

THE WINE PRESS

Gold Medal Wine Club Newsletter: Vol. 14 No. 7

Michael David Vineyards Edition

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"With Gold Medal Wine Club,
The Road to Great Wine
Begins at Your Door."

www.goldmedalwine.com

FIFTH GENERATION WINEGROWERS HELP SOLIDIFY LODI'S GROWING REPUTATION

The story behind the founding of Lodi's Michael David Vineyards is a no nonsense tale that can be traced back at least five generations to a spot in the middle region of Northern California's Lower San Joaquin Valley.

It was in the period of 1915 - 1920 that relatives of Michael and David

Phillips's mother first began planting grapes on their sprawling delta property. Since the 1850s, the family had first planted wheat and followed it up with crops of watermelons. The advent of wine consumption and the area's propensity for producing plentiful grapes made the decision to plant vineyards a wise one.

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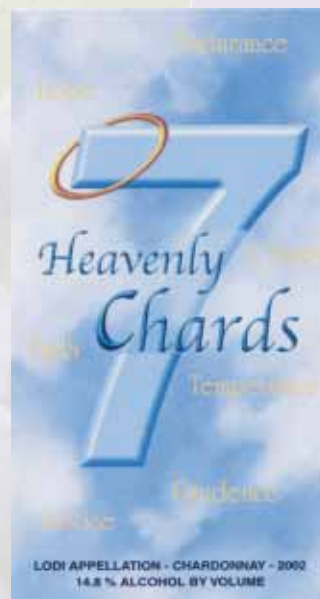
Michael David Vineyards farms 350 acres of 14 different premium wine grapes, but uses only the best 10% for their own wines.

Gold Medal Wine Club features 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. On occasion we feature a wine which is of high medal-quality, but due to its very limited availability or by preference of the wine producer, may not be submitted to these venues for review. Each and every selection is a superb wine made in small quantities and with limited distribution. There are over 1,200 wineries in California producing thousands of different wines. Only wines fitting the above criteria are considered in choosing the featured selections each month.



2002 ZINFANDEL

From the Michael-David Vineyards comes 7 Deadly Zins, a spectacular selection that is sure to bring a smile to those in steadfast search of premium Zinfandels. The L.A. County Wine Competition judges awarded this attractive Zin a **Gold Medal**. “Rich, spicy, jammy, peppery, dark fruit aroma with overtones of toasty oak; full body; very ripe black fruit flavors; lingering aftertaste,” states the *California Grapevine* bestowing it **88-Points** and its **“Highly Recommended”** seal of approval. Appropriately, fruit from seven of Lodi’s best growers was sourced to create 7 Deadly Zins. The result is a seductive pairing of deep brambly blackberries and ripe black raspberry with hints of rich vanilla, cocoa, toasted cedar and mild tannins. An extraordinarily well-balanced blend of old vine Zinfandel that shows distinct varietal character and is very enjoyable to drink now.



2002 CHARDONNAY

This divine Chardonnay that hails from the Michael-David Vineyards of Lodi, is proving to be among their finest efforts to date. The 7 Heavenly Chards won multiple high honors with a **Gold Medal, 90-Points** rating and **Best Varietal in Region**. This deliciously fruity, but not over oaked wine is pleasing to both nose and mouth and boasts good acidity. An angelic bouquet of Asian pear, green apple, creamy vanilla, and orange blossom embraces this award winning Chardonnay. True to its name, 7 Heavenly Chards was aged in barrels from seven different French coopers, affording it a graceful balance between fruit and oak. When serving roasted salmon or fresh lobster or when you’re in the mood to enjoy a superior Chardonnay, 7 Heavenly Chards is an excellent choice.

WINE CREDENTIAL HIGHLIGHTS

2002 VINTAGE: *Gold Medal*—L.A. County Fair Wine Competition; *88-Points & Highly Recommended*—California Grapevine publication; *Silver Medal*—New World International Wine Competition.

