



# The Wine Press

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

Scheid Vineyards  
Monterey County - Central Coast





## 2013 Pinot Noir Monterey County

1,822 Cases Produced

Five Scheid Estate Vineyards were used in making this most compelling example of the elusive Pinot Noir. Small lots from different Pinot Noir clones were used to choose the distinctive flavors, intensity and color of this Scheid Vineyards 2013 Estate Grown Pinot Noir. The wonderful 2013 growing season allowed for an almost textbook vintage with a sunny firmament prevalent until the final grapes were harvested.

This 100% Pinot Noir wine is both elegant and blessed with finesse, with a supple yet lush mouthfeel and loads of bright red fruit aromas. It contains vivid flavors of black cherry and raspberry with overtones of spice and vanilla. Aged 10 months in a combination of oak barrels (French 76%, European 18% and American 6%). Enjoy now until 2022.

**GOLD MEDAL SPECIAL SELECTION**



## 2014 Chardonnay Monterey County

1,311 Cases Produced

Four Scheid Estate Vineyards were used in this offering that creates a synergy where the whole is greater than the sum of its parts. 2013 was a perfect growing season in Monterey County and provided this excellent example of winemaking with an array of intricate fruit flavors while preserving crucial acidity. It is also a fine sample of a perfect balance between rich and refreshing.

Aromas of pear and apple highlight the rich tropical fruit blend that also offers hints of vanilla and caramel on the lasting finish. 100% Chardonnay that was aged in a combination of stainless steel (56%) and French Oak (44%), with the remaining sur lies for 8 months. Enjoy now until 2019.

**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.



# Scheid Vineyards



Scheid Vineyards celebrates more than forty-five years in business with a recent release of Estate grown Chardonnay and Pinot Noir from Monterey County that will definitely delight your palate.

When founder Al Scheid first contemplated the operation that has become the modern Scheid Vineyards, he thought of the project as a grape growing business to supply some of the new wineries that had begun popping up around Monterey County and its environs. He planted some 10 acres around the town of Greenville and began adding a number of additional vineyards to his portfolio. He called his enterprise the Monterey Farming Corporation and registered it as a limited partnership.

Scheid was a Harvard Business school graduate who saw that vineyards could provide a tax shelter vehicle. The numerous microclimates of Monterey County were assessed as ideal by some top experts in the wine industry. His industry-changing limited partnership concept was broadly accepted and Al Scheid was on his way to becoming a highly successful farmer and entrepreneur.

For more than a decade, things went well for the entity. Al Scheid brought his son Scott, who had been working as an



Al Scheid is known around the winery for his one-liners that his family and team affectionately refer to as 'Al-isms'. One of them being, the "longest journey begins with a single step." That statement could not be truer for Al's venture - turning his vision into a premier family-run winery.

options trader on Wall Street, on board to help run the company in 1986. Along the way a vineyard planted to Pinot Noir was acquired and the resulting wines added to the company's wine portfolio.

In 2005, a state-of-the-art winery was completed as well as a smaller Reserve Winery where Scheid Vineyards wines are produced. Only two percent of the company's production is used for these wines which the Scheid family considers to be their highest quality fruit.

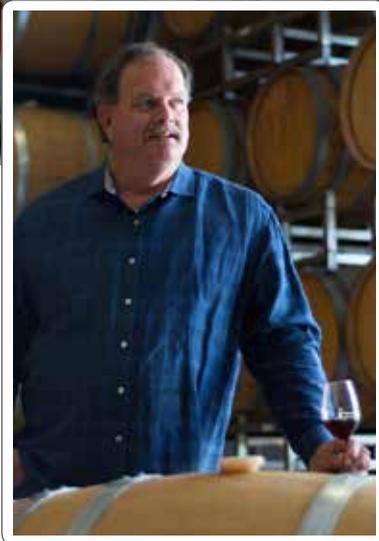
The company's logo actually has a name, Vin. The bold image is the company's salute to the vineyard worker and is intended to reflect the company's beginnings as a grape grower. While rooted in tradition, the iconic image is intended to look ahead and step forward. It also implies the truism that great wine begins in the vineyard.

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Traditions hold a lot of meaning to the Scheids and to the history of their vineyards. Placing Vin, the vineyard worker, on their wine labels is a tribute to the hard work and dedication of blending past methods with new techniques.





## Dave Nagengast, WINEMAKER

A top notch discus thrower in both high school and college, Dave Nagengast chose the wine industry to show his skills. After competing in collegiate track and field at Cal State Fresno, Nagengast received a Bachelor of Science in Agriculture Science with an emphasis in Enology in 1985. He pointed to the complexity of the winemaking process as the main reason for his interest in the craft.

