

WINE



PRESS

Gold Medal Wine Club Newsletter: Vol. 18 No. 08



INSOME WINES CELEBRATES STUNNING INAUGURAL RELEASE



Owner John Van Ruiten, Sr. proudly presents the award-winning fruit of his family vineyards.



The beautiful tasting room and winery facility is a popular attraction to local enthusiasts.

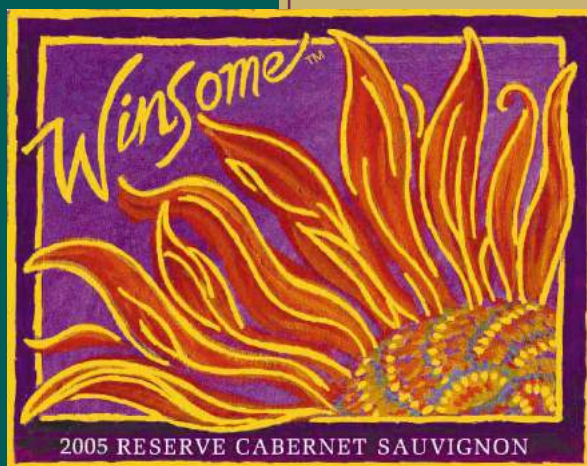


Highly sought after Cabernet Sauvignon grapes thrive on their vines in Lodi, California.



2005 RESERVE CABERNET SAUVIGNON

The Winsome 2005 Reserve Cabernet Sauvignon was produced from the winery's Home Ranch Vineyard in the heart of the San Joaquin Valley and styled to emphasize rich varietal character and body in a classic California style. A stunning first release from Winsome, this Cabernet Sauvignon received a **Gold Medal** from the *Lodi International Wine Awards*, an **Honorable Mention** from the *California State Fair*, a **Silver Medal** from the *San Francisco International Wine Competition*, and another **Silver Medal** from the *Orange County Fair*. Fragrant aromas of cassis and black fruit are complemented by hints of vanilla, all spice and coffee that carry into ripe and intense berry fruit flavors on the palate. The Cabernet's structure is firm and well balanced, with excellent depth and supple, generous tannins that lead into a lengthy finish with complex notes of dark fruit and oak. Try pairing the Winsome 2005 Reserve Cabernet Sauvignon with lamb chops, beef, and rich marinara dishes. Aged 24 months in oak. 85% Cabernet Sauvignon, 9% Merlot, 3% Petite Verdot, 3% Syrah. Enjoy now until 2015.



2005 VINTAGE:

GOLD MEDAL BY *LODI INTERNATIONAL WINE AWARDS*, HONORABLE MENTION BY *CALIFORNIA STATE FAIR*, SILVER MEDAL BY *SAN FRANCISCO INTERNATIONAL WINE COMPETITION*, AND A SILVER MEDAL BY *ORANGE COUNTY FAIR*.

LEGACY: AN INAUGURAL RELEASE FROM WINSOME RESERVE, THE 2005 CABERNET SAUVIGNON IS THE JUST THE FIRST OF MANY GREAT VINTAGES TO COME.

Just the facts:

pH.....	3.52
Alcohol	13.5%
Total Acid.....	0.60 g/100 mls
Cases Produced	1,100
Drink Now or Up to Year.....	2015



INSOME RESERVE

Some wineries are born out of necessity, and others develop through a perceived need on the part of their owners. Such is the case with this month's *Gold Series* selection, Winsome Reserve of Lodi, California.

Winsome is an offshoot of the highly respected Van Ruiten Vineyards, a 20,000-plus case winery that is the winner of numerous awards and whose ownership has been in the wine business for more than half a century.

According to owner John Van Ruiten, the spokesman for the Van Ruiten Family, the decision to develop Winsome was begun after his daughter, Angie Rogan, proposed the idea that the family attempt to produce a reserve class wine to accentuate the regular Van Ruiten wines being produced.

