



# Platinum Wine Club

90+ Rated, Ultra Premium, Collectable Wines from California's Best Winemakers.

## Site Wine Company | Santa Barbara County

If ever a winery was founded with a specific goal in mind, the Site Wine Company would most assuredly be considered. Located in the Central Coast's heralded Paso Robles growing area, Site Wine Company is the handiwork of noted Owner/Winemaker Jeremy Weintraub, often referred to as the "rock star" of Paso Robles winemaking. First offered in 2012 with a minute release of only 250 cases, Site has remained petite in size and will produce only 450 cases this calendar year.

"The Site project was never intended to be large," offered Weintraub during a recent interview. "In fact, it will never be any larger than it is today. It was designed to showcase specific terroirs from eminent vineyards I had found that produced ideal fruit with which to make wine."

Born on Long Island, Weintraub's love of wine turned him from economic and political writing to a career in the wine industry. A graduate of the iconic UC Davis enology program (he also holds a master's degree in enology), Weintraub is today considered a rising star among California winemakers.

He has chosen three separate vineyards for the fruit of the Site Wine Company. The celebrated Bien Nacido Vineyard in Santa Maria, the Lerner Vineyard in Ballard Canyon (Micheal Lerner was a classmate at UC Davis) and the marvelous Stolpman Vineyard that is in close proximity to Lerner Vineyard were the three Jeremy Weintraub chose for his Site Wine Company.

"In winemaking, it's all about the fruit you start with. I have been familiar with these three vineyards for more than a decade and they all produce exceptional fruit. I have long-term contracts with each of them and I am allowed to select the time to pick the fruit. For the Site Wine Company, it's a win-win situation. I can make great wines and that was my goal from the very beginning," he added.

*Is there a certain style for Site Wine Company's wines?*

"No, there's no specific style. I try and emphasize the particular vintage and vineyard site rather than attempt a particular style," Weintraub went on. "I try and really showcase the vintage and everyone knows each vintage has its own particular characteristics. I grew up in the world of French, Italian and German wines and each has had its

effect on what I like and try and attempt. To showcase the vintage and pair it with food is my ultimate joy as a winemaker."

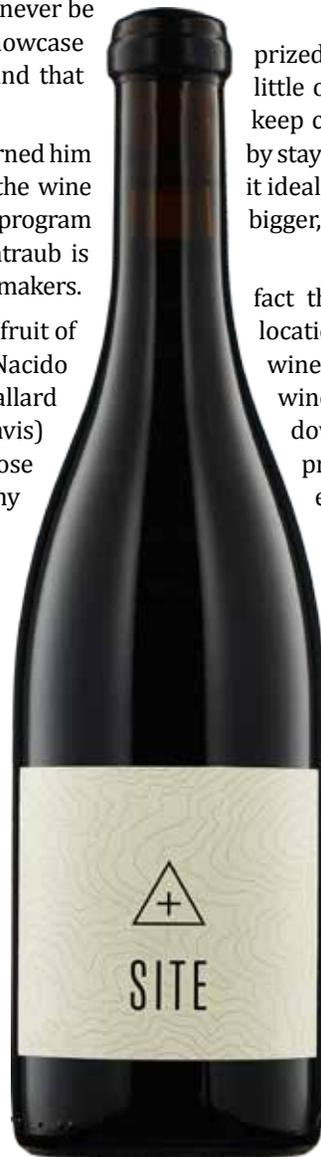
Site Wine Company's wines have garnered incredible praise from industry periodicals and have consistently scored in the 90's since the first release. Owner/winemaker Jeremy Weintraub said that he is "thrilled" with the reception his wines have received. "It's a matter of energy following intent," he emphasized. "I want to make wines that people will enjoy for a long time and recognize the effort involved in making these wines."

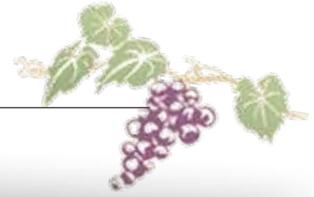
Weintraub is adamant about staying small with his prized winery. He performs all the work himself and wants little or nothing to do with selling the wine. He intends to keep control of every step of the winemaking process and, by staying small, he is able to accomplish this goal. "I consider it ideal when I know where every bottle is going. If I was any bigger, I wouldn't know this," he imparted.

Site Wine Company's label design incorporates the fact that it's all about the vineyards. It emphasizes the location of the vineyards, the most important aspect of the wine itself. "There's a lot of ego in the world of food and wine and it's often quite visual. I feel it's time to tone it down a bit and respect the most important parts of the process - the vineyards," Jeremy Weintraub further explained.

To say that Jeremy Weintraub and his Site Wine Company have accomplished a great deal since its short inception is a complete understatement. To contend at the highest level of wine competition against a cadre of world class vineyards and celebrated winemakers is the most difficult undertaking in the wine industry. Through it all, Jeremy Weintraub has remained a modest and unassuming individual and has allowed his wines to speak for themselves. Their message has been loud and clear as they have been included among the finest wines made in California.