Over the next few years he was employed as an assistant winemaker at several wineries including Storrs Winery & Vineyards, Mirassou Winery and San Martin Winery. His winemaking philosophy is to accentuate the character of the grape through the finished wine. Nagengast's goal is to make wines that are true to the grape and balanced in the mouthfeel. He feels he is still learning his art after more than 30 years in the role of winemaker.

Nagengast is also the owner of Nagengast Estate Vineyard overlooking Hog Canyon and of the very successful Cinquain Cellars Winery in San Miguel, CA where he and his family reside.

## SCHEID VINEYARDS

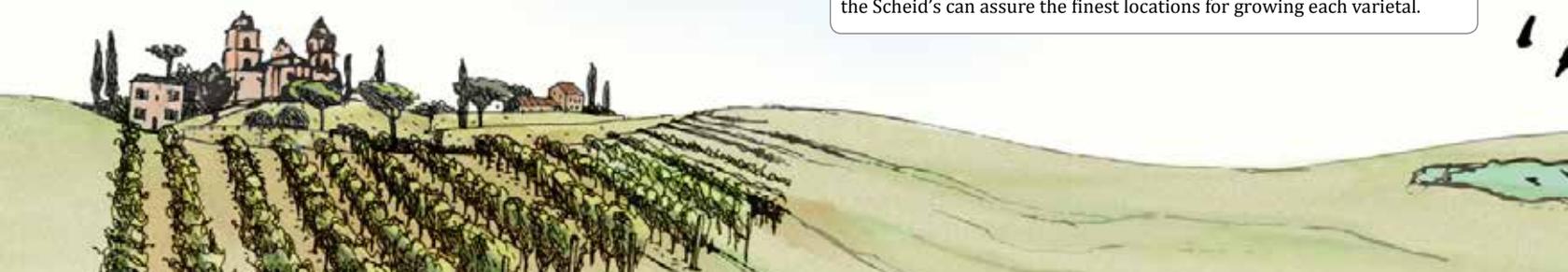
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Senior Vice President Heidi Scheid, the daughter of founder Al Scheid and an insightful wine executive, put it thusly. "We are a company without a dreamy story to fall back on. We are an old company that is doing new stuff every day. We never take anything for granted and all do our own things."

It is our pleasure to introduce Scheid Vineyards' exceptional wines to our *Gold Medal Wine Club* members. We know you will enjoy the experience!



"It is indisputable that wine quality is inextricably linked to where the grapes are grown," the winery crew believes. With eleven Estate Vineyards, the Scheid's can assure the finest locations for growing each varietal.





# Food pairings from Scheid Vineyards



## SCHEID FAMILY CHARDONNAY SOUP

PAIR WITH THE SCHEID 2014 CHARDONNAY

- |                                    |                                      |
|------------------------------------|--------------------------------------|
| 2 tablespoons olive oil            | Salt and pepper to taste             |
| 4 cups thinly sliced yellow onions | 1 baguette fresh-baked bread         |
| 6 cups beef broth                  | 2 slices Swiss or Gruyere cheese     |
| ¼ cup Scheid Chardonnay            | 4 slices Provolone cheese            |
| 1 teaspoon dried thyme             | ¼ cup freshly grated Parmesan cheese |

Melt butter with olive oil in an 8 quart stock pot on medium heat. Add onions and continually stir until tender and translucent. Do not brown the onions. Add beef broth, Chardonnay and thyme; simmer uncovered for 45 minutes. Pre-heat the oven broiler; taste soup and adjust seasonings as needed. Ladle soup into oven-safe serving bowls and place one slice of bread on top of each (bread may be broken into pieces if you prefer). Layer each slice of bread with a slice Provolone, ½ slice Swiss and 1 tablespoon Parmesan cheese. Place bowls on rimmed baking sheet and broil in the preheated oven until cheese bubbles and browns slightly. Serve immediately with a crisp green salad and chilled glass of Scheid Vineyards Chardonnay.