LEGACY: Zinfandel is Michael David’s most important varietal, winning Gold Medals virtually every year since 1984.

2002 VINTAGE: *Gold Medal*—California State Fair Wine Competition; *90-Points*—California State Fair Wine Competition; *Best Varietal in Region*—California State Fair Wine Competition.

LEGACY: Chardonnay is a winery staple and consistent winner, produced since 1991.

Just the facts:

pH	3.60
Total Acid	.62 g/100 mls
Alcohol	14.8%
Cases Produced	15,000
Drink Now or Up to Year	2008+

Just the facts:

pH	3.49
Total Acid	.73 g/100 mls
Alcohol	14.8%
Cases Produced	2,000
Drink Now or Up to Year	2006+

GOLD MEDAL SPOTLIGHT

Michael Phillips

Michael Phillips has always relished his role as an underdog in the highly competitive wine business. He has watched his fledgling winery grow steadily until it has reached its present 40,000 case level. Through it all, he has remained steadfast to the proposition that his beloved Lodi Appellation is capable of producing wines on par with all the finest wine producing appellations in the world including nearby Napa and Sonoma.

When Michael and David Phillips first started Michael David Vineyards, there were only 10 - 12 wineries within the Lodi area. Today there are more than fifty Lodi wineries, a fact that Phillips finds increasingly significant.

“The fact is simply,” he stated flatly, “that Lodi gets a bad rap from just about everyone as a prime growing area. It’s been held that way for at least the last fifty years. Wine writers and periodicals have held that Lodi is too hot for growing really quality grapes and have told that to everyone. They are, for the most part, completely misinformed.”

Since the belief is widely held in the wine industry, a further explanation is in order.

“If you consider the fact that Lodi is primarily a delta area and is also a product of a naturally occurring delta breeze, you get a more informed idea of the climate,” he continued. “There

are five rivers that concur within two miles of the city of Lodi and the naturally cool San Francisco Bay is just about 50 miles away. It’s no warmer here than it is in Northern Napa, but no one gives us a break when it comes of growing quality grapes.”

That is probably true, but Michael Phillips is also faced with the history of Lodi and the surrounding area. True to its reputation, Lodi has always been known to produce bulk wines and an abundance of quantity that has added to its reputation.

“I realize what I’m facing on that score,” he affirmed. “It was always easier for the local growers to plant varieties that could produce a lot of tonnage per acre. If you were selling to the bulk market, it meant more money in your pocket if your vines were over-cropped.”

To that end, Michael Phillips has been steadfast in utilizing modern techniques to insure the

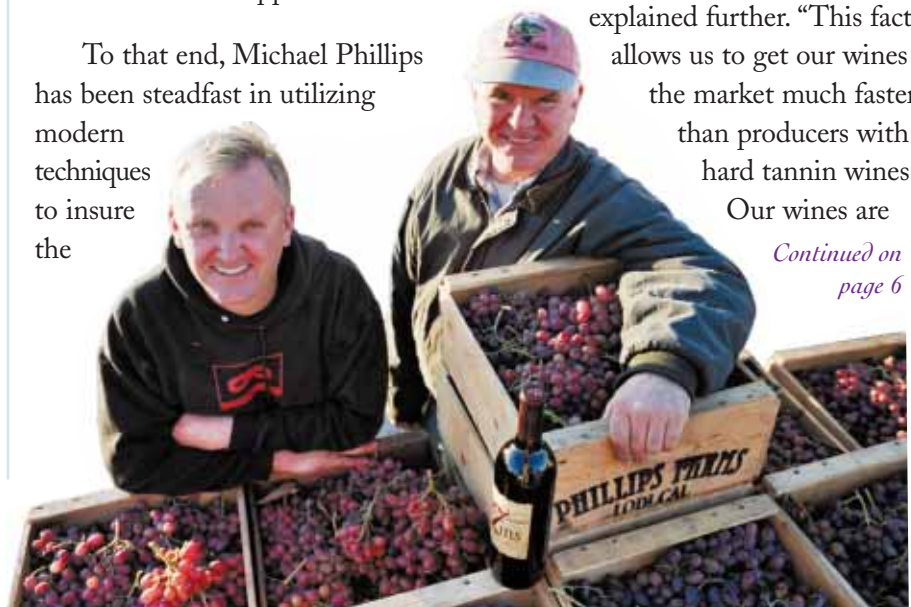
quantity of his crops including crop thinning, leaf pulling and other methods. He limits his grapes to from 3 to 5 tons per acres, in line with many Napa and Sonoma growers, but far below many of his neighbors in Lodi.

