

THE WINE PRESS

Gold Medal Wine Club Newsletter: Vol. 18 No. 2

Peju / Serenity Edition



NAPA VALLEY

ICON, PEJU PROVINCE, CELEBRATES 25 YEARS OF WINEMAKING EXCELLENCE

Peju Province Winery began its operation in 1982 as a farming operation that had formerly supplied a number of well established wineries with high quality grapes. Peju, as the winery facility and grounds are commonly called, was named after the region in France where owner Tony Peju spent some of his childhood and greatly admired the area's architecture and vineyards.

Peju's first release of around 2000 cases met with instant critical success, and the winery soon became a frequent stop for consumers on Highway 29 in Rutherford. Along the way the winery has been labeled among the top producers in California and has garnered numerous awards and medals for its portfolio of fine wines.

Peju's early success wasn't all that easy to achieve. Working on a temporary winery permit, Tony Peju raised the ire of locals when he converted an old garage into a tasting room

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Special Edition

PEJU WINERY

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

www.goldmedalwine.com

SERENITY

VINEYARDS BRINGS INTERNATIONAL SUCCESS TO THE CENTRAL COAST

It is fairly safe to say that recently-formed Serenity Vineyards' origins are virtually dissimilar to most wineries in California. That being stated, there is a perfectly logical explanation as to how the already high flying Santa Barbara County entity has evolved into one of California's fastest growing wineries.

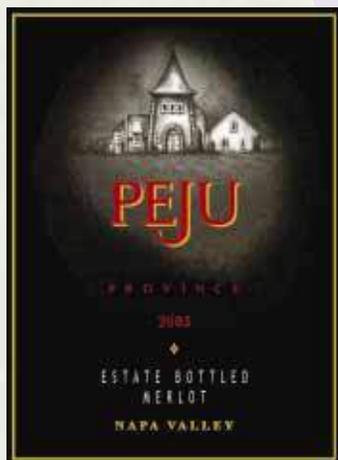
Serenity Vineyards actually had its beginning sometime in 2003 in Southern France, when it began producing a Merlot in the Languedoc Region that was soon followed by a premium white wine that were both intended for the American market.

Serenity's entrepreneurial owner, David Willey, at the time a worldly 37-year-old, accomplished the feat of producing the first European Serenity wines under the longest of odds.

"It was truly a labor of love," Willey

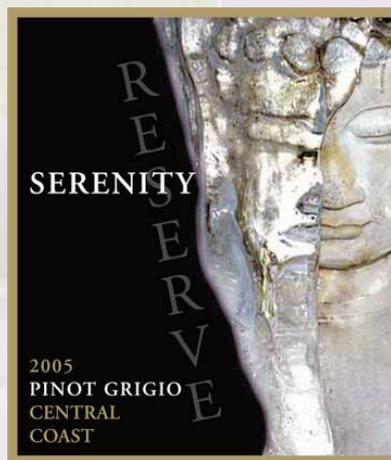
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Gold Medal Wine Club features two wines each month from only the best small wineries of California. Featured wines include those which have earned medals in the top wine-industry competitions or have been highly rated by a respected national wine publication. 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 2,000 wineries in California producing thousands of different wines. Only wines fitting the above criteria are considered in choosing the featured selections each month.



2003 ESTATE MERLOT

We are extremely pleased to present Peju Province 2003 Merlot, Napa Valley as a *Gold Medal Wine Club Special Selection!* This delicious Merlot was awarded a **Gold Medal** at the *West Coast Wine Competition*. James Laube, *Wine Spectator* magazine's Senior Editor, writes, "Excellent balance, with supple currant, herb, black cherry and light toasty oak flavors. The tannins are fine-grained and not drying, letting the fruit glide through on the finish." Winemaker, Sara Fowler's tasting notes read "Bright red color with aromas of red currant, vanilla, clove, raspberry, Bing cherry, and freshly crushed sage. This Merlot is suave and finely textured, round and voluminous on the palette – with rich flavors of vanilla bean, cherry and currant. The lengthy finish has a creamy texture and is accented by well developed tannins." Aged 18 months in oak. 92% Merlot, 7% Cabernet Sauvignon, 1% Petit Verdot. Enjoy now until 2010.



