



# The Wine Press

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

*Midnight Cellars  
Paso Robles, California*





## MIDNIGHT 2013 FULL MOON RED BLEND PASO ROBLES

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A well balanced, soft, approachable red wine, the 2013 Full Moon is a delicious blend of 50% Syrah, 40% Zinfandel, and 10% Merlot, and is Midnight Cellars' most popular wine! Beautifully clean, ripe, and fruity on the nose, the 2013 Full Moon is bursting with an array of flavors - blackberries, spice, and stewed red fruits that dance on the palate and linger on the fresh and fruity finish. This wine pairs well with burgers, pizza, and spaghetti - or just enjoy it on its own! Aged in oak. Enjoy now until 2023.

**GOLD MEDAL SPECIAL SELECTION**

## MIDNIGHT 2014 ESTATE CHARDONNAY PASO ROBLES

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650 Cases Produced

Produced from Midnight Cellars' estate vineyard on the West Side of Paso Robles, the 2014 Estate Chardonnay is a vibrant wine with nice concentration and extra intensity. Bright gold in color, the wine opens with fruity, inviting aromas of dried tropical fruit, mango, lemon cream, and fresh minerality. The body is crisp with notes of freshly cut green apples, hand-squeezed tangerines, and racy Asian Pear. After months aging in oak barrels, this Chardonnay is also well rounded with a luscious touch of vanilla. It's not too oaky, not too buttery...it's just right! 100% Chardonnay. Enjoy now until 2019.

**91 POINTS + GOLD MEDAL** - *Tastings.com*

## MIDNIGHT 2015 ESTATE CHARDONNAY PASO ROBLES

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275 Cases Produced

Crafted from Midnight Cellars' Estate Chardonnay grapes grown in the newly designated Willow Creek District of Paso Robles, the 2015 Estate Chardonnay has ripe, concentrated flavors, excellent acidity, a soft, smooth texture, and great intensity. The beautifully perfumed aromas are fresh, clean, and lively, offering hints of green apples, tangerines, and lime. These notes are mirrored on the full-bodied palate with layers of oak and vanilla to create just the right amount of complexity. 100% Chardonnay. Enjoy now until 2020.

**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.



# Midnight Cellars



Home to the Hartenberger family and their small production, award-winning Paso Robles wines, Midnight Cellars celebrates over twenty years of winemaking success on California's Central Coast.

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 the wine country, buy a piece of land, refurbish the old house, convert the barn into a winery, plant some vines and you're living your 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. "I would not have started this winery without the help of my kids," assures owner/founder Bob Hartenberger. "I did it for the lifestyle, but I knew the task was too great without their help, and besides, I wanted them there."

Not surprisingly, it didn't take a lot of convincing for family members to exchange their briefcases and commutes in the car, for shovels and rides on the tractor. In fact, if anything, it was Bob's sons, Rich and Mike, who encouraged Dad to take the plunge and start a winery in the heart of Central California's wine country (specifically, Paso Robles).



Midnight Cellars produces twenty-two different wines and about 8,000 cases annually from their Paso Robles estate.

"Years ago, I made a half-serious comment to my Dad when we were visiting Napa that he should start a winery when he retired, and my wife, Michelle, and I would run it," recalls Rich Hartenberger. That must have been a catalyst of sorts because it was only a year or so later that things were



The 29th established winery in Paso Robles, Midnight Cellars is nestled in the Templeton Gap region of Paso Robles, a prime growing location for both Bordeaux and Rhône-style varietals.

rolling and the kids got the call. Rich promptly quit his job in Chicago as a product manager for a medical supply company and his wife Michelle gave up her job as a biochemist. Their eldest son, Mike, not only followed suit by leaving his career as a salesman for an electronics firm, but also paid the ultimate price by relinquishing his Chicago Bulls season tickets!

The family purchased a 160-acre plot located on the West Side of Paso Robles in 1994, and the first order of business was to turn the old horse barn into a winery and the barley field into a vineyard. Easier said than done - the barn required extensive refurbishing to retrofit the stainless steel tanks, French and American oak barrels, water treatment systems and hundreds of other devices.

