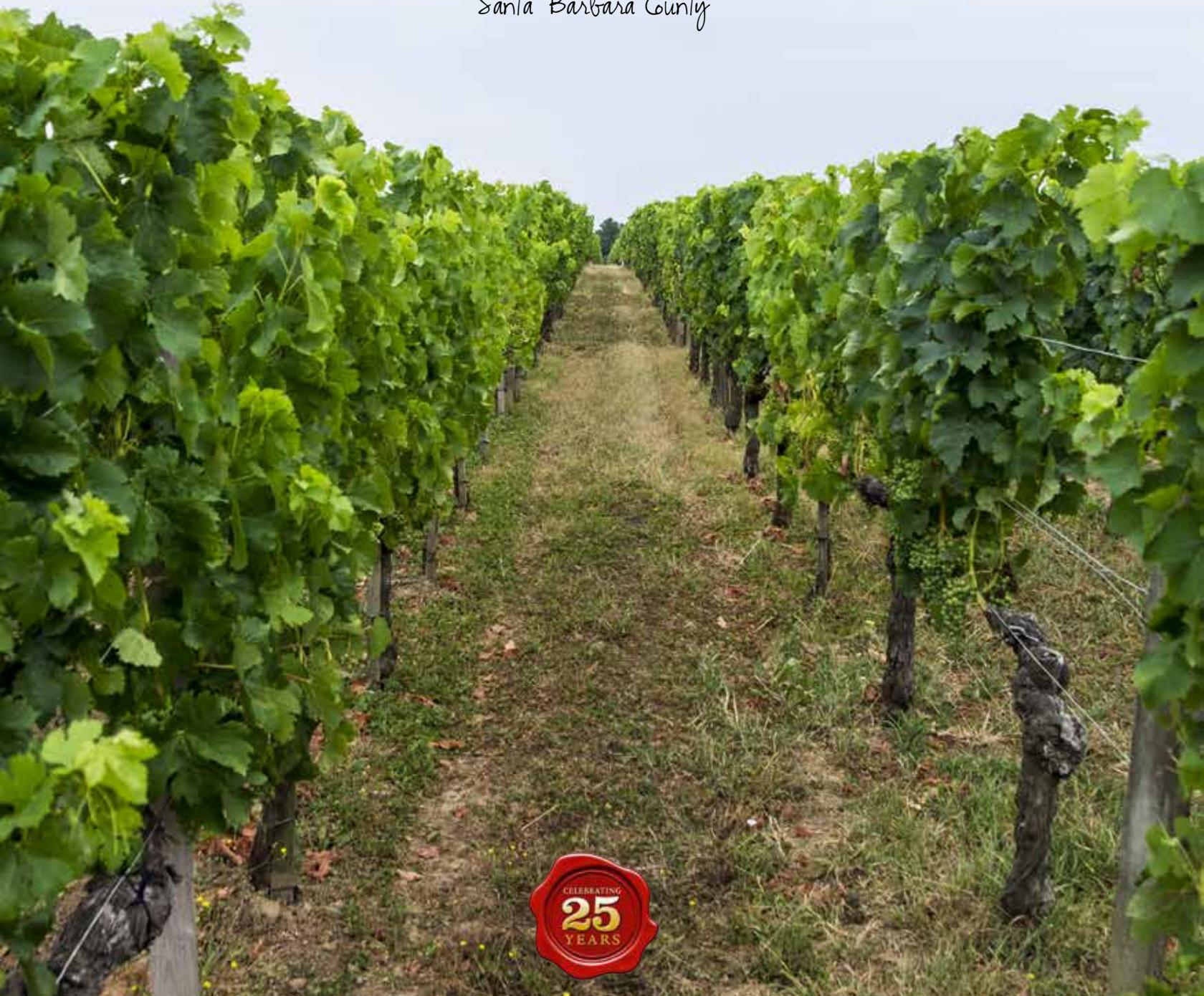




# The Wine Press

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

Rancheria Cellars  
Santa Barbara County





# 2014 MERLOT

## HAPPY CANYON OF SANTA BARBARA

1,076 Cases Produced

The Rancheria 2014 Merlot is a blend of 92% Merlot and 8% Cabernet Sauvignon, produced from the Happy Canyon Vineyard estate in the Santa Ynez Valley of Santa Barbara County. Happy Canyon's unique microclimate, soils, and special characteristics have made it a new frontier for Bordeaux varietals in California. Velvety black in color with deep red hues, the Rancheria 2014 Merlot offers aromas of Royal cherries, cedar, blueberries, plum pits, dark chocolate, and hints of herbs. The palate is full bodied and brightly flavored with loads of fruit, nice soft tannins, and velvety, soft texture that begs to be paired with roasted or grilled meats. Aged 10 months in oak. Enjoy now until 2024.