2005 RESERVE PINOT GRIGIO

Serenity 2005 Pinot Grigio is a terrific wine that offers a pleasing change from Chardonnay. Produced from fruit grown in cool climate vineyards in California's coastal growing regions near Los Alamos and Monterey, the wine is fresh and fragrant. The 2005 Pinot Grigio won a **Silver Medal** at *Jerry Mead's New World Wine competition*, and a **Silver Medal** at the *National Women's Wine Competition*. The color is a pale, light yellow, almost clear. Layers of yellow grapefruit, gooseberry, ripe kiwi, and Meyer lemon contribute to the bountiful bouquet. A medium-bodied, mouth-filling Pinot Grigio with flavors of key lime pie, melon, guava, and mango that prevail from the very beginning through to the impressively long finish for a white wine. The Serenity 2005 Pinot Grigio pairs perfectly with David Willey's Veggie & Grigio Linguine, Pistachio crusted Tilapia with grilled vegetables, or a simple green garden salad. 100% Pinot Grigio. Enjoy now until 2010.

WINE CREDENTIAL HIGHLIGHTS

2003 VINTAGE: *Gold Medal Wine Club Special Selection!*, **Gold Medal**— *West Coast Wine Competition*.

LEGACY: Peju celebrates 25 years of winemaking excellence! The Peju Merlot has garnered consistent praise from wine critics and consumers alike over the last two decades.

Just the facts:

pH.....	3.85
Alcohol.....	15%
Total Acid.....	0.63 g/100 mls
Aged in Oak.....	18 months
Cases Produced.....	5,868
Drink Now or Up to Year.....	2010

2005 VINTAGE: **Silver Medal**— *Jerry Mead's New World Wine Competition*, **Silver Medal**—*National Women's Wine Competition*.

LEGACY: Serenity Pinot Grigio showcases the combined winemaking talents of David Willey and Alison Crowe who collectively believe that good wine is first balanced and never oaked.

Just the facts:

pH.....	3.42
Alcohol.....	13.5%
Total Acid.....	0.53 g/100 mls
Cases Produced.....	3,713
Drink Now or Up to Year.....	2010

GOLD MEDAL SPOTLIGHT

Tony Peju – Peju Province Winery

One of the first things that Peju Province owner Tony Peju will agree to is the fact that he is obsessed with his business. What's more, the exuberant winery owner is extremely vocal when it comes to the subject. "When I am determined to do something," he confided recently, "I generally get it done, no matter what it takes or how long it takes me. I am definitely an over achiever, you can even say obsessed, but whenever I set out to do something, I expect it to ultimately happen."

When Tony Peju first found his way to the Napa Valley, it wasn't with the idea of grapes or a winery in mind. He was simply looking for a farm on which he could spend two or three days a week that would provide him with a respite from the crowded confines of Southern California.

Some friends mentioned to him property that was planted in grapevines and the thought triggered a childhood remembrance from his early days with his family around Aix in the Provence Region of France. Added to the fact that during his youth his father was an amateur winemaker, Tony Peju's interest in grape growing brought him to Napa's prime growing area of Rutherford. "At the time (early 1980's) everyone believed that Rutherford grapes were the best in the

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Tony and Herta Peju with their two daughters, Lisa, and Ariana.

David Willey – Serenity Vineyards

It's pretty difficult to pinpoint the exact spot in his career that propelled David Willey, now 42, to attempt the most difficult task of establishing his Serenity Vineyards as a significant player in the highly challenging California wine industry.

Willey began his career in the business through the industry's proverbial back door. As a native of tiny Alfred, Maine, Willey received a business/social work degree from the University of Maine and started his career as a social worker. One of his early bosses taught him that one way to help society was to create jobs and become independent.



David Willey, Proprietor/Winemaker.

To that end, Willey became interested in the restaurant business and opened his own place in Kennebunk in 1988. The restaurant soon prospered and Willey became interested in cooking. He also saw the advantages a really good wine list offered and shifted his interests to wine. When his business partner left in 1993, Willey decided to sell the restaurant and accepted a job with a wine broker in Maine whose portfolio included a number of California luminaries.

"I think the whole idea of the wine business was a really neat experience," Willey explained. "I saw how everything worked and what made some wineries better than others."

His sales abilities propelled him to one particular winery, Kenwood Vineyards, who soon offered him a job that brought him to California in 1995.

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Peju Spotlight

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valley,” he added. “I started asking around and finally found this piece of property that was surrounded by some well established growers and wineries, Mondavi, BV and Caymus among others. I started taking some courses at UC Davis and worked with a number of wine consultants.