It is with a great deal of respect that we introduce our *Platinum Wine Club* members to this incredibly successful winery and its owner/winemaker. We are sure you will continue to hear additional acclaim in the future as new releases reach the market and are judged for their quality.





**95 POINTS**

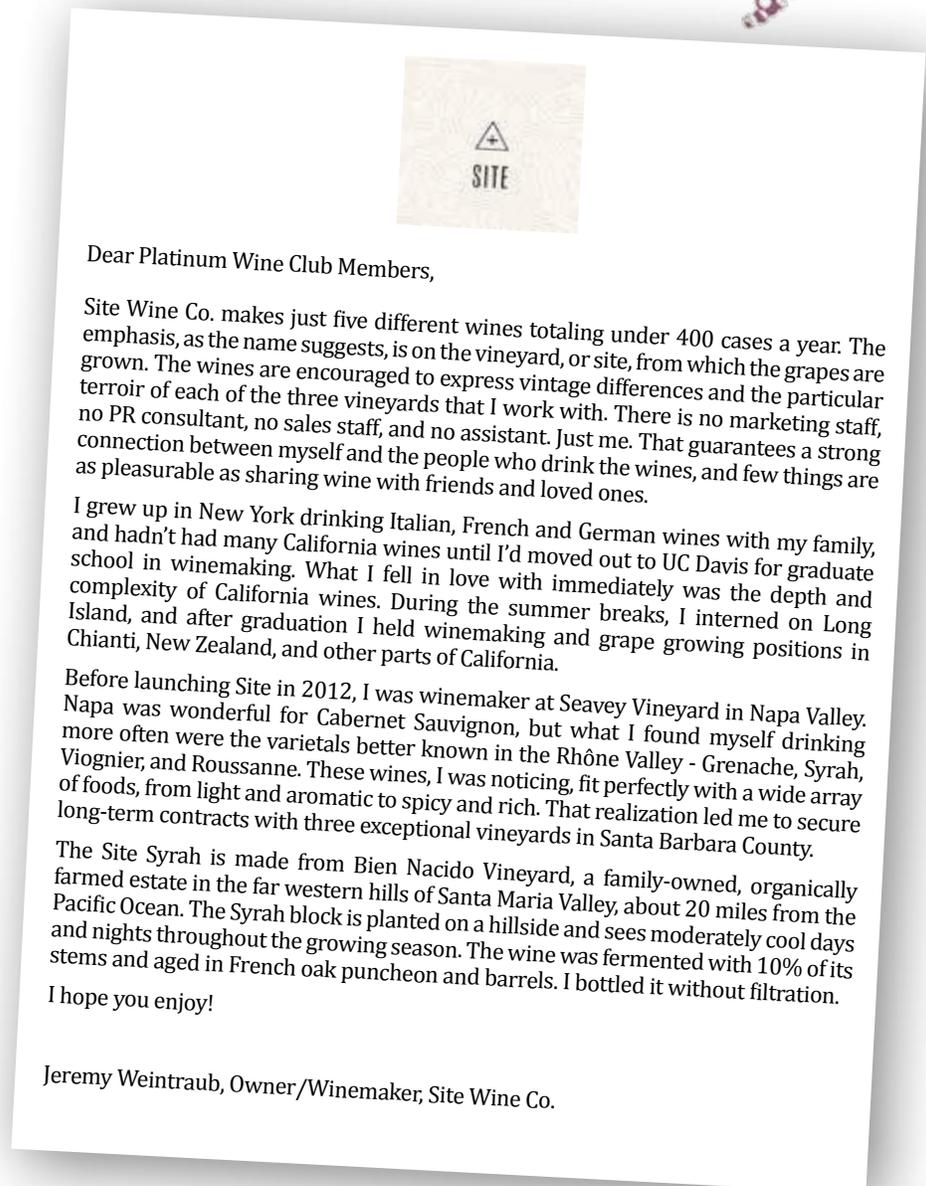
— Robert Parker's  
The Wine Advocate

**100 cases produced**

The Site 2014 Bien Nacido Vineyard Syrah comes from a cool site located just to the east of the town of Santa Maria on California's Central Coast. Bien Nacido Vineyard is one of the most acclaimed vineyards in the state, producing highly desirable fruit and countless award-winning wines. Site's 2014 Syrah offers aromas of blueberries, black and white peppercorn, fresh flowers, and sea breeze-like characteristics, while the palate has a nice density, full body, grippy tannins, and polished, supple dark fruit flavors that are complemented by just the right amount of oak nuances. A wonderful wine to enjoy with food. Aged 20 months in oak. 100% Syrah. Enjoy now until 2024.

 **INSTANT  
Membership Rewards Pricing\***

Winery Retail Price <del>\$50.00/btl.</del>	2+ btls.	6+ btls.	12+ btls.
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**This month's Platinum Plus!  
Featured Wine:**  
**Site 2014 Larner Vineyard  
Grenache, Santa Barbara County**

**95 Points**  
- Robert Parker's The Wine Advocate  
**100 Cases Produced**



\*Effective per bottle prices after Membership Rewards discount is applied at checkout. Membership Rewards does not apply to Sale or Special-Offer Wines. Shipping and tax (if applicable) not included in above prices.