Since the Van Ruitens own a great deal of vineyard land in what is called the outlying reaches of the Sacramento-San Joaquin Rivers Delta (more precisely, the sub-delta formed by the smaller Mokelumne and Cosumnes Rivers, both tributaries of the larger Sacramento River) it seemed like a perfectly natural idea to take

Results

2007 Brander Cabernet Sauvignon/Syrah

GOLD	SILVER	BRONZE
90%	7%	3%

2007 Brander Sauvignon Blanc

GOLD	SILVER	BRONZE
93%	6%	1%

2005 Scott Harvey Zinfandel

GOLD	SILVER	BRONZE
93%	5%	2%

2005 Scott Harvey Syrah

GOLD	SILVER	BRONZE
94%	5%	1%

The above wines were recently featured. To see our current inventory and reorder online, visit us at: www.goldmedalwine.com/member. Click on Judge The Wines and submit your own wine ratings to be entered into our monthly drawing to win a 1/2 case of Gold Series wines.

Ryan Leeman

Spotlight, continued from page 5


Was he surprised that his first release was so widely accepted and accorded such accolades?

“Not really,” he confessed. “I don’t want to sound immodest, but I always have high expectations for my wines. I believe I know what I am doing in this field, and I always put my heart and soul into it. I am happy the wines are getting the awards that I feel they deserve.”

Leeman also gives a great deal of the credit to the grapes that go into Winsome Reserve wines.

“Without good grapes to start with, it is virtually impossible to make a good bottle of wine, and the Van Ruitens have been growing grapes around Lodi as long as anyone can remember. By this time they have worked out all the kinks and I have some really superior fruit to work with.”

He also vocally supports the Van Ruiten Family’s intention to keep the Winsome Reserve production at or below three thousand cases for the future. “If you want to make something really special that stands out on the palate, you must be careful in what you use for your blends. When I take the time to handpick the grapes and later taste the wines on an almost daily basis, that’s the right way to do it. If we tried to get much bigger, the quality might possibly suffer and no one would want that.”

While other winemakers might prefer the glitz and glitter that are Napa and Sonoma, Ryan Leeman seems perfectly content with his role at Winsome Reserve. He is making top-quality, award-winning wines and has the total support of the winery’s owners. He is truly in a most enviable position. 



1) In 1769, Fr. Junipero Serra planted California’s first vineyard at the Mission San Diego de Alcalá. The grapes were an early Mexican variety that became known as the Mission grape and was the most prominent grape variety in California until 1880.

2) Lodi’s first wine grapes were planted in 1850 by Captain Charles Weber, founder of Stockton, and the first major vineyard was established just two years later. The county’s transition to premium wines began in the early 1980’s and today there are thousands of premium vineyard acres in the appellation.

3) Sustainable winegrowing is applying the principles of sustainable agriculture in the vineyard. Based on the American Agronomy Society, “A sustainable agriculture is one that enhances environmental quality and the resource base on which agriculture depends; provides for basic human food and fiber needs; is economically viable; and enhances the quality of life for farmers and society as a whole.”

THE ART OF FINE WINE



View of the Vineyards was painted by Henri de Toulouse-Lautrec in 1880. Most of his paintings are on display in the Museum Toulouse-Lautrec in Albi, France.

of Winsome Reserve were released in February of this year. Amazingly, the wines have already won a number of major awards and accolades, something practically unheard of for an embryonic winery.



View of the Van Ruiten Family Vineyard in Lodi, California.

John Van Ruiten said that it is expected that the Winsome production will remain on the smallish side, with a modest goal of somewhere below three thousand cases in the foreseeable future. "Since all the Winsome wines will be accorded reserve status," Van

Sonoma certainly get more headlines, it is the wines from the Delta Region that are so familiar to so many consumers for their quality and pricing."

Leeman also said that many new, boutique-like wineries are opening around Lodi and the surrounding area, a fact that augurs well for the reputation of the entire area. "When small operators begin making wines that are intended for gourmet palates and upper class restaurants and stores, a lot of people tend to sit up and take notice. With the early success Winsome Reserve has already attained, it would be nice for our wines to take their place alongside some of these really fine boutique wines."