Peju Winemaker, Sara Fowler.

Tony Peju’s first releases in 1985 met with incredible success, a fact that Peju dismisses as unimportant.

“As a matter of fact I expected them to do well,” he explained.” As I told you, I am an over achiever who expects to do well with everything I do. The recognition was nice, but I must tell you that I really sort of expected it to happen.” Tony Peju sets many goals for himself, some that occur on a daily basis and some that he expects to reach fruition in a year or longer. And most importantly, Tony is only interested in how he personally feels he has succeeded in his accomplishments. “I really don’t feel that I have accomplished all that much,” he said matter-of-factly. “I don’t pay too much attention to what people might say of my accomplishments. It is how I feel about them that really matters and it is based mostly on what I expected of myself.”

Peju credits Walter Shug of Shug Cellars and top wine consultant Lisa Van der Water of Napa and New Zealand for providing him with the insight that has allowed

Peju Province Winery to expand to its present 40,000 case annual production. He also credits his current winemaker Sara Fowler, whose prior work experiences

included Kendall-Jackson and Napa neighbor Franciscan Vineyards, with providing him excellent blends from which to make the final decisions on his wines. “Oh yes, I make all the final decisions at Peju,” he continued. “I am always willing to hear everyone else’s opinions on the blends, but I always leave the final decision to myself.

Tony Peju is also delighted his two daughters, Lisa and Ariana have followed him into the family business along with his wife Herta. The family makes a strong statement and brings a varied set of expertise into the company. “When we started the winery back in 1982,” Peju recalled, “it was only Herta and me. We always hoped that our girls would follow us into the business and now that it has happened, it makes many of our earlier sacrifices that much more worthwhile. Each of the girls has special talents and it is up to us to utilize them in our

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Serenity Spotlight

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Willey remained with Kenwood and started taking trips to France at vacation time and whenever the situation presented itself. He soon found himself enamored with the wines of Southern France and the Rhone Valley.

In 2001, Kenwood became part of the huge Korbel Champagne operation, and David Willey saw the opportunity to set out on his own in the wine business.

“If Kenwood would have stayed as it was I would still be there today,” he related. “It was a great family winery and a great place to be. When Kenwood became more corporately-oriented, I felt it was time to leave.”



Serenity Winemaker, Alison Crowe.

Willey’s interest in France prompted a two-year search for vineyards and a place to produce some French wines that Willey thought would interest his former clients in the US. According to him, he begged, borrowed, and almost stole in order to make his dream come true. All the time, he remained true to his concept that great grapes

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90% of Peju Winery's production is sold direct to consumers at the winery or online. The "tasting tower" is one of Napa's tallest and most unique buildings.

Peju

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and started selling t-shirts and nick-nacks from the location. The resulting furor created an ongoing spectacle that finally ended in the Napa courts system and delayed Peju's permanent license until 1986. Today's Napa Valley tasting rooms (and tasting rooms everywhere for that matter) include every wine related item imaginable, and also

some not even remotely related to the tale of the vine.

The existing Peju Province winery was built in 1991 and is a charming French provincial mixture of beauty and art. A magnificent tower was added in 2003 and plans call for construction of a smaller second tower to begin at a point later this year. With the completion

of the second tower, Peju's physical plant will rank among Napa Valley's most interesting and will certainly become a must stop on any visit to the Napa Valley.

Peju's presence is a direct reflection of owner Tony Peju's intense foresight as well as a product of his earlier professional training in

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Serenity

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recalled, “I had made a number of trips to France and had fallen in love with Southern France and in particular, the Rhone Valley. There I found a wonderful assortment of grapes that were capable of making some really interesting wines. After a year or two of experimenting, I felt I knew enough to attempt to produce some wines that would be interesting to the American palate.”

Willey had searched for vineyards in a number of different locales and finally settled on property that had become available through the Spanish wine bodega Ferrer, whose operations in the United States are conducted under the Gloria Ferrer label.

With Ferrer’s assistance, the first

Serenity Merlot was produced and shipped to the United States and the brand began its existence. In 2004, the first premium white was produced and also shipped stateside for distribution.

According to owner David Willey, the two imports were simply precursors of California varieties that he had intended to produce from the very beginning. He also attributes the winery’s name to the fact that at one point in his life he was deeply rooted in the intricacies of yoga and the calming effects the postures offered. Willey considered the name Serenity as a natural extension of the art of yoga and its practiced results.