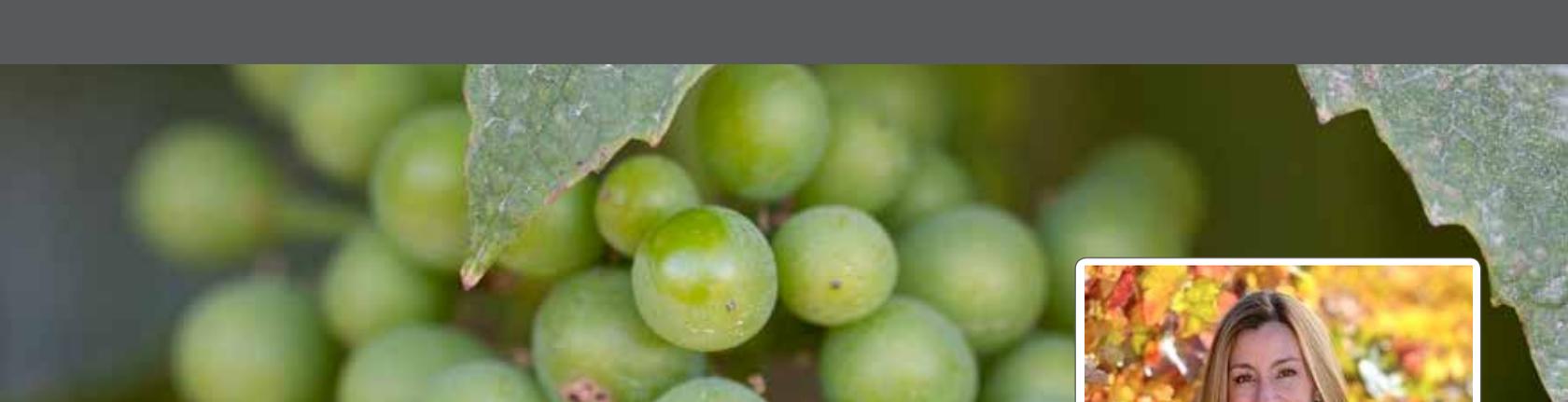
## SCHEID'S SALMON BAKES

PAIR WITH THE SCHEID 2013 PINOT NOIR

- |  |                             |
|--|-----------------------------|
| 1 large salmon filet, 2 lbs. (skin on) | 1 lemon, cut in half        |
| 1 large shallot, finely chopped        | 3 tablespoons olive oil     |
| 3 tablespoons chopped fresh parsley    | Sea salt (or Kosher salt)   |
| 5 tablespoons chopped fresh cilantro   | Freshly ground black pepper |
| 2 tablespoons chopped fresh dill       |                             |

Preheat oven to 400° and generously grease a glass baking dish with olive oil. Place salmon filets skin-side down on the foil and sprinkle with salt and pepper. In a separate bowl, mix the shallot, herbs, olive oil and juice from half the lemon. Thinly slice the other half of the lemon into rounds. Place on salmon in a row across the top. Gently spoon the herb mixture on top of lemon and pat to cover filet evenly. Bake for 10 - 11 min or just until the salmon is cooked (you can check by inserting the tip of a small knife into the center). Serve and watch the compliments roll in. Make a salad with light vinaigrette while the salmon bakes and in a few minutes you'll have a tasty, healthy dish the whole family will enjoy.





## Heidi Scheid, IN THE SPOTLIGHT

When Heidi Scheid was growing up, the thought of her spending her career in the wine business never entered her mind. “When my Dad started the grape growing business,” she informed, “it wasn’t with the idea of it becoming a family business. In fact, it was quite the opposite. I was living with my mother in Orange County and I never really paid much attention to it.”

Heidi Scheid decided to head into the world of finance and completed her business and finance degree at the University of Southern California. During her time in college, she worked various jobs in the restaurant business, first as a server and then as a manager. It was during her stint as manager of the first California Pizza Kitchen in Beverly Hills that she began to notice the differences in wine. “The California Pizza Kitchen was unique in that had an extensive wine list. One day I had the opportunity to taste a bottle of Jordan Cabernet Sauvignon. I thought ‘wow’ there is a difference in wines, a great difference. I started taking wines more seriously after that and slowly developed a real working knowledge of wines.”

Her business career blossomed and Heidi Scheid accepted a position with the financial firm Ernst & Young (now known as EY to the financial world). She worked in the financial arena until 1992 when she was on maternity leave for her first baby. She had begun working part time with her dad and brother Scott, helping to keep the winery’s books. “This was BC (before computers) she explained. “Our company’s books were being kept on old green ledgers. I introduced some basic accounting programs and everyone was really pleased with the results.”

Her dad, winery founder Al Scheid, compelled her to join the now Scheid family business (her brother Scott was already on board) and Heidi finally accepted. At the time, the family was growers only and sold their entire crop of grapes

to other wineries. It was a simple business or so the new wine executive believed.

Then the great phylloxera epidemic of the mid-1980’s devastated the Scheid family vineyards. It necessitated a replanting and change of direction for the company. “We decided not to rely on just a few wineries to take our fruit,” Heidi Scheid continued. “We also decided to start producing our own wines under our family’s label. It turned out to be a really good decision.”

A tiny production of around 100 cases of the 1989 vintages started off the process. The company grew steadily and last year accounted for around 14,000 cases.

