

PLATINUM SERIES

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

In Steve McIntyre's analogy of the wine business, his position is similar to that of an artist. He fervently believes that the bottle of wine is basically a cumulative experience, consisting of a number of different components. He includes growing and processing as the most important rudiments in his equation and also, several lesser elements. In his scenario, someone must mesh all the parts together in much the same fashion that an artist blends together his oils and canvas. In McIntyre's opinion, the Winemaker occupies such a position in the wine industry.

Steve McIntyre grew up in Ventura County, where his family made its living as growers in the citrus and avocado business. Steve felt the calling of the land early and received his masters in Enology from California State University Fresno back in 1982. He moved to Monterey County and immediately perceived a need for a company that focused its attention on viticultural management and development. He formed such a company, Monterey Pacific (a great name for a railroad), and initially contracted to oversee 432 acres. Today, Monterey Pacific has grown dramatically and handles over 7,000 acres of vineyards, and is considered one of the predominant companies of its type in California.

As his company expanded, Steve McIntyre's need for self expression manifested itself in home wine making, until a time about five years ago when he decided to attempt to produce wine commercially. In 1998, he enlisted his wife Kimberly to help with the marketing of the future product (her people skills as a dental hygienist came in very handy). He next contracted with consulting Winemaker Barry Jackson to produce the first McIntyre Vineyards Merlot, a project that totaled 350 cases that carried a Central Coast appellation.

Steve McIntyre also holds the distinction of being one of a tiny number of Scots that have a stake in California's wine industry. The fact that he is in the minority doesn't bother him a bit.

"I genuinely love growing grapes and making wine," he commented. "I've always felt that selling it is the necessary evil."

McIntyre also credits a number of other winemakers with helping him realize his dream of producing his own wines on a commercial basis.

Through his vineyard management company's interactions with a number of high profile, successful operations, he has gleaned a great deal of insider's knowledge. He credits Heather Pyle and Ken Schivers from Robert Mondavi, among others for helping him during the developmental stage of McIntyre Vineyards.

"There were a million questions I had and a number of ways to proceed," he added. "A number of people were there for me when I needed them. In the end, it was something of a team effort."

The first releases of McIntyre were actually produced at Solis Winery in Gilroy, but Steve McIntyre's plans for the future are already taking shape. He will finish a wine processing facility in King City sometime in early 2002, where he will also do a great deal of custom work for a number of his present vineyard clients.

A little further down the road (possibly in 2003 or 2004), Steve McIntyre envisions a winery location with retail accompaniment. He has a spot picked out in Gonzales in close proximity to both Morgan Winery and Robert Talbott Winery, where his McIntyre Vineyards wines could get more exposure to the general public. McIntyre projects a little over 2,000 cases of all his wines (Pinot Noir, Chardonnay and Merlot) for the calendar year 2001, with gradual increases as circumstances warrant.

If the 1998 McIntyre Vineyards Merlot is any indication, Steve McIntyre's future wines will meet with great critical and commercial acclaim. It is Gold Medal Wine Club's pleasure to introduce them to our Platinum Members.



TASTING

NOTES



M^CINTYRE

Dear Platinum Club Members,

It is with great pride that we offer our 1998 McIntyre Merlot! Although this is our first vintage, we have been in the wine business since 1985 as growers for a number of prestigious wineries such as Mondavi, Joseph Phelps and Williams & Selyem to name a few. Prior to the development of our own vineyards, I served as Assistant Winemaker at Smith & Hook Winery here in Soledad.

During my tenure in the industry, I have learned the value of multiple appellations and clones in the development of consistent style. We manage almost 7,000 acres of grapes in 3 counties on the central coast which allows us to choose from any number of exciting appellations, vineyards and clones which will hopefully represent the best that any given season may offer, depending upon the growing conditions. It's like having a palette with unlimited colors to create the most interesting picture. We plan to construct a Tasting Room at one of our vineyards in Gonzales within the next two years. Please stop by and see us when you are in the area.

Sincerely Yours,

Steve McIntyre
Proprietor

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TASTING NOTES

350 Cases Produced

A beautiful inaugural vintage from wine industry veteran Steve McIntyre. Because he manages over 3,000 acres of vineyards covering three counties, McIntyre has the luxury of selecting grapes from the best of the best to use in his own wines. Nicely ripened, black cherry fruit is teamed with lots of creamy oak and a touch of herbs in the rich aromas of this well-extracted young Merlot. This is a plump and eminently likeable Merlot that sports good fruit and a smooth, soft palatal feel. A wine of immediate appeal with good energy from front to back. While very varietal in its supple texture, the wine has a good sense of grip and balance. Firmed at the finish by a nominal bit of tannin and carrying its ripeness in full view, it is a wine that can be enjoyed over the next three to five years. Match it with juicy lamb dishes or lightly seasoned beef entrees.

REORDERS

A very appealing wine in both quality and price. And with just 350 cases produced, it's a rare discovery. You won't find this wine anywhere else. Another classic example of what the *Platinum Series* is all about. [All orders are subject to applicable tax and shipping.]

The McIntyre 1998 Merlot retails for \$22.00 per bottle. As a *Platinum Series* member your special pricing is as follows:

Half-Case—\$114.00 (\$19.00 / bottle)
Full-Case—\$204.00 (\$17.00 / bottle)

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