The California extension that we call Serenity Vineyards was another instance of being in the right place at the right time. Dennis

Stroud, David Willey’s previous boss at Sonoma’s Kenwood Vintners, informed Willey that one of his clients who owned some 10,000 acres of prime vineyards was interested in diversifying his client base.

When Willey found out that fruit from the noted Los Alamos Vineyard was immediately available through the new source, he jumped at the chance and Serenity Vineyards’ California operation was soon underway.

“I have always been a strong believer that great fruit must be the basis for a great wine,” Willey added. “The Los Alamos grapes are among the most revered in the wine industry and I simply couldn’t afford to miss out on the chance. These grapes from Santa Barbara County

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Located minutes from Los Alamos, California, Serenity’s Pinot Grigio vines, after the harvest, lay dormant until hand-pruning begins in February.

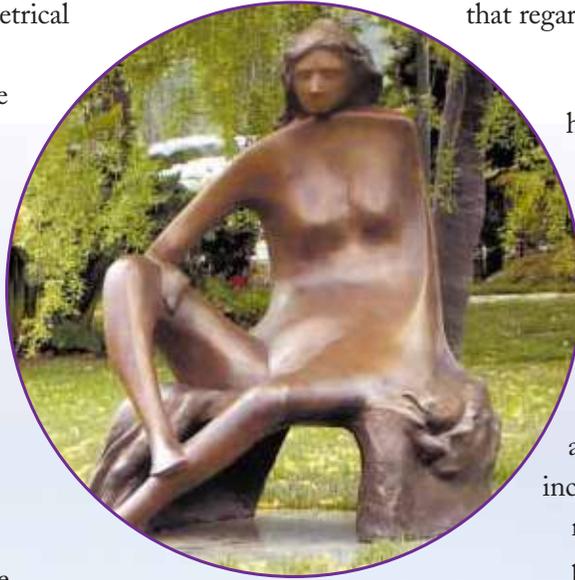
Peju
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the flower and landscaping business in Los Angeles. His success in these early businesses and his longing for a somewhat bucolic setting for his future endeavors helped enable Peju Province to become a reality.

Today's winery complex is complete with artful floral plantings that surround the winery and accentuate the buildings' earth tone stonework fountains and numerous statues. A meticulous garden system (overseen on a daily basis by Tony's wife Herta) is among the most unique and beautiful in the entire valley. A number of incredible

sculptures from renowned artist Philip Dizick that center around geometrical themes give balance to the classically formed grounds and layout. "I wanted it to look as if it had always been there," Peju explained. I wanted it to blend into the Napa Valley landscape."

Few visitors to the site would disagree that Peju has truly succeeded in that regard.



Phillip Dizick's "Lady on the Bench" is one of many art pieces in the Peju collection.

While Peju has grown in numbers, it has been able to maintain the fine balance between nature and growth including a number of progressive innovations that have made

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Nestled in the picturesque rolling hills of Rutherford, just 10 miles north of Napa, the Peju Province Winery was established 25 years ago by Tony and Herta Peju.



WINE WIZARD

- 1.) What is the term for the period of time the grape juice is left in the vat with the skins and stems?
- 2) What is the process in winemaking for taking the flavor, color, and tannin out of the grape skins?
- 3) Glycerin is a natural by-product of wine fermentation, true or false?

*Serenity
Continued from page 6*

were the basis for Au Bon Climat’s success, and also other top wineries. I would never have expected to be able to buy them for my operation. It was very similar to my luck with

the Merlot in France that really put Serenity on the world map.”

Serenity’s first California release came in July of 2005, which was comprised of some 5,000 cases of the single-vineyard designated Chardonnay. The wine was produced at the new Monterey Wine Company facility in King City, where a number of iconic wineries (Chalone, Bonny Doon, and Estancia to name a few) have production facilities.

“The place is incredible,” Willey exclaimed, referring to the Monterey Wine Company. “It gives me complete flexibility and insures the finest production possible for us.”

The ‘us’ in Serenity includes winemaker Allison Crowe, herself an accomplished UC Davis-path winemaker with stints at both Chalone and Bonny Doon to her credit. With Crowe at the helm, Serenity’s immediate growth should top the 30,000 case level, an impressive mark for a startup winery.