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

*Continued on Page 4*





## 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. 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.

## MIDNIGHT CELLARS

Continued from Page 3

haul. "Sure, it was expensive and it's hard work too!" says Bob Hartenberger. "But we started this with one idea in mind: to create the best wines possible and wines we can be proud of. We're not about to cut any corners."

In 1996, they planted about 18 acres of the potential 100-plus suitable acres. Zinfandel, Merlot, Chardonnay, and Cabernet Sauvignon were the first varietals planted. Additional acreage of each, along with Cabernet Franc, has since been added, and today the planted area totals about 30 acres. While these initial vines were maturing, the Hartenbergers secured first-class grapes from other local well-known vineyards to begin the winemaking process.

As a home winemaker in Chicago for many years, Bob knew the fundamentals. To help ensure success with their first commercial releases though, they called upon the expert guidance of Nick Martin of nearby Martin Brothers Winery. With Nick's help and the assistance of a handful of neighboring wineries, the first releases of Midnight Cellars wine were a hit - all earned medals at wine competitions throughout the state and country. With now over sixteen years in the vineyards and winery, Rich Hartenberger

enjoys the role of family winemaker.

Over 990 wineries existed in California when they started and today there are over 3,000. So, the Hartenbergers know full well the importance of maintaining a high quality reputation. "We have to have the very best wine," says Rich Hartenberger.

So far so good. Year after year, Midnight Cellars wines have won a plethora of competitive awards in the state, as well as across the nation.

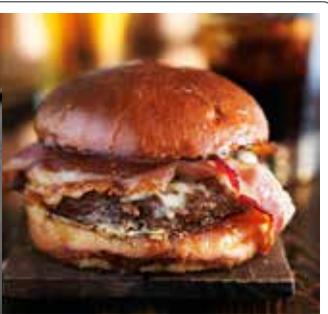


Rich Hartenberger manages the family's single-estate 30-acre vineyard, planted to Cabernet Sauvignon, Cabernet Franc, Merlot, Petit Verdot, Malbec, Zinfandel, and Chardonnay.





# Food pairings from Midnight Cellars



## STUFFED BACON CHEESEBURGERS

PAIR WITH THE MIDNIGHT 2013 FULL MOON RED BLEND

- 1/2 cup shredded Monterey Jack cheese
- 4 slices cooked bacon, chopped
- 1 lb ground chuck
- Kosher salt and freshly ground black pepper
- 4 large hamburger buns, split
- Ketchup, mayonnaise and mustard, for serving
- Lettuce, sliced tomato, onion, and avocado, for serving

Combine the Jack cheese and chopped bacon in a bowl. Put the beef in another bowl and season with salt and pepper; use a rubber spatula to mix it in. Flatten 1/4 of the meat mixture in the palm of your hand. Squeeze together about a tablespoon of the cheese and bacon mixture to make a little nugget; put it in the center of the ground beef. Bring up the sides of the patty over the filling, making sure the cheese is completely covered by the meat. Flatten slightly for a nice patty shape. Set them side by side on a platter in the refrigerator while preparing the grill. Place a large grill pan on 2 burners over medium-high heat or preheat an outdoor gas/charcoal grill and get it very hot. Brush the grates with oil to keep the burgers from sticking. Grill the burgers for 8 minutes per side for medium. Remove the burgers to a clean side plate while you toast the buns. Rub the grill rack with more oil and place the buns cut-side down, toast for 1 minute. Serve the burgers with your favorite condiment and any garnish you like, such as lettuce, sliced tomato, onion, and avocado. Enjoy! *Recipe provided by Midnight Cellars.*



## SEARED SCALLOPS WITH LEMON ORZO

PAIR WITH THE MIDNIGHT 2014 & 2015 ESTATE CHARDONNAY

- |  |                             |
|--|-----------------------------|
| Cooking spray                            | 2 tbsp chopped fresh chives |
| 1/2 cup pre-chopped onion                | 2 tbsp fresh lemon juice    |
| 1 cup uncooked orzo pasta                | 2 tsp olive oil             |
| 1 cup fat-free, low-sodium chicken broth | 1 1/2 lb sea scallops       |
| 1/2 cup dry white wine                   | 1/4 tsp salt                |
| 1/4 tsp dried thyme                      | 1/4 tsp black pepper        |

