



# The Wine Press

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

## MIDNIGHT CELLARS PASO ROBLES



## Midnight Cellars

**Rooted in Paso Robles since 1995, Midnight Cellars is home to the Hartenberger family and their collection of bold and expressive award-winning wines.**



OK, raise your hands, how many of you have ever fantasized about quitting your job and starting a winery? You and your family, and maybe some extended family too, would move to wine country, buy a piece of land, refurbish the old house, convert the barn into a winery, plant some vines and you're living the dream. Although it's not even remotely close to being that simple, you can now live vicariously through members of the Hartenberger family who are experiencing your dream at this very moment.

It all started in the summer of 1993, when the Hartenberger family was enjoying a getaway to Napa and Sonoma. While sitting on the back patio at Domaine Carneros, Rich Hartenberger made a half-serious comment to his dad, Robert Hartenberger, that he should start a winery when he retired and Rich and his wife Michele would run it for him.

Laughed at and forgotten, years later it became a possibility. Robert decided to retire early from his career as a patent attorney and was still full of energy and passion to begin a new venture. He amazingly remembered Rich's idea and said to him, "if you were serious about this winery thing, I'm in." Rich was newly married and living in Chicago with his wife Michele, but they both promptly quit their jobs (Rich was a product manager for a medical supply company and Michele was a biochemist), sold their house and one of their cars, and drove to California to start a new life. It sounds crazy, but it happened!

The family purchased a 160-acre plot of land located on the west side of Paso Robles in 1994 and the first order of business was to turn the old house into a winery and the barley field into a vineyard. The barn required extensive refurbishing to retrofit the stainless steel tanks, French and American oak barrels, water treatment systems, and hundreds of other devices, and after planting just 450 vines of the planned 11,000, it didn't take a rocket scientist to figure out they were in for the long haul. Sure, it was going to be expensive and hard work, but the Hartenberger family started this winery with one idea in mind: to create the best wines possible and wines they could be proud of. They were not about to cut any corners. Today, their hard work has paid off as the family manages 30 planted acres on their Paso Robles property and their Midnight Cellars wines have won a plethora of awards over the years.

With now over twenty-five years in the vineyards and winery, Rich Hartenberger enjoys the role of family winemaker and owner of Midnight Cellars. The focus remains on keeping wine accessible, affordable, and fun for everyone and the winery has become one of the darlings of California's Central Coast. We are happy to share Midnight Cellars with our Gold Wine Club members and hope you enjoy two of their latest releases. Cheers!

## Rich Hartenberger, Winemaker

Rich Hartenberger, a former hospital bedding salesman from Chicago, Illinois, is Midnight Cellars' famed winemaker. Under the careful direction of a consultant, Rich began carrying out all winemaking duties for the family winery from the get-go and went on to learn necessary skills from winemaking books, practical experience, college chemistry courses, and from helpful neighboring winemakers. He adamantly believes that working with great grapes makes winemaking a simple testament to the soil, the region, and the varietal. It is his goal to craft wines that are varietally correct and age worthy, while expressing the site they come from.

Rich enjoys spending time in the Tasting Room as well (which his wife Michele manages), introducing visitors to his latest achievements and taking guests into the barrel room for private samplings. When not at the winery, Rich is either traveling the country selling Midnight wines or home watching the Chicago Bears, White Sox, and Bulls.



## Featured Gold Club Wines



### Midnight 2017 'Nebula' Cabernet Sauvignon, Paso Robles

1,050 cases produced

Pouring a delightfully dark, brick red color, the Midnight Cellars 2017 'Nebula' Cabernet Sauvignon offers an unbelievably rich, full-bodied nose. The palate opens with true varietal flavors of red and black fruit that mingle with a mineral chalkiness that does not disappoint. The well-balanced tannins and acidity blend with a smooth, rich finish that leaves you anxious for your next sip. The dark fruits and delightful tannins in this Cabernet Sauvignon make it a perfect pair with red meat or rich Portobello mushrooms. Aged 26 months in oak. 90% Cabernet Sauvignon, 10% Merlot. Enjoy!

