

WINE

PRESS

Martin & Weyrich Winery

Gold Medal Wine Club Newsletter: Vol. 19 No. 10

*M*ARTIN & WEYRICH —
ONE OF THE ORIGINAL
EMERGING CENTRAL COAST
WINERIES FINDS SUCCESS
WITH THEIR HISTORICAL
SITE AND INTERNATIONALLY
INSPIRED WINES.



Martin & Weyrich's 5-Diamond bed & breakfast, Villa Toscana, is perched amongst the rolling green vineyards of Paso Robles, California



This Central Coast winery produces a number of international varieties from Italy, France, Spain, and Portugal.



David and Mary Martin-Weyrich work alongside their eight children, continuing to build on the brand's already impressive reputation



2005 CABERNET SAUVIGNON

In the growing tradition of Super Tuscan blends, Martin & Weyrich's 2005 Cabernet Etrusco is a blend of primarily Cabernet Sauvignon with a bit of Sangiovese. These blends are growing in popularity because of the synergy between the darker lush fruit flavors of Cabernet Sauvignon and the brighter red berry and cherry characteristics of Sangiovese. The inclusion of Sangiovese, the ancient red grape of Tuscany, led to Martin & Weyrich's use of the name "Etrusco," as the Etruscans first farmed this varietal in the rustic hillsides of Italy's countryside more than 2,000 years ago. Awarded a **Silver Medal** at the *San Francisco International Wine Competition*, the Cabernet Etrusco displays a unique complexity of flavors, from the baked cherry notes on the nose to the plum, cherry, and spice characters on the palate. Chocolate covered berries with earthy undertones appear on the finish, and the wine's excellent acidity makes it a great choice for a number of entrées. Try pairing the Martin & Weyrich 2005 Cabernet Sauvignon "Etrusco" with pepperoni pizza, lasagna, or a well-spiced barbequed steak. Aged 24 months in oak. 85% Cabernet Sauvignon, 15% Sangiovese. Enjoy now until 2015.



2005 VINTAGE:

SILVER MEDAL – SAN FRANCISCO
*CHRONICLE INTERNATIONAL WINE
COMPETITION*

LEGACY: THE PAST TWO VINTAGES
HAVE BEEN **GOLD & SILVER MEDAL
WINNERS!**

Just the facts:

pH.....	3.6
Alcohol.....	14.8%
Total Acid.....	0.59 g/100 mls
Cases Produced.....	1,960
Drink Now or Up to Year.....	2015



MARTIN & WEYRICH WINERY

Almost thirty years ago, members of four different families began a project they would endure to this very day, and would survive some of the most difficult times the California wine industry would ever face.

Back in 1981, a group of families who all happened to be native Californians decided to invest in some land along California's Central Coast, in the proximity of the colorful town of Paso Robles. It seems that one member of one of the families, Nick Martin, had recently graduated from the prestigious enology school at the University of California, Davis. A beautiful parcel of land that totaled 80 acres became available and the decision was made to go ahead with the venture and establish some vineyards and a winery.

The two leading families, the Martins and the Weyrichs (pronounced Way -rick) lent their surnames to the venture and the Martin & Weyrich Winery became a reality. A couple of years later, the first releases of the new winery hit the streets and began competing for the consumer dollar.

"Remember that this was in the mid-1980s," informed current winery owner and president David Weyrich,

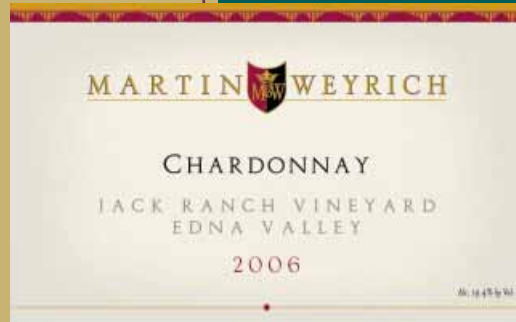
2006 VINTAGE:

95 POINTS & GOLD MEDAL –

CALIFORNIA STATE FAIR;

GOLD MEDAL – ORANGE COUNTY FAIR;