Heat a medium saucepan over medium-high heat. Coat pan with cooking spray. Add onion to pan; sauté for 3 minutes. Stir in pasta, broth, wine, and thyme; bring to a boil. Cover, reduce heat, and simmer for 15 minutes or until liquid is absorbed and pasta is al dente. Stir in chopped chives and lemon juice. Keep warm. Heat oil in a large cast-iron skillet over medium-high heat. Sprinkle scallops evenly with salt and pepper. Add scallops to pan; cook 3 minutes on each side or until desired degree of doneness. Serve with pasta mixture. Enjoy! *Recipe provided by Midnight Cellars.*





## Rich, Bob and Mary Jane Hartenberger, IN THE SPOTLIGHT

It wasn't until Bob Hartenberger began traveling extensively in the 1980's that he became interested in wine. "It was a gradual appreciation that grew out of many business dinners and meeting people with varying degrees of wine knowledge," recalls Bob. "I became more and more intrigued with not only wine itself, but with the scientific aspect, and finally started making wine in the basement of our home in the Chicago area."

The Hartenberger family was living in Chicago by way of St. Louis where Bob grew up. He attended St. Louis University in the 1950's, earning degrees in both Chemistry and Law. A brief and dissatisfying stint at Shell Oil immediately after college led him to locally headquartered Monsanto Corporation where Bob found his career niche. Using his educational background in both chemistry and law, Bob was hired as a Patent Attorney in 1962.

Bob stayed at Monsanto for 11 years before moving to Chicago to become Chief Patent Lawyer for American Hospital Supply Corporation. For 17 years, the Hartenbergers lived in Chicago, during which time, the company was bought by another company, Baxter Corporation. Then in 1990, Bob was transferred to Glendale, California to become General Counsel at a new corporate location.

Four years later, Bob retired from the corporate life and decided to take on a completely new challenge. Even though he was already keenly interested in wines and was still making wine on a very small scale at home, something must have hit a chord during a trip to Napa that year. Bob and his wife Mary Jane met son Rich and his wife Michele in northern California wine country for a weekend of wine tasting. As millions of people do each year, the Hartenbergers thought how great a lifestyle it would be to own and operate their own winery. "The thought grew on me for an entire year before finally taking the plunge," recalls Bob.

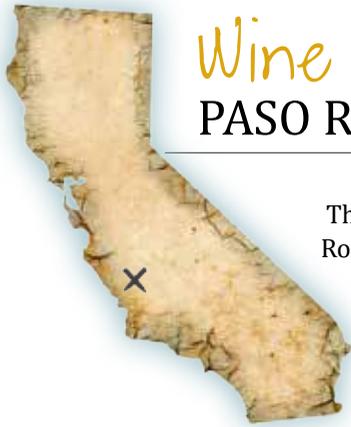
To Bob and his family, it seems longer than the twenty-three years that have flown by since buying their 160 acre plot of land in the heart of Central California's wine country. Bob's due diligence took him to every section of California's wine producing regions before choosing to locate in the Paso Robles area. He had looked everywhere from Napa and Sonoma to southern California's Temecula, but settled on the Central Coast, believing it had just the right balance. Land was far less expensive than in Northern California, yet it was renowned for producing premium wines. The Paso Robles area was the logical spot to land.

"What's appealing too," Bob notes, "is that the area still has the unspoiled beauty and charm of real wine country with a feeling of close-knit cooperation among our friends and neighbors."

The Midnight Cellars tasting room exhibits this rustic charm as well, located adjacent to their 10,000 square foot open-air winery on Anderson Road. The large space has a long tasting bar looking out behind the winery to a grassy lawn where visitors can relax, sip wine, and take in the clean country air. Bob and Rich are also known to offer spontaneous barrel tastings, as they enjoy showing off their latest blends and recent efforts to enthusiastic guests.

Today, the Hartenbergers are proud to say that their dream became a reality, and they are living it each and every day.





## Wine Region: PASO ROBLES

The renowned wine country of Paso Robles is located on California's Central Coast between San Francisco and Los Angeles.