It is indeed a good omen that such quality wines are emanating from the Delta growing region, one of the largest in California. Known primarily for its ageless zinfandel and old vine designations, wineries such as Van Ruiten and Winsome

are proving that high quality is well within their production capabilities.

Like a new addition to the family, Winsome

Amazingly, the wines have already won a number of major awards and accolades, something practically unheard of for an embryonic winery.

Ruiten explained, "we don't want to overproduce nor overextend the grapes so we can continue to be very prudent with our selections."

Winsome will place heavy emphasis on elegance and style, both reasonably associated with the winery's name.

"Many people forget that our area has always been considered the backbone of the California wine industry," reminded winemaker Ryan Leeman, "while Napa and

has quickly become a family cause célèbre. "Everyone is elated with our early success," added John Van Ruiten, "Now it's up to us to keep up the quality. With Ryan at the helm, we think that's a really attainable goal. We'll just have to wait and see how everything turns out." 



- 1) When was California's first vineyard planted?
- 2) How old is the wine history of Lodi, California?
- 3) What is sustainable winegrowing?

See Page 7 for Answers.

About The Winemaker

Award-winning winemaker Ryan Leeman gained much of his experience while working for wineries in such challenging climates as Long Island and Washington State. Compared to California, the growing conditions in these regions are so different and difficult to work with, but the challenges gave Leeman a great basis to build his successful career on.



Ryan Leeman

Winsome Reserve's personable winemaker Ryan Leeman, 36, thinks he's found the best of all worlds with the advent of Winsome as a top notch wine entity.

"I love where I am in my career," he admitted recently. "I am now involved in making some really superior wines and I have the wonderful 50-year-old plus vineyards of John Van Ruiten's home ranch vineyards to work with."

Interestingly, the native Ohioan (from the famous football Ohio town of Massillon) began his university career at Cal Poly at San Luis Obispo. He admits to becoming interested in wine during his stint at Cal Poly, where he "dabbled in wine drinking and winery visiting."

After two years, he transferred back east to Cornell where he majored in food science, cheese and winemaking. He points to another celebrated Cornell graduate, Helen Turley, considered a top California winemaker and consultant as a perfect role model for Leeman.

"Anything she touched became successful," Leeman pointed out. "Now she even has her own winery (Turley Wine Cellars) and is credited as the person who really developed the Sonoma Coast as a top wine growing region."

In 2003, Leeman found his own success when he moved down to Lodi in California's San Joaquin Valley, as head winemaker for the Van Ruiten Winery.

"I immediately fell in love with this area and the wonderful grapes that were being produced in a number of locations," he recalled. "Once we got Van Ruiten to a certain volume level, I had hoped for the chance to make some really special wines. With Winsome, my dreams have become a reality."



THE WINE REGION



The area around Lodi and the Sacramento-San Joaquin Rivers delta is one of the finest growing areas in Northern California. Benefiting from warm summer days (90 degrees is quite normal) and a 30-40 degree nighttime swing (that begins around 5:00 p.m.) in temperature, the grapes thrive in the cool, dewy environment that helps maintain excellent acidity and distinct fruit flavors. Many top caliber Napa and Sonoma wineries have used these grapes from the delta region to supplement their own wines for many years.

Boasting a classic Mediterranean climate, Lodi is usually known for its production of premium Old Vine Zinfandels, and the region is quickly



Lodi is home to more than 75,000 acres of wine grapes, farmed by over 750 growers.

proving that many other desirable wines can be produced there as well. Today, Lodi leads all other California wine districts in the production of the top five premium wine varieties: Cabernet Sauvignon, Merlot, Chardonnay, Sauvignon Blanc, and Zinfandel. 🍇



Lamb Chops with Balsamic Reduction

Risotto with Rock Shrimp, Asparagus and Mushrooms

FOOD FOR THOUGHT

Pair with Winsome 2005 Reserve Cabernet Sauvignon

Ingredients:

4 Lamb Chops (3/4 inch thick)
3/4 Teaspoon dried Rosemary
1/4 Teaspoon dried Basil
1/2 Teaspoon dried Thyme
1 Tablespoon Olive Oil
1/4 Cup minced Shallots
1/3 Cup aged Balsamic Vinegar
3/4 Cup Chicken Broth
1 Tablespoon Butter
Salt & Pepper to taste