“It’s not an easy job to convince my fellow growers that a smaller crop is better and will eventually mean more money for them. It is also difficult to convince our local wineries that using the Lodi Appellation on our wines definitely helps build our specific area in the minds of the consumer.”


Phillips believes that his wines and many of the Lodi-grown wines have a huge advantage over many of their counterparts.

“Lodi has always been known for wines with soft tannins,” he explained further. “This factor allows us to get our wines to the market much faster than producers with hard tannin wines. Our wines are

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Brothers David and Michael Phillips carry on the family business that their great great grandfather began in the 1860s.



WINE WIZARD

- 1) Can you name the top three red wine varieties grown in California with the highest tonnage crushed in the 2003 harvest?
- 2) True or False. White Zinfandel is a different wine grape variety than Zinfandel?
- 3) Here's one for all you biology brainiacs out there. What does the term zymotechnology refer to?

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The grapes fared well in their surroundings and after a while a large percentage of the grapes produced were sold to larger producers in the area, as was the custom of many of the existing Lodi wineries.

It wasn't until the mid 1970s that the brother team of Michael and David Phillips decided to produce their own wines. They planted a select number of varieties and made their first release of around 1,000 cases under the Phillips Vineyards label in 1984.

Even though these first wines met with success, a problem soon developed with the much larger R.H. Phillips brand of nearby Dunnigan Hills. After deciding not to tackle the well-financed and perceptively larger entity, the name change to Michael David Vineyards was put into effect.

Today Michael Phillips, 51, and his brother David, 41, own and operate the nearly 40,000 case Michael David Vineyards. Under the name of Phillips Family LLC, the entity grows grapes on approximately 320 acres of which around 80% are used in the production of Michael David Vineyards wines and the remainder is sold to other wineries.

Both brothers have taken similar routes through the University of California Davis system to arrive at their present status. Michael Phillips served as winemaker for nearly the past twenty years and has only recently relinquished the winemaking chores to his two imported (from France and South Africa) winemakers. He still reserves the right to the ultimate say on the winery's final blends and currently busies himself with the important job of marketing Michael David Vineyards wines across the country.

Michael's younger brother David was literally brought up in a winemaking environment and is also a UC Davis graduate. His daily responsibilities include running the

winery's office and financial affairs, public relations and a share of the marketing chores along with his older brother.

Both brothers' wives play an important role in the Michael David Vineyards picture. Michael's wife Kristy helps with the company's marketing and produces its special events. She is also the buyer for the busy tasting room facility located at the winery. David's wife Corene puts her chemistry degree to good use and does all of the winery's lab work.