GOLD MEDAL – CENTRAL COAST WINE
COMPETITION



Martin Weyrich’s 2006 Edna Valley Chardonnay was produced from grapes in the famed Edna Valley appellation in southern San Luis Obispo County. As one of the pioneering wineries to work with Edna Valley fruit, Martin & Weyrich produced one

of the area’s first Gold Medal winning Chardonnays in 1981. This Burgundian-styled 2006 Chardonnay was hand harvested and aged in oak to display much of the same characteristic tropical fruit and toasted oak flavors that have made this wine a medal-winning selection from vintage to vintage. Awarded **95 Points** and a **Gold Medal** at the *California State Fair Wine Competition*, this Chardonnay is filled with bright flavors of pear, lemon meringue and key lime pie, with a sweet and spicy oak framework. The Edna Valley Chardonnay also received a **Gold Medal** at the *Orange County Wine Competition* and a **Gold Medal** at the *Central Coast Wine Competition*, making it a popular choice among a multitude of wine judges. Try pairing the Martin & Weyrich 2006 Edna Valley Chardonnay with braised chicken, Alaskan King Crab, and lobster bisque. Aged 15 months in oak. 100% Chardonnay. Enjoy now until 2012.

LEGACY: MARTIN & WEYRICH HAS BEEN PRODUCING THIS CHARDONNAY SINCE 1981 AND HAS RECEIVED A MULTITUDE OF GOLD AND SILVER MEDALS, AND 90 POINT SCORES.

Just the facts:

pH	3.39
Alcohol	14.4%
Total Acid	0.60 g/100 mls
Cases Produced	1,500
Drink Now or Up to Year	2012

“this was way before the Central Coast became one of the darlings of the California wine industry. Fact is, not many people paid much attention to our wines or anyone else’s wines from our area. It was an incredibly competitive time for our little winery, but we stuck to it and did the best we could. The fact that we are still here and are the size we are sorta speaks for itself, wouldn’t you say?”

Growth for the Martin & Weyrich Winery was slow and steady, and in 1998, David and his wife Mary Martin Weyrich bought out all the other family members. By then the winery had grown to 180 acres through the purchase of

the Weyrich Family Home Ranch two years earlier. A third addition in 2000, called the Jack Vineyard in the venerable Edna Valley to the south, increased the winery’s acreage another 143 acres making Martin & Weyrich Winery a sizeable player in what was now a very viable Central Coast wine region.

“It was amazing what happened when the wine-drinking public discovered the Central Coast’s wines,” recalled Weyrich. “All of a sudden you see wineries popping up everywhere, some big and some quite small. Sure, there were still



Since 1981, Martin & Weyrich has planted more than 250 acres in San Luis Obispo County. Two of their vineyards are located in Paso Robles, and one in the renowned Edna Valley region.

some of the pioneers left, but a number of them had already gone by the wayside.”

The winery’s stratagem for survival was centered on the production of a single wine, the



Martin & Weyrich’s state-of-the-art Tasting Room and Bed and Breakfast are destination hot spots for local enthusiasts and wine country tourists

wine that is food-oriented and extremely palatable. Early California vintners produced numerous examples of this wine that ranged from light

exquisite Moscato Allegro whose origins rest with the famous Moscato d’Asti from Italy. The wine is best as a light, crisp floral-scented

Moscato Allegro and will increase that production as the demand for it increases. The fact that the Moscato Allegro is a niche wine that has persevered for almost three decades and insured the winery’s ultimate stability more than speaks for itself.

Total production for Martin & Weyrich Winery exceeds 80,000 cases, making it one of the larger wineries along the Central Coast. It was also the first winery in California to grow and produce the famed Nebbiolo grape, considered by most wine lovers to be Italy’s greatest contribution to the wine world.

The original facility was built in 1981 and has been added to several times since then, the latest addition coming in 1998.

The Martin & Weyrich Winery tasting complex is situated about a mile from the winery’s vineyards along Highway 46, just outside Paso Robles itself. The facility is something unto itself and includes a 5-Diamond bed and breakfast called the Villa Toscano that is the toast of the Central Coast hospitality community.

Not only has Martin & Weyrich

Winery survived the trying times of the emerging Central Coast Region, but the family-owned and run business has flourished in a way that few wineries have experienced. The next few years should prove extremely beneficial to Martin &

Weyrich Winery as its star continues to rise among the Central Coast’s better wineries. It is a fitting tribute to the originating four families who foresaw this opportunity nearly three decades ago. 

and crispy to extremely heavy and almost sweet that served as an after dinner dessert wine in the early days of the California wine industry.