“It is nice that we have been successful in a wide number of states,” Willey concluded. We have reaped the benefit of our French



Allison Crowe keeps a close eye on the Pinot Grigio fruit during Serenity’s harvest.

wines’ success in some places. We are looking at producing a few more varietals, but it’s totally dependant on the vineyards that become available. Right now there really are not a lot of quality grapes available, so we’ll have to be patient.”

A bit of patience might not be bad for Serenity, an entity that has grown significantly since its inception. We also expect Serenity to continue its excellent attention to quality, most important to new wineries.

Enjoy! 🍷



The view from the Serenity Vineyard overlooking the Los Alamos wine region.

Peju

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it a natural for both conservationists and environmentalists.

Thanks to the efforts of Ariana Peju, 27, Tony's youngest daughter and heir apparent to eventually taking over Tony's role in the business, Peju is now partially solar powered. Labeling her project, 'Harvesting the Sun', Ariana's endeavor installed a total of 720 solar panels on top of the winery's 10,000 square foot roof that now account for more than 1/3 of the winery's electrical needs and will do so for a period of at least 25 years. The project is considered highly innovative for the area and stands as a challenge to other neighboring wineries to follow suit.

Peju's entire vineyard operation has also gone organic and is eligible for organically-grown status that should be forthcoming in the near future. Peju Province has also entered into a most specific marketing program that features Tony's oldest daughter Lisa, 30, as the face of Peju. The program has only been limited to Northern California thus far, but has prompted a positive response from many wine enthusiasts. Lisa handles many of the marketing chores for Peju including special appearances and wine related dinners.

After its somewhat bumpy beginning, Peju Province has risen to the top echelons of wine producing entities in Napa Valley and indeed, all of California. It

embodies the keen insight and deep determination of an owner and his family that wanted to share their idea of a perfect setting and marvelous wines with the wine loving world.

Peju Province now sells in five countries and has

received serious international acclaim.

Enjoy! 🍷



Tony Peju designed the abundant gardens around the winery. "The Harvest Dance" marble fountain by Welton Rotz graces the grounds.

ANSWERS TO WINE WIZARD

1.) The time during which the grape juice is left in the vat and in contact with the grape solids (skins & stems) is called the *maceration* period. The length of this process depends entirely on the level of tannin and depth of color desired in the final wine. This prolonged contact may occur before or after fermentation. The winemaker's judgment and talent determines the method and time period when the tannic elements and the color of the skin are extracted into the juice.

2.) The process is known as *extraction*. During maceration when the grape skins are steeped in the grape juice, the extraction process pulls the flavor, color, and tannin out of the grape skins. It's a similar process to steeping tea and gives wine the color, flavor, and structure that the winemaker desires. The challenge is to extract the right amount of these compounds so that the finished wine is well balanced.

3.) *True*. Glycerin is a chemical compound (sugar alcohol) in wine that is a natural byproduct of fermentation. Glycerin, also known as glycerol, improves wine's quality by making it taste richer, fuller-bodied, and viscous. Although glycerin is colorless and odorless, its slightly sweet taste and syrupy texture gives the impression of silkiness on the palate. Glycerol is used in medical, pharmaceutical, and personal care preparations, mainly as a means of improving smoothness, providing lubrication and as a humectant. It's found in cough syrups, elixirs and expectorants, toothpaste, and mouthwashes, to name a few.





FOOD FOR THOUGHT

PEJU GRILLED MISO-MARINATED BEEF

Pair with Peju Province 2005 Merlot Estate Bottled Napa Valley
24 servings

12 ounces New York Steak, trimmed of fat
1 Tablespoon Miso Marinade
1 Tablespoon Red Onion, diced
1 Tablespoon Red Bell Pepper, diced
1 Tablespoon Radish, diced
1 Tablespoon Extra Virgin Olive Oil
1 Teaspoon Garlic Cloves, very finely minced
1 Teaspoon Italian Parsley, fine chopped
1 Teaspoon Cilantro, fine chopped
1/2 Teaspoon Cumin
1/2 Teaspoon Chili Powder
24 Fried Plantain Chips
Lawry's Seasoning Salt to taste

Season the meat with Lawry's seasoning salts. On a hot grill char the meat on both sides, keeping it on the rare side. Let cool slightly, about 5 minutes, and then cut into a small dice. Sauté the onion, peppers, radish, and garlic in the olive oil. Add the parsley, cilantro, cumin, and chili powder and take off the heat. Cool to room temperature and add to the diced meat. Place a spoonful of the Parilla onto a fried plantain chip or your favorite corn tortilla chip.