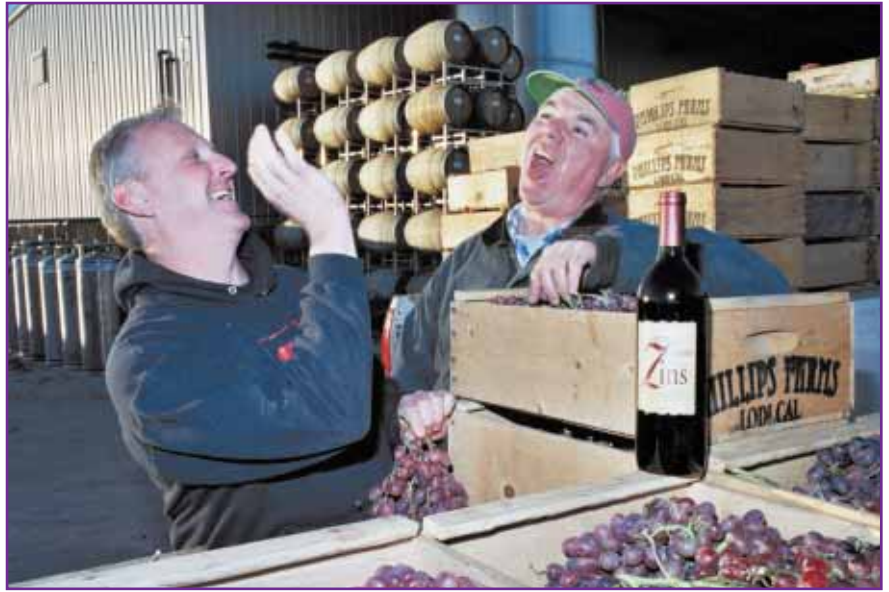
To make Michael David even more of a family affair, Michael's son Kevin, 28, puts his business/agriculture degree from Fresno State to excellent use and manages the family's expanding vineyard business. At present, Phillips Family grows over 15 different varieties and intends to increase the number in the immediate future.

Such happenings are big news for a winery located in Lodi, an area once considered as only suited for the production of bulk grapes. The winery points proudly to a stand of jagged old Carignane grapes that dates from the 1920s as part of their legacy to the modern world of grape growing and production.

Even though Lodi is largely famous for its production of Zinfandel, Michael David Vineyards continues to produce a number of excellent Chardonnays as well as a number of blends. Some of these include a wine

called Incognito (mysterious clones that produce powerful and intense wines) and another cleverly termed Earthquake (ground shaking wines that awaken your senses and rock your world). Michael David's remaining wines also include the first Lodi Appellation sparkling wines.

It is entirely true that Michael David Vineyards is the product of a simple beginning that has held steadfastly to the principle that great wines can be produced from superior grapes despite the location of the vineyards and winery. Michael David's owners have waged a war to that effect, and Michael Phillips in particular is an outspoken proponent of the quality of Lodi appellation



Michael and David perform one of their scientific taste tests.

and of the fine wines produced there.

This is a wonderful opportunity to taste for yourself. We know you

will agree that the Michael David Vineyards selection is a wonderful addition to our Gold Medal Portfolio.

Enjoy! 🍷

ANSWERS TO WINE WIZARD

1) Two of the top three varietals are fairly easy to guess. Cabernet Sauvignon is Number 1 at 395,729 tons crushed in the 2003 harvest. Merlot is Number 3 with 260,891 tons crushed. Somewhat surprising is Zinfandel as the Number 2 red wine in California coming in at 327,522 tons. The overall champion as it has been for many years, is still Chardonnay with 560,990 tons crushed.

2) False. Both wines are made from the same Zinfandel grape. Regardless of the fact that White Zinfandel is not white and arguably not really Zinfandel, it was California's great commercial wine success story of the 1980s. Although not the first to produce it, Sutter Home Winery bottled a White Zinfandel in 1972. Off to a relatively slow start, by 1980 sales of Sutter Home White Zin were a mere 25,000 cases. As if by magic, sales took off and reached 1.5 million cases by 1986! The wine had evolved (or digressed depending on your point of view) as a way of making California's vast acreage of Zinfandel acceptable to the predominantly white wine-drinking American public.



3) Zymotechnology is the study of yeast fermentation. For those of you who are interested, yeast is a single-celled agent vital to the fermentation process which, starved of oxygen, transforms grape juice to wine. Sugars are used as an energy source by yeast, with alcohol and carbon dioxide as by-products of the reactions. And for those of you who **really** care to know, the word yeast is originally derived from an ancient word meaning to boil, to seethe, or to be troubled. In 16th century English it referred to the semi-solid material that could be collected from the bottom of a brewing tank. By mid-17th century, the meaning changed to the current meaning, that of a single-celled plant, a **thallophyte** and one of the lowest members of the vegetable kingdom along with algae, lichens and fungi. Now aren't you glad we asked?



