



Platinum Wine Club

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

Sojourn Cellars | Sonoma County

After the infamous dot-com crash of 2000, many in the high tech world were left scrambling. Amidst the bust, however, came a very unexpected success story that is the basis for this month's Platinum Wine Club selection, Sojourn Cellars.

Ex-computer software salesman Craig Haserot decided to move to Sonoma County after the crash, hoping to pursue a new career path while escaping the cold weather of San Francisco. Haserot began playing tennis at the local Maxwell Farms Regional Park and struck up a friendship with doubles partner, Erich Bradley, who was then the winemaker at Arrowood Winery and Audelssa (both in Sonoma). Bradley specialized in producing Cabernet Sauvignon from select local vineyards.

Haserot and Bradley also bonded over their passion for Pinot Noir, and began playing with the idea of making their own wine. Haserot had the background in sales and marketing, while Bradley was happy just making wine - without all the business details. It was the beginning of a wonderfully successful friendship and business partnership.

In 2001, the two made 150 cases of project Cabernet from Sonoma's Glen Ellen Vineyard and the finished product was better than they ever could have anticipated.

"When we released the Cab, it was actually really good and we realized there was potential with our wines," Haserot explained. "The following year, we upped the Cab production to 250 cases and then to 350 cases in 2004."

With Bradley's experience in making Sonoma Cabs, it was only natural that Cabernet Sauvignon would be the first endeavor for Sojourn Cellars, but it wasn't long before their love for Pinot Noir led to new experimentation.

In 2004, they made their first 210 cases of Sangiacomo Vineyard Pinot Noir and it took home staggering 95 and 92-Point ratings and really set the stage for the caliber of wines produced thereafter.

What Haserot and Bradley didn't anticipate was the reaction 2004's *Sideways* movie would have on California's Pinot Noir industry. "Our sales literally took off!" Haserot enthused. The two increased production tenfold and what

started as an avid hobby had now become an incredibly successful business move.

When Haserot and Bradley brainstormed names for their budding winery, a friend aptly suggested Sojourn, which actually has two significant meanings: the French sojourner refers to a journey, vacation or road trip, while the English sojourn implies rest, relax and respite.

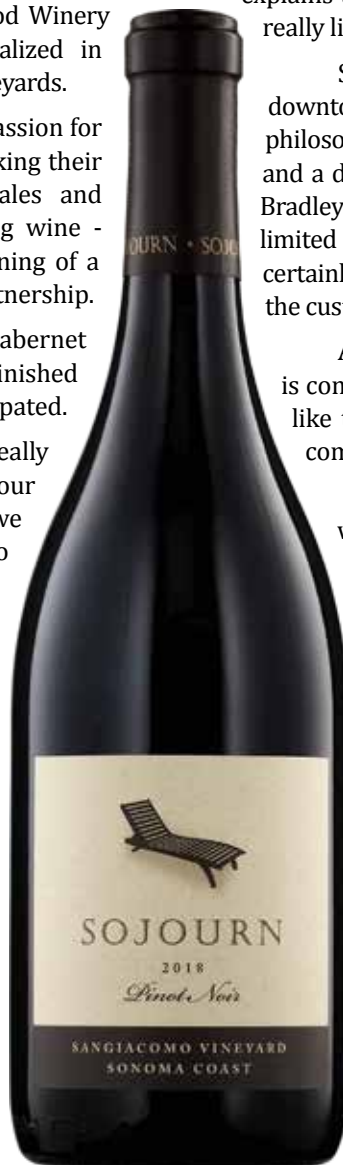
"That's how we came up with the lawn chair," Haserot explains about the wine label's simplistic depiction. "People really like it too. It's how drinking a glass of wine should be."

Sojourn Cellars' celebrated Tasting Salon concept in downtown Sonoma further promotes the winery's appealing philosophy with a living room-type setting of cozy furniture and a dining room table (no tasting bar). Both Haserot and Bradley join guests for private tasting sessions to share their limited production, highly rated wines. The Tasting Salon is certainly unique in its personal approach to wine tasting and the customers seem to be enjoying themselves as well.

At a current production level of 5,000 cases, Haserot is comfortable with the size of Sojourn Cellars and would like to only slightly increase the production size in the coming years.

Sojourn does not own its own vineyards, which gives the owners flexibility to select fruit from some of the most distinguished vineyards in Sonoma and Napa Counties. By helping direct farming operations, the Sojourn team can assure that their grapes are produced using world-class techniques. Looking into the future, the Sojourn team plans on seeking out new vineyard locations to further diversify their already exceptional lineup of vineyard-designated Pinot Noir, Cabernet Sauvignon, and Chardonnay.