WILLEY'S VEGGIE & GRIGIO LINGUINE

Pair with Serenity 2005 Pinot Grigio Reserve
Serves 6

1/4 Cup Extra Virgin Olive Oil
2 Leeks, washed and sliced
2 Yellow Peppers, stems removed, seeded and sliced into thick julienne
2 Red Peppers, stems removed, seeded and sliced into thick julienne
1/2 Cup Serenity Pinot Grigio
2 Tablespoons fresh Basil
1 1/2 Tablespoons fresh Thyme
1 Cup Sun Dried Tomatoes, soaked in wine until soft and pliable, cut into strips
1/2 Cup Calamata Olives, pitted and cut in half lengthwise
1/2 Pound Gorgonzola Cheese, crumbled at room temperature
1 Tablespoon crushed Black Pepper
Sea Salt to taste
2 1/2 lbs. imported Linguine
Freshly grated aged Parmesan cheese for the table

Heat olive oil in a deep sauté pan. Sauté the leeks until they begin to soften. Add peppers and repeat process, lowering heat to medium. Once softened, add wine to pan and reduce wine until it is almost evaporated. Add herbs, sun dried tomatoes, olives, salt, and pepper to pan. Continue to cook for 5 minutes, turning heat down to low, allowing the flavors to blend.

Cook Linguine until al dente. Place the crumbled Gorgonzola in a large mixing bowl. Drain the pasta and quickly toss with the gorgonzola to melt and coat the linguine. Add half of the vegetable mixture and toss briefly. Plate the pasta and portion remaining vegetable mixture on top of each plate. Serve immediately and pass the Parmesan.

Serenity Spotlight

Continued from page 4

would eventually be the base for his success in the wine business.

“I never lost sight of the fact that I needed great grapes to start out,” he added. I finally found some through a Spanish friend and we were able to produce our first wine. Due to French bureaucracy, the process took much longer than

expected. It took almost a year to locate black capsules I felt was necessary for the package I wanted. It was incredibly difficult and used up what little money I had available.”

Once the French aspect of his business was established, Willey was drawn back to the opulent Central Coast of California where he had previously toiled for Kenwood. It was

in late 2003 and the landscape and grape production of Santa Barbara County caught his attention.

“I had always loved the wines of the lower Central Coast,” he went on. “You could really do some wonderful things with the fruit. The fruit forward aspect of the grapes blended perfectly with my own ideas of the type of wines I wanted to make.” 

JUDGE-THE-WINES RESULTS

In this section we publish the cumulative, on-going tallies of the Judge-the-Wines Scorecards 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 Scorecards 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 Scorecard results which are printed in green indicate the wine selections that as of press time are still available for reorder.

2005 Mayen Creek Chardonnay

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

2005 Mayen Creek Cabernet Sauvignon

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

2002 Van Ruiten Reserve Syrah

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

2004 Van Ruiten Old Vine Zinfandel

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	93%	6%	2%

2005 Madroña Cabernet Sauvignon

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	92%	6%	2%

2004 Madroña Estate Merlot

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	90%	7%	3%

2005 Belvedere Chardonnay

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	90%	6%	4%

2004 Bradford Mtn. Zinfandel

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	92%	6%	2%

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: www.goldmedalwine.com/member