Today, Martin & Weyrich Winery produces more than 60,000 cases of

The Wine Wizard

- 1) What is a “First Growth” wine?
- 2) How long does it take a vineyard to reach its first crop?
- 3) When was the first Super Tuscan wine produced?

See Page 7 for Answers.

About The Winemaker

Winemaker Craig Reed, 38, has been with Martin & Weyrich Winery for the past fifteen years. He started as a vineyard worker and later became Assistant Winemaker under Dominic Martin, one of the winery’s original owners. Reed is an industry purist whose passion is Italian varietals and the famous Nebbiolo in particular. He has visited the Tuscany region of Italy more than a dozen times to sharpen his skills and admits to enjoying the challenges the difficult grape varietal offers. He points to the Nebbiolo’s distinct flavor layers and their accompanying dryness as his favorite palate stimulants. With the help of courses from UC Davis, he has been a vital part of the winery’s growth to its present level of production.





David Weyrich

Even though he holds numerous titles (president, chief operating officer and general manager) David Weyrich is a down to earth businessman who believes that his product should sell itself.

Weyrich, who admits to being in his mid-fifties, is a self-professed wine lover and drinker whose family decided to get into the wine business.

“It was the late 1970s, and my particular group of friends was really into Italian wines,” he began. “We liked most of the better Italians and I myself was intrigued with the wonderful Barolos that were made in Northern Italy. We loved the bigness of the wines and their ultimate finesse when they were done just right. When our family decided to venture into the wine business, it seemed almost natural that we planted our favorite varietal, the wonderful Nebbiolo that went into making the Barolos.”

When he and his wife Mary bought out the other family members of Martin & Weyrich Winery, David Weyrich did so with a specific purpose.

“My wife and I had eight children and most of them seemed interested in the wine business,” he related. “So far, it has turned out quite well for everyone concerned.”

Weyrich’s oldest daughter, Terese, 35, has charge of the winery’s office and the bookkeeping, a huge job for the now 80,000-plus case winery. Her younger brother Andy graduated from Fresno State with an enology degree and serves as the company’s vineyard manager for the more than 320-plus acres of vineyards that are spread throughout the Central Coast. David Weyrich is among the cadre that believes that wine greatness begins in the vineyards, and feels that his son’s contributions are imperative to the winery’s success.

Continued on page 7


THE WINE REGION



Most of Martin & Weyrich Winery’s production comes from two areas in California’s Central Coast, the large Paso Robles Appellation that encompasses the town of the same name and the equally prestigious Edna Valley to the South that is located along Highway 227



Paso Robles is home to 26,000 vineyard acres, producing more than 40 winegrape varieties – from Spanish to Italian, and Bordeaux to Rhône.

in San Luis Obispo County and the home to a number of top flight wineries. Paso Robles boasts the greatest day-to-night temperature swings (sometimes up to 40 degrees) that allows for the longest growing season in the Central Coast. Edna Valley is the home to a good deal of Bordeaux varietals but has also produced a number of world-class level Chardonnays, a bit of a rarity for many top producing wine regions. 

*Chef Richard Graham's
Wild Mushroom
and Smoked
Chicken Lasagna*

*Chef Richard Graham's
Lobster Bisque*

FOOD FOR THOUGHT

Pair with Martin & Weyrich 2005 Cabernet Etrusco

Ingredients:

1 Gallon Tomato Sauce (Italian)	3 Bunch Collard Greens or Beet Greens, washed and med. chopped
8 Large Pasta Sheets, precooked or raw	4 Cups Ricotta Cheese
2-1/2 Pounds Smoked Chicken Breast or Cooked Pulled Meat or Confit	3 Cups Asiago Cheese
3/4 Pounds Chanterelles, sliced	5 Large Balls of Mozzarella Cheese (thinly sliced)
3/4 Pounds Shitakes, sliced	1-1/2 Pounds Mascarpone Cheese
3/4 Pounds Criminis, sliced	1/2 Cup Dry Vermouth
1 Large Yellow Onion (small dice)	3/4 Cup Minced Chives
2 Tablespoons Shallots, minced	1 Cup Fresh, Chopped Herbs: Even Parts: Basil, Oregano, Thyme, Parsley- set aside (Sprinkle this herb mixture on top of each layer of Lasagna).
1 Tablespoon Roasted Garlic Puree	