**88 POINTS** - *Wine Enthusiast magazine*



*Food Pairing:*  
PAN-SEARED STEAK  
WITH GARLIC BUTTER

[GoldMedalWineClub.com/Recipes](http://GoldMedalWineClub.com/Recipes)



### Midnight 2019 Estate Chardonnay, Paso Robles

390 cases produced

The Midnight Cellars 2019 Estate Chardonnay comes from the acclaimed Willow Creek District of Paso Robles. On the nose, hints of yellow apple and lime peel blend with notes of honeysuckle, making for an inviting and intriguing aroma. Meanwhile, flavors of lemon curd, vanilla, and white peach accompany a well-rounded mouthfeel with a smooth yet crisp finish. The flavors in this Chardonnay are complemented by dishes featuring seafood and creamy pastas or risottos. Aged 6 months in oak. 100% Chardonnay. Enjoy!

**GOLD MEDAL SPECIAL SELECTION**



*Food Pairing:*  
SHRIMP  
RISOTTO

[GoldMedalWineClub.com/Recipes](http://GoldMedalWineClub.com/Recipes)

#### HOW WE CHOOSE OUR WINES:

Gold Medal Wine Club showcases exceptional wines 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 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 4,000 wineries in California producing thousands of different wines. Only wines fitting the above criteria are considered in choosing the featured selections each month.

**Add a *Plus!* Bottle to your next wine delivery**

\$18-\$22 per delivery

The *Plus!* Program automatically adds on 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. For more information, visit: [GoldMedalWineClub.com/plus](http://GoldMedalWineClub.com/plus)

**This month's Gold *Plus!*  
Featured Wine:**

**Falcone 2017 Syrah,  
Paso Robles**

94 Points - *Wine Enthusiast magazine*

91 Points - *Antonio Galloni's Vinous*

91 Points - *Wine & Spirits*

815 Cases Produced





# Wine Winyard: Test Your Wine IQ



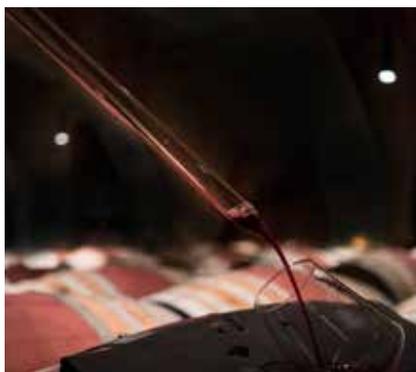
### 1. What is the job of a Sommelier?

Sommeliers, or wine stewards, are trained and knowledgeable wine professionals commonly working in fine restaurants and specializing in all aspects of wine services, including food and wine pairing. Sommeliers typically develop wine lists, train the other restaurant staff, and work along with the culinary team to pair and suggest wines to best complement each menu item. Sommeliers also often work the floor of the restaurant, in direct contact with customers to suggest options within their taste and budget preferences.



### 2. When were oak barrels first used for the storage and aging of wine?

The use of oak has been prevalent in winemaking for at least two millenia, first coming into widespread use during the Roman Empire. In time, winemakers discovered that beyond just storage convenience that wine kept in oak barrels took on properties that improved the wine by making it softer, and in some cases, better tasting. Robert Mondavi is credited with expanding the knowledge of winemakers in the United States about the different types of oak and barrel styles through his experimentation in the 1960s and 1970s.



### 3. How much wine evaporates from an oak barrel in one year?

The porous nature of an oak barrel allows some levels of evaporation and oxygenation to occur in wine, but typically not at levels that would cause spoilage. In a year, the typical 60-gallon barrel can lose anywhere from 5 1/2 to 6 1/2 gallons of wine through evaporation. This is actually a good thing, allowing the wine to further concentrate its flavor and aroma compounds.

## Gold Medal Wine Store



**INSTANT Membership Rewards Pricing\***

**Save 26% to 38% off Winery Retail Prices**

MIDNIGHT CELLARS	Winery Retail Price	Gold Medal Membership Rewards Pricing*			
			2+ btls.	6+ btls.	12+ btls.
Midnight 2017 "Nebula" Cabernet Sauvignon, Paso Robles	<del>\$55.00/btl.</del>	2-Bottle Members:	\$39.00	\$37.33	\$36.50
		4-Bottle Members:	\$39.00	\$36.50	\$35.25
Midnight 2019 Estate Chardonnay, Paso Robles	<del>\$34.00/btl.</del>	2-Bottle Members:	\$25.00	\$23.33	\$22.50
		4-Bottle Members:	\$25.00	\$22.50	\$21.25

\*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 Special-Offer Wines.