FOOD FOR THOUGHT

MARINATED RACK OF LAMB WITH 2002 7 DEADLY ZINS

1 leg of lamb
 1 Cup Dry Red Wine
 3/4 Cup Beef Stock
 3 tablespoons orange marmalade
 2 tablespoons red wine vinegar
 1 tablespoon fresh dried onion
 1 teaspoon dry mar jorum
 1 teaspoon rosemary
 1 large bay leaf chopped
 1 teaspoon salt
 1 clove garlic

Simmer all ingredients except leg of lamb in pot. Pour simmered ingredients over cold roast while still hot. Marinate roast for a minimum of 2 hours covered or overnight. Bake in oven at 325 degrees for approximately 2 hours or until an internal temperature of 160 degrees is reached.

SEARED SCALLOPS WITH CIDER BROWN BUTTER RECIPE AND 2002 7 HEAVENLY CHARDS

1 Cup Apple Cider
 6 tablespoons unsalted butter
 1 pound Sea Scallops, patted dry with paper towels
 1 Granny Smith apple, cored and thinly sliced
 3/4 teaspoon salt
 1/2 teaspoon ground white pepper
 16 small fresh sage leaves
 2 tablespoons fresh lemon juice

In a large skillet, bring cider to a boil for 6 to 8 minutes, reducing down to approximately 5 tablespoons. Pour into a bowl and set aside.

In a separate skillet, melt 2 tablespoons of butter. Season scallops with salt and pepper. Cook scallops until lightly brown on outside and opaque throughout. Approximately 2 minutes on each side. Remove from the pan and keep warm set aside.

Add 4 tablespoons to the skillet. Brown the butter over medium heat, Stir-in reduced cider; half of the sliced apple, sage and lemon juice. Simmer until the apple is tender and the sauce is slightly thickened, about 1 to 2 minutes.

Put scallops in serving dish and spoon on the sauce; garnish with the remaining sliced apple.



The winery's tasting room is located at 4580 West Highway 12, about a mile and a half east of Highway 5, off the Lodi / Highway 12 exit.

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smooth and supple, but will not usually age as long as some of the

others. It's a factor that we must utilize to our advantage."

All the while, Michael Phillips acknowledges the fact that Lodi's shortcomings related to growing conditions are also credited with the success of the venerable Zinfandel grape, a varietal that his Michael David Vineyards winery produces seven different types.

"I agree that heat makes for

great Zinfandels," Phillips agreed. "I honestly believe we make the very *best* Zins in the state, but I also feel the climate is right to make *other* great wines."

Such candor seems well suited to Michael Phillips, a man on a specific mission. He has gradually been able to convince others the Lodi Appellation is help and not a hindrance.

Most importantly, he has the full support of his family and friends, many of whom echo Lodi's attributes in much the same manner as their leader.

JUDGE-THE-WINES RESULTS

In this section we publish the cumulative, on-going tallies of the Judge-the-Wines Scoresheets which are provided in each delivery of wine and mailed back in by Club members. We believe it is fun as well as educational to think about and record the different characteristics of the wines you sample. No matter how acute you think your palate is, the person next to you will probably have a different thought or opinion about a certain characteristic of the wine you are sampling. It can also prove beneficial to record your impressions of the wine for reference at a later date.

Below are the most recent tallies of the Scoresheets returned. Gold Medal Wine Club specializes in featuring small-sized wineries and small-production wines. Depending on availability from the winery, all members may not receive every wine that is listed below. The Scoresheet results which are printed in green indicate the wine selections that as of press time are still available for reorder.