Preparation:

Preheat oven to 350 degrees Fahrenheit. Cook pasta if needed. Sauté mushrooms with half of the shallots and salt and pepper. Sauté onions, greens, the remaining shallots, and garlic, deglaze with the vermouth (3 minutes, do not over cook), salt and pepper. Lightly sauce the bottom of a 4" hotel pan (or two 9"x13" pans). Place layers in the following order: Pasta Sheet, Layered Cooked Greens, Sliced Chicken, Mushrooms, Sauce over the top and sprinkle with the fresh herb mixture and 1/4 of all the cheeses. (Repeat this two times). The Last Layer: Pasta Sheet, Sauce and the last of the cheeses, sprinkle with fresh herbs and chives. Cover with foil and cook approximately 45 minutes. Remove foil and brown another 15 to 20 minutes.

Pair with Martin & Weyrich 2006 Edna Valley Chardonnay – Serves 4

Ingredients:

1 3-pound live lobster (or two 1-1/2 Pound Lobsters)	1 Bay Leaf
1 Medium Onion	8 Black Peppercorns
1 Celery Rib	1/2 Cup Brandy
1 Carrot	1/2 Cup Dry Sherry
1 Ripe Tomato	4 Cups Fish Stock (or Chicken Stock)
1/2 Head Garlic (cut crosswise)	1/4 Cup Tomato Paste
2 Tablespoons Olive Oil	1 Cup Heavy Cream
3 Tablespoons chopped Fresh Tarragon Leaves	1-1/2 Tablespoons Cornstarch
2 Tablespoons chopped Fresh Thyme Leaves	2 Tablespoons Water

Preparation:

Fill a 9-quart kettle 3/4 full with salted water and bring to a boil. Plunge lobster headfirst into boiling water and cook, covered, over high heat 8 minutes. Transfer lobster with tongs to a large bowl and in a measuring cup reserve 2 cups cooking liquid. Let lobster stand until cool enough to handle. Working over a bowl to catch the juices, twist off tail and claws and reserve juices. Reserve tomalley* and discard head sacs and any roe (eggs). Remove meat from claws and tail, reserving shells and lobster body. (Lobster meat will not be cooked through.) Coarsely chop meat and transfer to a bowl. Chill lobster meat, covered.

Chop onion, celery, carrot and tomato. In a 6-quart heavy kettle, heat oil over moderately high heat until hot but not smoking and sauté reserved lobster shells and body, stirring occasionally, for 8 minutes. Add vegetables, garlic, herbs, peppercorns, brandy, and Sherry and simmer, stirring, until almost all liquid is evaporated, about 5 minutes. Add stock and reserved tomalley* and cooking liquid. Simmer mixture, uncovered, stirring occasionally, 1 hour.

Pour mixture through a fine sieve into a large saucepan, pressing on and discarding solids. Whisk in tomato paste and simmer until reduced to about 3 cups, about 15 minutes. Add cream and simmer bisque 5 minutes. In a small bowl stir together cornstarch and water and whisk into bisque. Simmer bisque, stirring 2 minutes. (Bisque will thicken slightly.) For a thicker Bisque, keep reducing until desired consistency. Add lobster meat with any reserved juices and simmer bisque 1 minute, or until lobster meat is just cooked through. Season bisque with salt and pepper.

* *Note:* Tomalley is considered a delicacy. It is the green-colored liver of a lobster. It may be eaten alone, but is often added to sauces.

Find these recipes and all of your favorites online at www.GoldMedalWine.com/recipes. We have a delicious collection of entrée recipes to pair with your favorite Gold Medal wines.

Results

2006 Carmichael Sur la Pont Red Blend

GOLD	SILVER	BRONZE
95%	3%	2%

2007 Carmichael Grigio e Bianco White Blend

GOLD	SILVER	BRONZE
93%	4%	3%

2006 Teira Zinfandel

GOLD	SILVER	BRONZE
94%	4%	2%

2008 Teira Sauvignon Blanc

GOLD	SILVER	BRONZE
95%	4%	1%

The above wines were recently featured.

To see our current inventory, reorder online, and Judge the Wines, visit us at www.GoldMedalWine.com/member.