**GOLD MEDAL SPECIAL SELECTION**



# 2013 PRIVATE RESERVE CHARDONNAY

## CENTRAL COAST

900 Cases Produced

The Spanish word, *Rancheria*, refers to a small, rural settlement. In these communities, collaboration, support, and communication were vital to the success of all. In the case of Rancheria Cellars, great wine is always a group effort, and this is especially true for the 2013 Private Reserve Chardonnay. For this wine, the entire Central Coast appellation was scoured for the best growers, vineyards, and sub appellations to find the best Chardonnay fruit possible. The result is an effortlessly blended wine that shows the characteristics and potential of the entire Central Coast region. Bright golden in color, the 2013 Private Reserve Chardonnay opens with a bouquet of creamy brioche and hints of wheat grass. The palate is full bodied with notes of mint, sweet oak, and bright fruit. Aged entirely in stainless steel tanks. 100% Chardonnay. Enjoy now until 2018.

**GOLD MEDAL SPECIAL SELECTION**

HOW WE CHOOSE OUR WINES: Gold Medal Wine Club showcases two wines each month from only the best small wineries of California. Featured wines include those which have earned medals in the top wine-industry competitions or have been highly rated by a respected national wine publication (see [goldmedalwineclub.com/resources/wine-ratings](http://goldmedalwineclub.com/resources/wine-ratings)). On occasion, we feature a pair of wines which are newly released by the winery and which medals and reviews are forthcoming. Each and every selection is a superb wine made in small quantities and with very limited distribution. There are over 3,000 wineries in California producing thousands of different wines. Only wines fitting the above criteria are considered in choosing the featured selections each month.



# Rancheria Cellars



Inspired by the 'Rancheria' Spanish communities that succeeded by working together, Rancheria Cellars is the group effort of exceptional Santa Barbara County growers to produce small quantities of fine, artisan wine.



Located in the Santa Ynez Valley of Santa Barbara County, the Happy Canyon is nestled into the hills of the beautiful Piocho Ranch and home to some of the region's most desirable vineyards.

A winery that has been called “an opportunistic winery” by its owner bears more than a partial explanation. The winery in question is Rancheria Cellars of Santa Barbara.

“In the course of my working within the wine industry, I have encountered a number of different scenarios and people that I enjoy working with and Rancheria Cellars provides me a chance to do just that,” explained owner Doug Margerum. “Each harvest is different and so are the yields. Sometimes there is a great overproduction of extremely high quality fruit and I felt it would be useful to take advantage of that opportunity.”

Rancheria Cellars first saw the light of day in 2011 when slightly fewer than 1,000 cases of wine were produced. This year, a little more than 1,800 cases will be bottled but the number will continue to vary greatly from vintage to vintage.

“We operate much like a negotiant,” Margerum continued. “If I locate a great source of fruit, I like to take advantage of the situation. Quite often, the grapes will be

priced less expensively since they are overproduction and I can pass that savings on to the consumer. The consumer gets a bottle of wine that would ordinarily be priced much higher.”

The name *Rancheria Cellars* tends to fulfill its owner's vision of the winery. A *rancheria* is usually a small rancho community where each person involved helps out his neighbor. Each has specific skills and each has different services to offer.

“It has to do with the feeling that working together provides a benefit for all concerned,” Margerum explained. “I help the grower who sells his fruit and provide additional work for our winery people. We are able to produce fine wines and, in the end, the consumer benefits from our efforts.”

Rancheria Cellars label is a powerful 'R' that further enhances the brand's image. It is mostly sold through restaurants and for home consumption.

“Rancheria Cellars is made to be consumed early and its style reflects that fact. Many wines need food and ageing but our Rancheria wines are really fruit forward and totally approachable. These are wines for the table and can be best enjoyed with friends and in social situations,” he stated.