Today Heidi Scheid is supremely happy with her surroundings. She wears a number of hats as Senior Vice President at Scheid Vineyards. “I basically work for everyone in the company,” she joked. “I do whatever it takes to get the job done.” She credits the people who work at Scheid Vineyards as the sources of her successful environment.

“We have a number of people working with us with curious minds and great energy and passion for what we do,” she finalized. “It is similar to the sporting world where those attributes propel some to the very top. They will not settle for the ordinary and do the best possible job on our wines.”

*Are there young Scheids around to join the family business?*

“I have three children, one who has just finished college. My brother Scott has two. We are both of the opinion that our children should seek and find their own way in life and business. We also realize that wine passion develops as one gets older, so the door is wide open should any of them decide to join our team. We would be very pleased.”





## Wine Region: SALINAS VALLEY

Scheid Vineyards founder Al Scheid used the advice of viticultural expert and UC Davis Professor, A.J. Winkler, to purchase his first vineyards in the Salinas Valley of Monterey County in 1972. Professor Winkler's forecast for the Salinas Valley placed it on a

par with Napa Valley, Sonoma County and both Burgundy and Bordeaux regions in France. Additionally, the price of vineyard land was considerably lower in the Salinas Valley than any of the aforementioned planting sites. Al Scheid acted promptly and purchased his first vineyards (ten acres) located on the edge of the town of Greenfield.

About forty-five years later, Scheid Estate Vineyards' holdings cover eleven different growing sites along a 70-mile spread of the Salinas Valley that encompasses four primary climate zones.

The Salinas Valley wine growing region is flanked by the Gabilan Mountain Range to the east and the Santa Lucia Mountains to the west, all the while maintaining its cool coastal



presence due to the proximity of Monterey Bay. Influenced by the gigantic offshore Monterey Canyon (as massive as the Grand Canyon), the area produces an upwelling effect that cools the marine air. This allows the fruit to ripen more slowly and increase the hang time of the grapes. This increased hang time leads to exceptional wines that exhibit intense fruit flavors, deep color extraction and full varietal expression.

A total of 39 different varietals are utilized in the Scheid Vineyards operation, arguably among the highest number of differing varietals planted in California by one company. All Scheid vineyards are officially certified by the California Sustainable Winegrowing Alliance that provides a third-party verification of the winery's commitment the adoption and implementation of sustainable winegrowing practices.

## 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 Club* featured *Plus!* wine:  
**Riboli Estates 2011 "Opaque" Malbec**  
**93 POINTS - EDITORS' CHOICE** - *Wine Enthusiast*  
Retail Price at the Winery: \$30.00



# Wine Winyard: TEST YOUR WINEIQ!



## Which country uses the most screw caps on a per capita basis?

If you said New Zealand, you would be correct. The problem with corks involves a nasty little infection 2,4,6-Trichloranisole (TCA). The contamination happens during the cork sterilization process and leads to a number of 'corked' or infected bottles. Screw caps are a better alternative and offer few problems. Almost all of New Zealand's wines have screw tops.

## Is it possible to make a red Chardonnay?

Yes, without a doubt. The Green Creek Winery in Polk County, North Carolina released a Chardonnay Rosso around 2007 that was arguably the first commercial red Chardonnay. Green Creek's Estate Chardonnay grapes were used and the skins from picked Chambourcin grapes were added to induce the wine's red color. A barrel sample sent to the *Wine Enthusiast* for a staff tasting resulted in the group's inability to identify the wine type. Green Creek Winery said the new wine has a 'unique' taste that offers a new choice to wine drinkers who have switched from white wines to red wines.

## Where does California stand among the world's wine producing nations?

California is the fourth largest wine producer in the world, after France, Italy and Spain. The Golden State, accounts for around 10% of the world's total behind France's almost 16 ½ %. It provides 85-90% of the entire United States' wine production, easily outdistancing its nearest rival: Washington State. California is the home to 4,285 bonded wineries (according to 2014 statistics) out of a total of more than 10,400 throughout the country. Wine grape acreage in California totaled over 608,000 acres (in 2015) with Chardonnay being the most planted varietal and resulted in more than 325,000 wine industry jobs.



## The Gold Medal Wine Store

Instant! Membership Rewards saves you 32% to 55% off Scheid wines!

Scheid	Retail Price at Winery		Gold Medal Membership Rewards Pricing*		
			2+ btls.	6+ btls.	12+ btls.
2013 Pinot Noir, Monterey County	\$36.00/btl.	2-Bottle Members:	\$20.00	\$18.33	\$17.50
		4-Bottle Members:	\$20.00	\$17.50	\$16.25
2014 Chardonnay, Monterey County	\$25.00/btl.	2-Bottle Members:	\$17.00	\$15.33	\$14.50
		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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