David Weyrich

Spotlight, continued from page 5

Another daughter, Katie, 29, has the responsibility for California sales and marketing, the largest part of Martin & Weyrich Winery's sales. Son Tim, 22, has just returned from New Zealand where he worked the harvest down under. Tim will help on the production side of the winery for the foreseeable future.

"It is truly a family affair," admitted Weyrich, "and everyone does their own thing. It is necessary for us to continue making our wines better and better, and everyone pulls together to that end."

While the current economy has forced Martin & Weyrich Winery to tighten its belt a bit, David Weyrich doesn't see much changing around his business. He feels his long time winemaker Craig Reed and the rest of his staff are certainly up to the job.

"Like most businesses, we have our ups and downs. Luckily, our price points haven't been affected like many other higher priced wineries that have been forced to roll back their prices. We have always felt we offered a true value and I guess time has proven us right."

There are four younger Weyrichs still in school but the odds are that they too will also be interested in the winery business. That's perfectly fine with David Weyrich who feels that more is better, at least when it concerns his family.

"Were all in this for the long haul," he finalized, "and we all get along quite well."

What more could anyone ask for? 



1) "First Growth" refers to the French *Premier Cru* classification of wines, primarily from the Bordeaux region of France. Premier Cru wines are the highest rated within Bordeaux and carry a mark of high prestige. There are currently only 5 wines (of the several thousand in Bordeaux) that qualify as a First Growth.

2) Vineyards usually take three years, from the initial planting, to produce the first crop. Newer planting techniques and plant material have been showing a very small crop in the second year, and by the fourth year, the vineyard should be in full production.

3) The first Super Tuscan (wines with a Sangiovese base and blended with Bordeaux varietals) was produced in 1968 by Azienda Agricola San Felice. He found that Sangiovese and Cabernet Sauvignon complimented each other and brought out desirable characteristics in the finished product. Super Tuscans continue to be popular blends used by many winemakers today.

THE ART OF FINE WINE



Wine & Cheese was painted by Nicole Etienne who attended art school in Florence, and while surrounded by centuries

of architecture and fine art, developed a distinctive style and talent.

THE GRAPEVINE

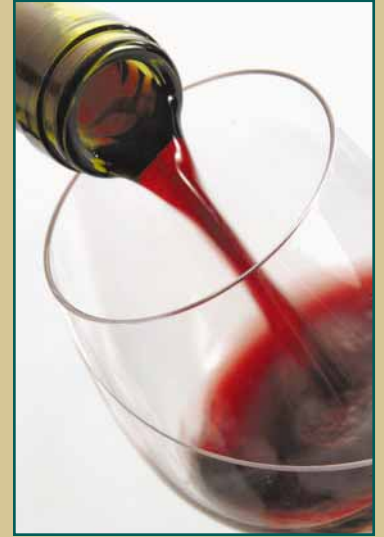
"I loved this wine [Carmichael 2006 Sur la Pont]. It tasted like a French wine!! I placed an order for more."

– Heidi Griffin

"Refreshingly different. Crisp and clean; sharp but not unpleasant. A great choice."

– Reed Smith

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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*

The Martin and Weyrich families were among the first to recognize the tremendous potential of the Paso Robles Viticultural Appellation. Martin & Weyrich families were among the first to recognize the tremendous potential of the Paso Robles region, and with international influences have crafted a reputable lineup of world-class wines ever since. Their small production 2005 Cabernet Etrusco and 2006 Edna Valley Chardonnay demonstrate their incredible ability to appreciate tradition, while keeping the brand fresh and exciting with each vintage.

**Save up to 28%
off Winery Direct**

MARTIN & WEYRICH WINERY	Retail Price Winery-Direct	Club Price 2-Bottle Members	Club Price 4-Bottle Members And Multiple Series Members
2005 Etrusco*	\$18.00/btl.	\$14.00/btl. Save 22%	\$13.00/btl. Save 28%
2006 Chardonnay*	\$16.00/btl.	\$13.00/btl. Save 19%	\$12.00/btl. Save 25%

2 bottle min. order

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*Availability is extremely limited Note: Shipping and tax (if applicable) not included in the above prices. Call for details.

New If you are also a 2-bottle member of another Series, you are now eligible to receive the 4-bottle member prices above!