Margerum is joined in Rancheria Cellars by his older brother Hugh Margerum who handles the sales and marketing aspect of the business. The brothers are awaiting the next bountiful harvest in



Harvest workers carefully hand-pick the fruit destined for Rancheria Cellars' wines.

*Continued on Page 4*





## Doug Margerum WINEMAKER

While Doug Margerum is among the small number of California winemakers that is self-taught, he can point to worlds of practical experience in the art of winemaking. What's more, he can point to winemaking stints both in France and California.

Much of his French background was centered on the southeastern Rhône Valley of France and the area specifically known as Châteauneuf du Pape. Châteauneuf du Pape is recognized as one of the more important wine producing areas in France.

"Ever since I was a teenager I was fascinated with Châteauneuf's wonderful wines," he admitted. "In Châteauneuf du Pape, vintners can blend a large amount of different varietals (currently 18 are allowed in the appellation) together to produce their wines, and the resulting wines tend to vary a good deal. It is the one place in the world where blending is a most delicate and preferred art. I watched and learned on many occasions."

In California, Margerum was tutored by the likes of notables such as Jim Clendenan (Au Bon Climate Winery) and Qupé Winery's celebrated Bob Linquist. Another fortunate relationship with well-respected Chuck Carlson of Curtis Winery (considered one of the pioneers of early Rhône/California development) proved beneficial to Margerum as he developed his winemaking outlook and skills.

## RANCHERIA CELLARS

Continued from Page 3

Santa Barbara County so that additional Rancheria Cellars wines would become available.

"We could easily double our size," Hugh Margerum commented. "That is if the right quality of grapes was available at the right price. My brother is a stickler for great quality and a decent price for the fruit."

Rancheria Cellars fills a definite niche within the wine community. Outstanding wines at realistic prices aren't always easy to come by and Rancheria Cellars easily fills the bill. It is a great pleasure to introduce our Gold Members to these marvelous wines. Enjoy!



Rancheria Cellars shares a tasting room with its sister company, Margerum Wine Company, located in downtown Santa Barbara in the vibrant Presidio Neighborhood.





# Food pairings from Rancheria Cellars



## LEG OF LAMB SHAWARMA

PAIR WITH THE RANCHERIA 2014 MERLOT

- |  |   |
|--|---|
| 1/4 cup roasted garlic                                 | 1/2 tsp cinnamon  |
| 2 tbsp extra virgin olive oil, plus more for drizzling | Kosher salt and black pepper                            |
| 2 lemons, zested and juiced                            | 5 lbs leg of lamb, butterflied (ask butcher to do this) |
| 1 tsp sweet paprika                                    | Grilled flatbread, for serving                          |
| 1 tsp ground cumin                                     | Tsatsiki, for serving                                   |
| 1 tsp ground coriander                                 | Sliced cucumbers, for serving                           |

Squeeze the garlic cloves into a bowl and mash with a fork. Stir in the lemon zest, lemon juice, paprika, cumin, coriander, cinnamon and the 2 tablespoons of olive oil. Add 1 teaspoon of salt and 1/2 teaspoon of black pepper. Lay the lamb on a work surface and make 1/2-inch-deep slits all over the meat. Transfer the lamb to a rimmed baking sheet and spread the spice paste all over, rubbing it into the meat. Cover and refrigerate overnight. Light a grill. Bring the lamb to room temperature and season with salt and pepper. Grill the lamb fat side down over moderately high heat until charred, about 20 minutes. Turn the lamb and grill for about 20 minutes longer, until an instant-read thermometer inserted into the thickest part registers 130 degrees for medium meat. Transfer the lamb to a work surface to rest for about 15 minutes. Carve the lamb into thin slices and serve it with grilled flatbread, dilled yogurt, and sliced cucumbers. *Recipe provided by Rancheria Cellars.*



## CHICKEN DIJON

PAIR WITH THE RANCHERIA 2013 PRIVATE RESERVE CHARDONNAY

- |                                     |                                    |
|-------------------------------------|------------------------------------|
| 1 tsp coriander seeds               | 2 tbsp whole grain mustard         |
| 2 tbsp extra-virgin olive oil       | 3 tbsp creme fraiche or sour cream |
| 8 medium chicken drumsticks         | 2 tsp chopped tarragon             |
| Salt and pepper                     | Crusty bread, for serving          |
| 1/4 cup chopped onion               |                                    |
| 4 garlic cloves, finely chopped     |                                    |
| 1 1/2 cups low-sodium chicken stock |                                    |

