and noted for their distinctive characteristics.

# ABOUT THE WINEMAKERS



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

Ross worked for both Mike Grgich (Grgich Hills Estate) and Nils Venge (Saddleback Cellars) in Napa Valley before heading south to Santa Barbara County more than 10 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. Ross's wines have always achieved superior scores and numerous accolades for his efforts. He has recently planted his first vineyards and intends to produce his own label that will be called Lo-Fi when the vines reach production.

Greg's unique skill set includes winemaking experience in California, Italy and Mexico, launching several wine brands, building a successful distribution company and developing long-term relationships with growers, winery owners, and clients. His background and teamwork with Mike Ross also him to produce remarkable wines of consistency, value, and varietal expression for the Martello Wines brand.

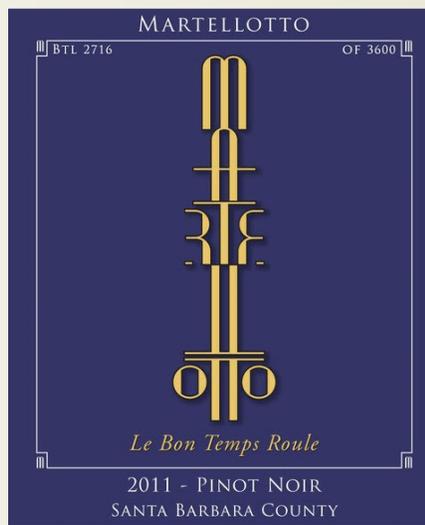
# MARTELLOTTO 2011 'LE BON TEMPS RULE' PINOT NOIR

Martello's 2011 'Le Bon Temps Roule' Pinot Noir takes its name from a Cajun phrase that roughly translates to *"Letting the Good Times Roll."* Hailing from Texas, owner/winemaker Greg Martello pays homage to nearby Cajun Country with this wine. Produced exclusively from highly desirable Sierra Madre Vineyard grapes, this wine is a classic representation of Santa Barbara Pinot. Aromas of raspberries and blueberries are wrapped up with notes of crushed violets and baking spices. The palate shows flavors of ripe red fruit, red cherry, plum, cranberry and raspberry with subtle hints of earth and spice. Overall, this Pinot Noir is very nicely balanced and finishes with silky tannins. Aged 14 months in oak.

Cases Produced: 192  
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### Seared and Roasted Salmon with Garlic Spinach

Quality, fresh salmon fillets (4 oz./person)	1 Tbs. butter
1 lb. fresh, rinsed spinach	White cooking wine
2 garlic cloves, minced	Sea salt and fresh cracked black pepper
Extra virgin olive oil	

Heat oven to 350 degrees.

Heat butter and 1 Tbs. olive oil on stove on medium high heat in a thick bottom saute pan that is oven safe. Season the salmon with salt and pepper. Add salmon to pan and sear for 4 minutes (assuming fish is at least 1/2 inch thick). Do not try to move or flip the fish. Add 1/2 cup white cooking wine to the pan. Remove from stove and put pan in the oven. Set a timer and roast for 8 minutes. For thicker cuts of fish, you can put a top or foil on top of the pan to expedite cooking.

While the fish is in the oven, use a large saute pan to make the spinach. Add 1 Tbs. olive oil and add minced garlic. Saute on medium heat for 1-2 minutes. Do not let the garlic brown. You can add a touch of white wine to lower the cooking temperature. Add spinach in bunches and stir. The spinach should be only slightly wilted, still very green, and not turned brown or black. Salt and pepper to taste.

Serve the fish and the spinach immediately. To plate the dish, lay a bed of spinach and place the salmon filet on top. You may want to add a lemon wedge. If you want to include a grain as a side, consider toasted Israeli couscous or an orzo salad with fresh herbs. *Recipe provided by Martellotto Wines.*



### Mushroom Orzo

1/2 cup butter, divided	1/2 cup white wine
8 pearl onions	Garlic powder to taste
1 cup uncooked orzo pasta	Salt and pepper to taste
1/2 cup sliced fresh mushrooms	1/2 cup grated Parmesan cheese
1 cup water	1/4 cup fresh parsley

Melt half the butter in a skillet over medium heat. Stir in the onions, and cook until golden brown. Mix in orzo, mushrooms, and remaining butter. Cook and stir 5 minutes, until butter is melted and mushrooms are tender.

Pour water and wine into the skillet, and bring to a boil. Reduce heat to low. Season with garlic powder, salt and pepper. Cook 7 to 10 minutes, until orzo is al dente. Stir in the Parmesan cheese and parsley to serve. *Recipe sourced from www.allrecipes.com.*

*Find this recipe and all of your favorites online at [GoldMedalWineClub.com/recipes](http://GoldMedalWineClub.com/recipes). We have a delicious collection of entrée recipes to pair with your favorite Gold Medal wines!*



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