Established in 1983, and expanded in 1997, then again in 2009, the Paso Robles Viticultural Area (AVA) is California's fastest growing wine region and largest geographic appellation. The territory encompasses more than 26,000 vineyard acres and more than 200 wineries, located among diverse landforms that range from river bottoms to rolling hills, and flatlands to mountains. With major temperature swings, distinct microclimates, diverse soils, and a long growing season, Paso Robles is truly a unique wine region blessed with optimal growing conditions for producing a wide range of premium and ultra-premium wines.

Midnight Cellars is specifically located on Paso Robles' west side in the sub region known as the Templeton Gap, and within the newly designated Willow Creek District. This area



benefits from the flow of cool marine air from the Pacific Ocean, dropping nighttime temperatures lower than any other sub-regions of Paso Robles, and typically a longer growing season than surrounding areas. Templeton Gap grapes are known for their brilliant, bright fruit flavors and excellent natural acidity, which is so necessary for producing world-class wines.

Midnight Cellars' estate vineyard is planted on the hillside and hilltop of their 160-acre ranch, in shale and limestone-rich soils, with elevation changes of 500 feet. The southwest sloping hills face the Pacific Ocean, influencing a temperature swing of 40-50 degrees from daytime to nighttime. This setting is an ideal home to the Merlot, Zinfandel, Cabernet Sauvignon, Cabernet Franc, Petit Verdot, and Chardonnay planted there.

## 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.

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This month's *Gold Club* featured *Plus!* wine:  
**Shutter 2014 Windrem Vineyard Lake County Sauvignon Blanc**  
**90 POINTS** - Wine Enthusiast magazine  
Retail Price at the Winery: \$25.00



# Wine Winyard: TEST YOUR WINEIQ!



**There are so many styles of Chardonnay! Light and delicate, ripe and fruity, and rich and oaky - just to name a few. What are the rules on pairing foods with each style of Chardonnay?**

While Chardonnay can enhance many dishes, there are some important *Don'ts* to follow to ensure your wine isn't destroyed by the food it's served with. In general, DON'T pair Chardonnay with aggressively seasoned food (avoid super spicy dishes), bitter foods (bitter greens, vegetables, and spices like turmeric), acidic foods (raw tomatoes, olives, and tangy vinaigrettes), or pungent cheeses (avoid aged goat and sheep's cheeses). Also, serving Chardonnay too cold can dull it's pairing potential. Crisp, delicate Chardonnays pair best with lighter dishes like baked fish or poultry with butter and herbs. Ripe, fruity Chardonnays pair best with richer foods like creamy pastas or lighter proteins with fruit, and rich, oaky Chardonnays pair best with foods that have toasty flavors - think toasted nuts, pastry crust, and grilled or smoked fish and poultry. For all Chardonnays, creamy, mild cheeses (brie or fontina), risottos and cream-enhanced soups, sauces and pastas are all good food pairing choices.

**What does a secondary fermentation (malolactic) do for Chardonnay?**

Malolactic fermentation is a process in winemaking that converts malic acid to lactic acid. It is a standard process for all red wines, but it is a stylistic choice for white wines - most commonly for Chardonnay. This secondary fermentation tends to create a rounder, fuller mouthfeel and buttery flavors in Chardonnay. Chardonnays that do not go through malolactic will retain their leaner style, tart acidity and fresh green apple flavors. Some winemakers opt to combine methods to find a happy medium in the finished product.

## The Gold Medal Wine Store



Instant! Membership Rewards saves you 13% to 25% off Midnight Cellars wines!

| MIDNIGHT CELLARS                           | Retail Price<br>at Winery |                   | Gold Medal Membership Rewards Pricing* |          |           |
|--|---------------------------|-------------------|--|----------|-----------|
|  |                           |                   | 2+ btls.                               | 6+ btls. | 12+ btls. |
| 2013 Full Moon Red Blend<br>Paso Robles    | <del>\$19.00/btl.</del>   | 2-Bottle Members: | \$16.50                                | \$14.83  | \$14.00   |
|  |                           | 4-Bottle Members: | \$16.50                                | \$14.00  | \$12.75   |
| 2014/2015 Estate Chardonnay<br>Paso Robles | <del>\$29.00/btl.</del>   | 2-Bottle Members: | \$22.50                                | \$20.83  | \$20.00   |
|  |                           | 4-Bottle Members: | \$22.50                                | \$20.00  | \$18.75   |

\*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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