■ Indicates wine is still available

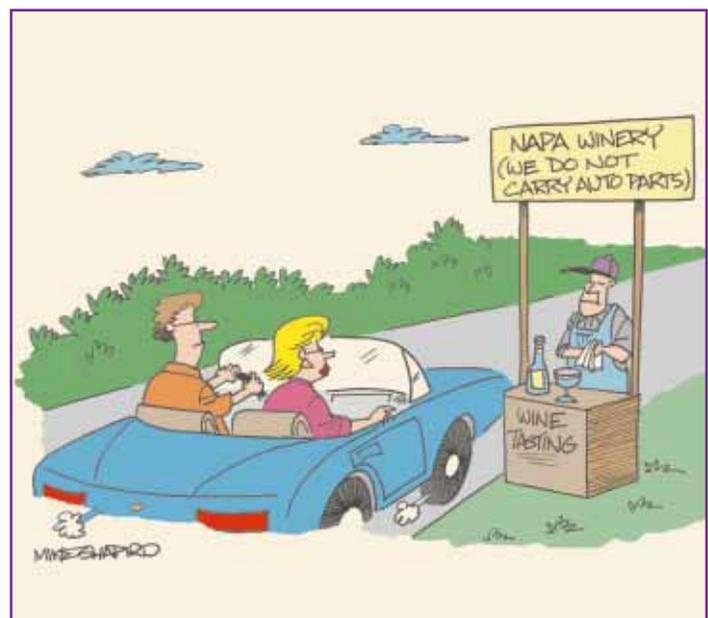
Peju Spotlight

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company.” The big goal at Peju Province Winery is to reach the 100,000 case goal, a level that Tony Peju hopes to achieve in about ten years.

“It really depends on just how much longer I last,” he confessed. The 100,000 cases equates to how much vineyard land we have available so I don’t see why we can’t achieve our goal.”

Anyone who really knows Tony Peju will probably bet their money that he makes it to his goal. Tony simply wouldn’t have it any other way. 🍷



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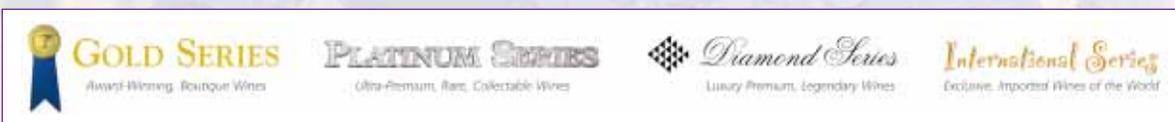
THE GRAPEVINE

Comments from us and Club members

We want to thank everyone who submitted a vote online for the **Top Ten Wines of 2007**. The results and the winner of the 2007 mixed bonus case will be published in next month's *Grapevine*. **Kathy Brown** was selected as this month's recipient of a 1/2 case of the 2003 Madroña Cabernet Sauvignon for sending in her Judge-the-Wines score cards. Kathy commented on her membership, "We are really excited about being in the 4-bottle club now, after being in the 2-bottle club for years. It is fun to be able to try the wine again and compare our own tasting notes. My in-laws are also members of the GMWC, and we have fun talking on the phone (they live in Colorado and we live in California) about the wines after they arrive and we have had a chance to try them." You too could be the winner of the next 1/2 case of bonus wine; but remember, you must rate the wines to win. Simply mail back the supplied Judge-the-Wines Scorecard in your wine shipment or go online to **www.goldmedalwine.com/member**, click on the ScoretheWine link and fill out the form to submit your comments and ratings. We publish the cumulative tallies in the *Judge the Wine Results* section of the *Grapevine* every month. Cheers!

Has your email recently changed?

To have your email address updated or added to our Private Sales and Special Offers List, send an email to **orders@goldmedalwine.com** with your name, address, and phone number in the body copy of the email, or simply call 1-800-266-8888 and we will do it for you.



Members who send in their wine ratings on the provided Scorecards are eligible to receive a bonus half-case of any *Gold Medal Series* wine that is in stock if your name is drawn. Drawings are held each month. (Maximum of one Scorecard per wine per membership)...GMWC

R E O R D E R

The Peju 2003 Estate Merlot retails for \$35 a bottle at the winery. Rarely, if at all, will you find Peju wines at significant discounts like the prices below. Through a special agreement with Peju Winery that enabled us to feature their 2003 Merlot, we agreed to offer reorders at a maximum discount of 20%. The Serenity 2005 Reserve Pinot Grigio is also a great value at the club prices listed. Inventory on both wines is very limited.

PEJU/SERENITY WINERIES	Retail Price Winery-Direct	Club Price 2-Bottle Members		Club Price 4-Bottle Members	
Peju 2003 Merlot*	Half Case-6 \$210	\$169 (\$28.17)	Save 20%	\$169 (\$28.17)	Save 20%
Napa Valley, Estate	Full Case-12 \$420	\$338 (\$28.17)	Save 20%	\$338 (\$28.17)	Save 20%
Serenity 2005 Pinot Grigio*	Half Case-6 \$108	\$79 (\$13.17)	Save 27%	\$72 (\$12.00)	Save 33%
Central Coast, Reserve	Full Case-12 \$216	\$145 (\$12.08)	Save 33%	\$125 (\$10.42)	Save 42%

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