



# Platinum Plus!

## Site Wine Co. | 2014 Grenache

### Larner Vineyard, Ballard Canyon, 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," Weintraub recently explained. "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.

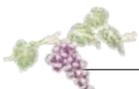
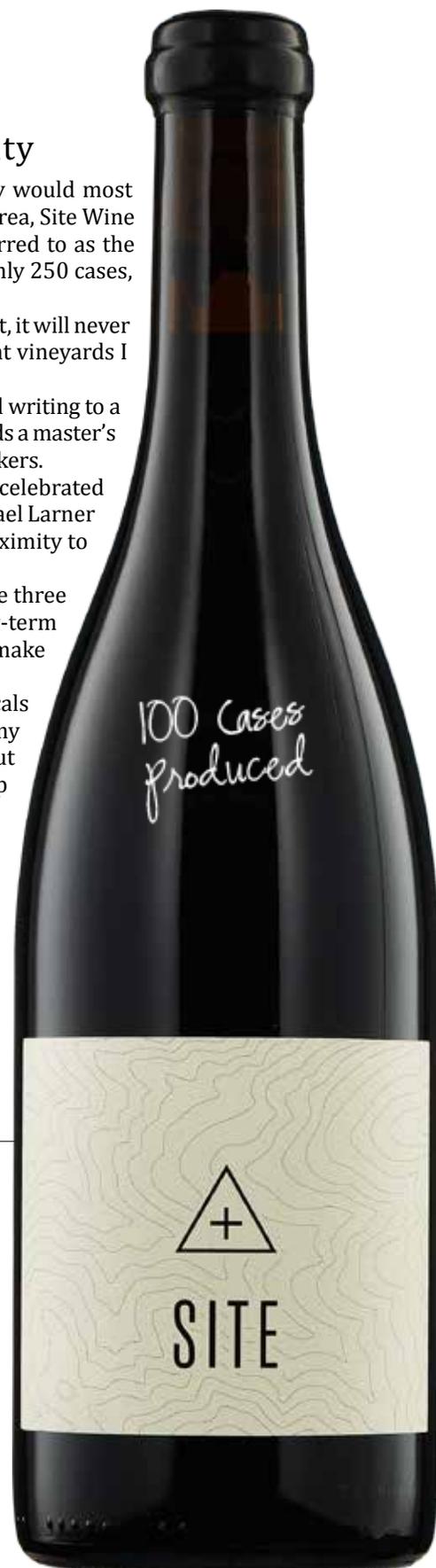
He has chosen three separate vineyards for the fruit of the Site Wine Company; the celebrated Bien Nacido Vineyard in Santa Maria Valley, the Larner Vineyard in Ballard Canyon (Michael Larner was a classmate at UC Davis), and the marvelous Stolpman Vineyard that is in close proximity to Larner Vineyard.

"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. 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.

Site Wine Company's wines have garnered incredible praise from industry periodicals and have consistently scored in the 90's since their first release. Owner/winemaker Jeremy Weintraub is thrilled with the reception his wines have received and he is adamant about staying small with his prized winery. He performs all the work himself and intends to keep control of every step of the winemaking process by staying boutique in size.

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 - which are included among the finest made in California - to speak for themselves.

It is with a great deal of respect that we introduce our *Platinum Plus! Wine Club* members to this incredibly successful winery and it's owner/winemaker. We are sure you will continue to hear much more about this rising star.



## Accolades & Tasting Notes

**95 POINTS** - Robert Parker's *The Wine Advocate*

Site's 2014 Larner Vineyard Grenache comes from one of the top vineyard sites in Ballard Canyon. Notes of fresh herbs, blue and black fruits, and crushed rock all emerge from this 2014 Grenache, which is full-bodied, deep, rich, tannic and concentrated. There is a wonderful density and grip in the mouth that softens and lingers on the long finish. Aged 20 months in oak. 80% Grenache, 20% Syrah. Enjoy now until 2024.



### Instant Membership Rewards Pricing:\*

**YOU SAVE**  
**up to 20% off**  
**winery retail price!**

Membership Level	Retail Price at Winery	Number of Bottles Ordered:		
		2+	6+	12+
2-Btl. Members:	\$50.00	\$44.00	\$42.33	\$41.50
4-Btl. Members:		\$44.00	\$41.50	\$40.25

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