In a large skillet, toast the coriander seeds over moderately high heat until fragrant, about 2 minutes. Transfer the seeds to a mortar and let cool. Crush the seeds coarsely with a pestle. In the same skillet, heat the olive oil until shimmering. Season the chicken drumsticks with salt and pepper, add them to the skillet, and cook over moderately high heat, turning, until golden brown all over, about 10 minutes. Add the onion and cook, stirring occasionally, until softened, about 3 minutes. Add the garlic and cook for 1 minute. Add the broth and crushed coriander and bring to a boil. Cover and cook over moderately low heat until the chicken is cooked through, about 15 minutes. Transfer the chicken to a platter, cover and keep warm. In a small bowl, whisk the mustard with the creme fraiche and tarragon. Whisk the mixture into the skillet and simmer the sauce over moderate heat until thickened, about 5 minutes. Return the chicken to the skillet and turn to coat. Serve the chicken with crusty bread. *Recipe provided by Rancheria Cellars.*





## Doug Margerum IN THE SPOTLIGHT

Multi-faceted Doug Margerum pointed to an early episode in his life that became the basis of his longtime interest in wine.

“I was fourteen and went with my parents for a vacation trip to France. We started visiting some wineries in the Rhône Valley and even ventured into some cellars in the area that is home to the world-famous wine, Châteauneuf du Pape. It was all completely fascinating for me and when we had some of the wines with dinner, I guess you could say I became completely hooked,” he offered.

After obtaining his BA in Economics from the University of California Santa Barbara in 1981, Margerum renewed his love affair with wine in France where he began to take the wine industry very seriously.

“I wanted to learn everything I could about wine and France was a great place to start,” he added. “The fact that



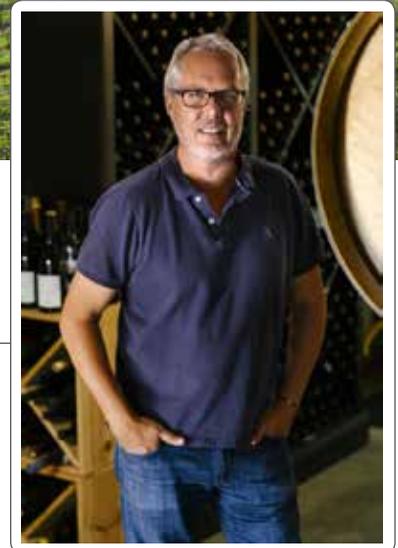
Châteauneuf du Pape had become a favorite of mine really helped and I was able to amass a nice collection of bottles and vintages that I was able to share with my family and friends over meals and gatherings. It was all great fun for everyone involved.”

Four decades later, Doug Margerum is firmly ensconced in the California wine industry. His wine ventures include the Margerum Wine Company (started in 2001) and Rancheria Cellars, a sister winery that began operations in 2011.

Doug is also the co-owner (for the second time) of the prestigious *Wine Cask Restaurant* in Santa Barbara. His family bought the original wine shop and gradually added food to the premises. Soon it became a wine and food destination for glittery Santa Barbara. The Wine Cask has also been a *Wine Spectator Grand Award* winner for many years. Margerum also acts as a consultant to Happy Canyon Vineyard and Cent’ Anni Vineyard along with his duties at Margerum Wine Company and Rancheria Cellars. Interestingly, he also consults for Chêne Bleu, a small company in the Rhône Valley located in the village of Crestet. To be sure, few French wineries have American wine consultants.

But Doug Margerum is happiest in the company of friends and customers who enjoy his excellent wines.

He is true to the phrase ‘Wine is Good Living’ that adorns his biography. It is a phrase worth remembering and should be put into practice by anyone who truly loves and believes in wine.





## Wine Region: SANTA BARBARA

All of the fruit that is used for making Rancheria Cellars wines originates from California's huge Santa Barbara Valley, an area that spans more than fifty miles from north to south just above and west of the City of Santa Barbara. The first grapes were planted in

1782 by Father Junipero Serra in what is now the Milpas District of Santa Barbara. During the 1970's and 80's, the area experienced a massive growth spurt as northern wineries and consumers discovered the quality aspect of Santa Barbara County varietal grapes.