Paraiso 2000 Pinot Noir

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	93%	6%	1%

de Lorimier 2000 Merlot

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	93%	4%	3%

Cobble Creek 2001 Zinfandel

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	91%	6%	3%

Cobble Creek 2001 Viognier

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	87%	7%	6%

Paraiso 2000 Chardonnay

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	94%	4%	2%

de Lorimier 2002 Sauvignon Blanc

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	88%	7%	5%

Cobble Creek 2001 Cabernet Franc

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	89%	6%	5%

Pozzan 2001 Cabernet Sauvignon

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	92%	5%	3%

The above wines were recently featured. Due to space limitations, the entire list of available wines is not listed.

To see our entire inventory and reorder online, go to: <http://www.goldmedalwine.com/member>

■ Indicates wine is still available

In this day of moderation and middle of the road position taking, Michael Phillips seems a fresh breeze that wafts through the purlieus of the beleaguered Lodi Appellation.

Will Michael Phillips ever give up on changing people's impressions of his favorite wine area?

Not much of a chance of that happening. All he asks is that you judge for yourself. 🍷



THE GRAPEVINE

Comments from us and Club members

Announcing two new upcoming Clubs! We're busy putting together the final touches on two new Club offerings to broaden your palate experience. Similar to our popular *Gold Series* and exclusive *Platinum Series*, these new Clubs will showcase ultra and luxury premium, hard-to-find wines. Our new **Diamond Series** wines will feature celebrated, top end wines that are highly allocated and have cult-like followings among wine aficionados from around the globe. These selections represent the wine industry's biggest stars that will now be accessible to *Diamond Series* members. Two amazing wines will be offered on a quarterly basis at prices well below winery direct, not-to-exceed \$175.00.

Our new **International Series** will feature two extraordinary selections from the best small family-owned wineries throughout the world, imported expressly for Gold Medal Wine Club. Each quarterly delivery will showcase two unique wines from a different featured country. They will be absolutely outstanding selections not available in the United States except through the *International Series*. We anticipate these wines to total between \$45 and \$65 for each quarterly delivery.

Our wine buyers are hard at work right now lining up truly memorable wines for these new series. If you'd like to experience one or both of these new Clubs, pick up the phone or shoot us an email (see the bottom of this page) to put your name on the list of charter members. (Charter members will receive "lifetime" special perks.)

[The Paraiso 2000 Pinot Noir is] "The finest Pinot Noir I've received from the GMWC in the past two years!"
—Price Oulla, Score 52

[The Cobble Creek Cabernet Franc is] "A lovely wine, like an elegant waltz with a hip-hop overtone!"
—Tom Johnson, Score 51

[The Santerra Rosso is an] "Interesting wine alone, but comes alive with fresh summer vegetables; a pleasure!"
—Bob Brown, Score 51

Maximum score is 55. Include your email address when you send back your Scoresheet to receive an exclusive 30-day special offer. Available only to current members who send back a completed Scoresheet. Every month you send back your Scoresheet you are eligible for that particular month's special offer. You will be notified by email concerning the details of the offer and the exact 30-day window to take advantage of it.

R E O R D E R

Michael David Vineyard's reputation centers on their immensely popular Zinfandels and exquisite Chardonnays. Not only are they ultra-premium quality but a huge value as well. Great summer wines at ridiculous prices. Hurry before they're gone and remember you can now go directly to our website Reorder Page to get a jump on phone callers. www.goldmedalwine.com/member

MICHAEL DAVID VINEYARDS	Retail Price Winery-Suggested	Club Price 2-Bottle Members	Club Price 4-Bottle Members
2002 Zinfandel* Lodi Appellation	Half Case-6 \$102 Full Case-12 \$204	\$77 (25% Off) \$141 (31% Off)	\$69 (32% Off) \$125 (39% Off)
2002 Chardonnay* Lodi Appellation	Half Case-6 \$102 Full Case-12 \$204	\$75 (26% Off) \$139 (32% Off)	\$67 (34% Off) \$122 (40% Off)

Reorder Hotline: 1-800-266-8888

Reorder Faxline: 1-800-266-8889

www.goldmedalwine.com/member

*Availability is very limited.

Note: Shipping and tax (if applicable) not included in the above prices. Call for details.