Preparation:

In a small bowl or cup, mix together the Rosemary, Basil, Thyme, Salt and Pepper. Rub this mixture onto the Lamb Chops on both sides. Place them on a plate, cover and set aside for 15 minutes to absorb the flavors. Heat Olive Oil in a large skillet over medium-high heat. Place the Lamb Chops in the skillet and cook for about 3 1/2 minutes per side for medium rare, or continue to cook to your desired doneness. Remove from the skillet and keep warm on a serving platter. Add Shallots to the skillet and cook for a few minutes, just until browned. Stir in vinegar, scraping any bits of lamb from the bottom of the skillet, then stir in the chicken broth. Continue to cook and stir over medium-high heat for about 5 minutes, until the sauce has reduced by half to avoid runniness. Remove from the heat and stir in the Butter. Pour over the Lamb Chops and serve with creamy mashed potatoes and steamed green vegetables.

Pair with Winsome 2006 Reserve Chardonnay

Ingredients:

3/4 Pound sliced Mushrooms
5 Cups Chicken Broth
1 Tablespoon Olive Oil
1 1/2 Cups Arborio rice
1 Cup white wine
3/4 Cup Parmesan cheese
1/2 Pound Rock Shrimp (peeled and deveined)
1/2 Pound Asparagus
2 Tablespoons Butter
1/4 Cup Shallots, chopped
Salt and Pepper to taste

Preparation:

Saute the Mushrooms and Asparagus in Butter (approximately 5 minutes). Salt and Pepper to taste. Set aside. Saute Rock Shrimp in Butter and Salt and Pepper to taste (approximately 2-3 minutes). Set aside. Bring the Chicken Broth to a simmer. Heat Olive Oil in a large pan (to accommodate broth as added) and add Shallots. Saute for approximately 2 minutes. Add the Arborio rice and stir approximately 2 minutes. Add 1 cup white wine and stir until completely absorbed. Begin adding the simmering chicken broth 1/2 cup at a time. Continue string until each 1/2 cup of broth is almost absorbed prior to adding the next. After all the broth is absorbed add the mushrooms, asparagus, shrimp, and parmesan cheese. Stir until cheese is melted. Garnish with parsley and serve.

2006 VINTAGE:

91 POINTS AND SILVER MEDAL BY
CALIFORNIA STATE FAIR AND A
SILVER MEDAL BY LODI INTERNATIONAL
WINE AWARDS.

LEGACY: A STUNNING FIRST
RELEASE, THIS LODI CHARDONNAY HAS
FORECASTED A BRIGHT FUTURE FOR
WINSOME RESERVE.



Winsome's hand-harvested 2006 Reserve Chardonnay conveys a distinctive sense of origin, joining gentle winemaking techniques with the unique fruit flavors that come from growing Chardonnay in California's Lodi Valley. Sourced and produced from Winsome's Home Ranch Vineyard and Acampo Vineyard, this complexly flavored Chardonnay was awarded **91 Points** and a **Silver Medal** by the *California State Fair*, as well as

an additional **Silver Medal** by *Lodi International Wine Awards*. The 2006 Reserve Chardonnay offers rich, buttery aromas with notes of sweet vanilla and spice. On the palate, full, round flavors of white peach, citrus, pear, and apricots are accompanied by subtle cinnamon spice flavors characteristic of Lodi Chardonnays. The deliciously long finish and delicate balance make the Winsome Chardonnay a perfect accompaniment to rich, creamy pastas, roast chicken, shrimp and scallops. Aged 10 months in oak. 86% Chardonnay, 12% Viognier, 2% Sauvignon Blanc. Enjoy now until 2012.

Just the facts:

pH	3.56
Alcohol	13.5%
Total Acid	0.55 g/100 mls
Cases Produced	1,100
Drink Now or Up to Year	2012

some of the highest quality fruit and turn it into a brand of its own.