Presently, there are six federally-sanctioned American Viticultural Areas (AVA's) that cover Santa Barbara County's unique, transverse nature. Areas close to the Pacific Ocean's Coastline (Santa Maria Valley and Sta. Rita Hills) offer a cooler, more problematic climate that tends to favor Burgundian varietals. Other inland AVA's (Happy Canyon and Los Olivos District) are more heat intensive and work well with most Bordeaux varietals. Since the valleys along the Pacific coastline run east-west rather



than north-south, the accompanying mountain ranges (Santa Ynez and San Rafael Ranges) are also diagonal and channel the ocean breezes eastward. Soils vary greatly and range from fine sandy loam to clay loam to complex rock and loam deposits.

This combination of diverse climactic conditions and beneficial soil environments offers a plethora of growing possibilities for farmers in the area. At present, more than 50 different varietals are successfully produced in Santa Barbara County.

Rancheria Cellars' owner Doug Margerum is a true believer in the fruit that emanates from Santa Barbara County. "Why would anyone go anywhere else?" he questioned. "We have almost every important varietal present here and the near perfect conditions for producing excellent fruit. I don't know of any other wine producing area in California that provides the great cornucopia of varietals that is present here in Santa Barbara County. When you add great quality to the mix, it becomes a no-brainer."

# Add a Plus! Bottle TO YOUR NEXT WINE DELIVERY

The *Plus! Program* automatically adds one special wine to each regularly scheduled wine delivery, or as often as you like! *Plus!* wines are all highly rated, very small production wines with availability too limited for all regular club members to receive.

Join Today! **\$18-\$22/DELIVERY**

This month's *Gold Series* featured *Plus!* wine:  
**Valley Legend 2012 Napa County Cabernet Sauvignon**  
**GOLD MEDAL SPECIAL SELECTION**

Retail Price at the Winery: \$29.00



# Wine Winyard: TEST YOUR WINEIQ!



## Why are there different toasting levels of oak barrels?

Oak barrels are sold at different levels of toasting so winemakers can achieve the flavors, texture and aromatics desired in the finished wine. Heavily toasted oak imparts bolder aromas like coffee and chocolate, while medium toasted barrels contribute mellower scents like allspice, dulce de leche, toasted bread and vanilla. Lightly toasted barrels can be great for white wines and Pinot Noirs, because they add oak tannin for an enriched mouthfeel without having an overwhelming oak character.

## How many pounds of grapes does it take to make a barrel of wine?

As a general rule, you need 800 pounds of fresh grapes still on the stems to make a 59-gallon barrel of wine, with some wine left over for the 'topping off' you'll need to do throughout the winemaking process. The final volume of wine, however, is ultimately dependent on how much juice is squeezed out of the grapes. If the pressing is more forceful, you may yield a higher amount, whereas if you use a gentler approach, the final volume will probably be less.

## What is the requirement when naming a wine's appellation on a wine label?

To name a wine's appellation on the label, such as 'Napa Valley,' or 'Sonoma Coast,' at least 85% of the grapes must come from the named region. For wines that incorporate multiple California regions and not one is over 85%, 'California' may be designated on the label as its place of origin.

## The Gold Medal Wine Store

Instant! Membership Rewards saves you 20% to 40% off Rancheria Cellars wines!

RANCHERIA	Retail Price at Winery		Gold Medal Membership Rewards Pricing*		
			2+ btls.	6+ btls.	12+ btls.
Rancheria 2014 Merlot	\$22.50/btl.	2-Bottle Members:	\$18.00	\$16.33	\$15.50
Happy Canyon of Santa Barbara		4-Bottle Members:	\$18.00	\$15.50	\$14.25
Rancheria 2013 Chardonnay	\$22.00/btl.	2-Bottle Members:	\$17.00	\$15.33	\$14.50
'Private Reserve,' Central Coast		4-Bottle Members:	\$17.00	\$14.50	\$13.25

\*Effective per bottle prices after Membership Rewards discount is applied at checkout.

[www.GoldMedalWineClub.com/store](http://www.GoldMedalWineClub.com/store)

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