The name Winsome was chosen by the entire family because it meant winning, charming, pleasant or attractive, you can take your pick. With the other members of the Van Ruiten Family in total accord, it was time for the next step.

The family approached winemaker Ryan Leeman about the idea and found an immediate supporter who was willing to do what was necessary to produce the high quality wines.

"It was simply a matter of being highly selective in our approach to

both grapes and barrel management," Leeman recalled.

"First, I would go out into the vineyards and pick out certain bunches of grapes to be used for the project. I did this, maybe two or three weeks apart, and crushed them and started the fermentation process. Once that was completed, I placed everything in barrels and began my watch. I would spend a good deal of time comparing one to another, and then I would select certain ones for the final blends. I took a lot of time, but I really wanted the Winsome wines to look good and be good."

The first eleven hundred cases



John Van Ruiten, Sr. takes a moment to pose with his prospering Chardonnay grapes.

THE GRAPEVINE

“Very Smooth - a pleasure to drink
[Scott Harvey 2005 Zinfandel]!”

— Charles Saul

“My first delivery and a pleasant
surprise [Scott Harvey 2005
Syrah]!”

— Greg Poirier

“Delicious! A great summer wine
[Brander 2007 Sauvignon Blanc]!”

— John Fitzpatrick

Starting September 2nd

we're launching our annual Pre-Holiday California champagne blowout! Throughout the year, we search California's best (and smallest) producers for the finest selections available and this year, we're fortunate to offer **Laetitia Vineyard and Winery's Brut Cuvée**. This cuvée blend of Chardonnay, Pinot Noir, and Pinot Blanc is elegant, crisp, lively, and the proud recipient of **4 Gold Medals** from various international wine competitions, **90 Points** from *Wine News*, and **“Highly Recommended”** by the *Beverage Tasting Institute*. Save 36% on case purchases of this excellent selection and be ready for your up-and-coming holiday celebrations, office parties, and special occasions. Place your order before October 15th to receive this special savings – visit us online at www.goldmedalwine.com/sparkle or Call us at 1-800-266-8888.

This Month's Special

Don't forget to enter for your chance to win an ultimate train ride trip for two to Napa Valley! GrandLuxe Rail Journeys is chartering a trip from Denver, Colorado to California's Wine Country worth a whopping \$14,000. The Grand Prize Winner will enjoy deluxe accommodations, gourmet meals, a tour and wine tasting at world-class Palmaz Vineyards, and much more! Visit www.goldmedalwine.com/napatrain for details - and make sure to enter by August 31, 2008.

The *Gold Series* features wines from only the best small wineries of California. The selected wines have earned medals in the top wine-industry competitions or have been highly rated by respected national wine publications. On occasion we feature a wine of high medal-quality with very limited availability that may not be submitted to these venues for review.



THE GOLD MEDAL WINE STORE *Reorders*

It's not often that a winery's first release will land top-notch scores and multiple medals from major international wine competitions, but Winsome Reserve has proven that with family tradition, dedication, and a confident spirit, it can be done. Offered at an incredible value to our *Gold Series* members, the Winsome 2005 Reserve Cabernet Sauvignon and 2006 Reserve Chardonnay are excellent selections we know you will enjoy!

Save up to 50% off Winery Direct

WINSOME RESERVE	Retail Price Winery-Direct	Club Price 2-Bottle Members	Club Price 4-Bottle Members
2005 Reserve Cabernet Sauvignon *	Half Case-6 \$210	\$115.50 (\$19.25) Save 45%	\$105 (\$17.50) Save 50%
	Full Case-12 \$420	\$231 (\$19.25) Save 45%	\$210 (\$17.50) Save 50%
2006 Reserve Chardonnay*	Half Case-6 \$174	\$96 (\$16.00) Save 45%	\$86.40 (\$14.40) Save 50%
	Full Case-12 \$348	\$192 (\$16.00) Save 45%	\$172.80 (\$14.40) Save 50%

Reorder Online: www.goldmedalwine.com/member

Toll Free: 1-800-266-8888

Fax: 1-800-266-8889

*Availability is extremely limited

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