Sojourn Cellars has become one of the most reputable boutique wineries in California, with nearly every vintage of every wine garnering 90+ scores from the top wine industry periodicals. A reputation of this caliber is rarely seen, and it's no question that the Sojourn wines are all in high demand. Please enjoy this month's Platinum selection, a stellar wine from a now legendary winery. Cheers!



Sojourn | 2018 Pinot Noir, Sangiacomo Vineyard, Sonoma Coast



95 POINTS

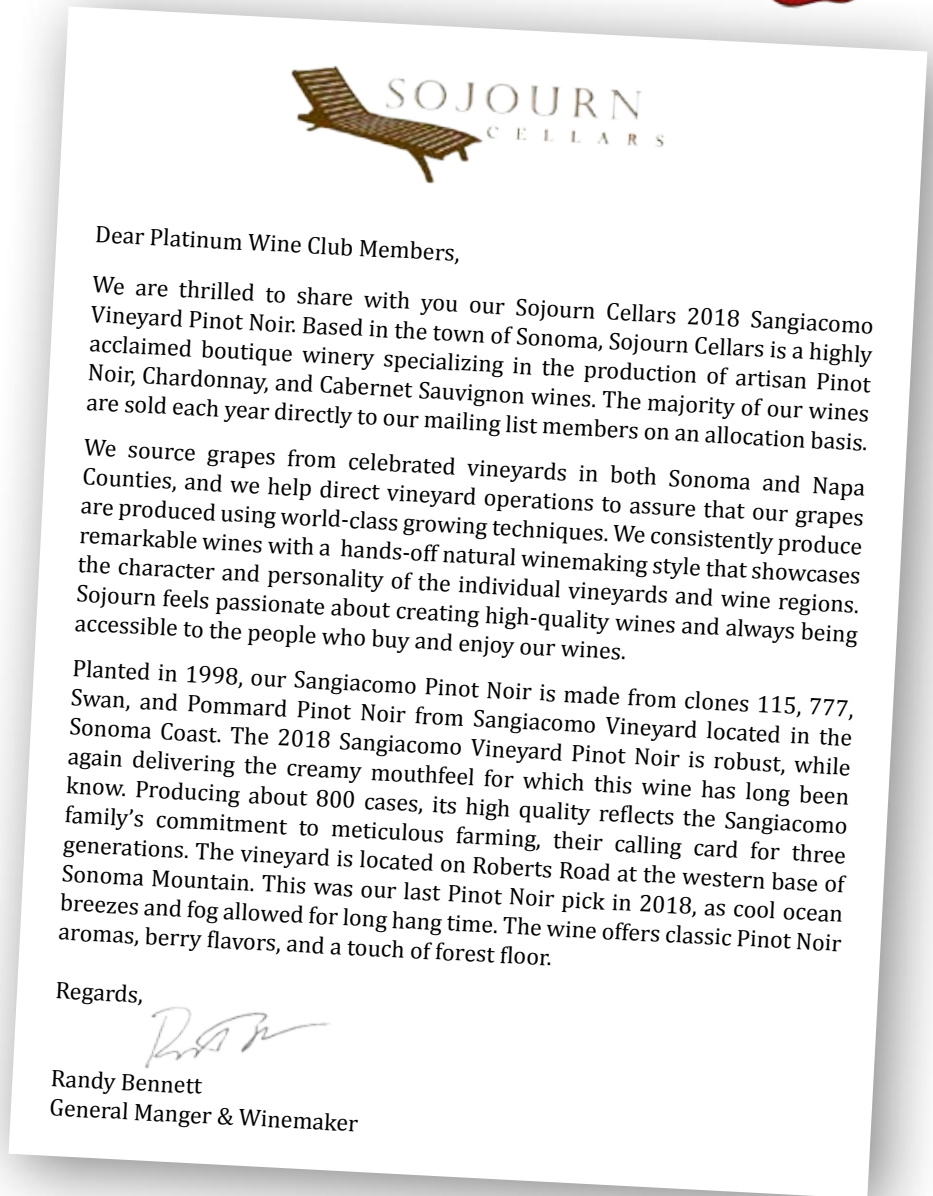
— *Jeb Dunnuck*

94 POINTS

— *International Wine Report*

800 cases produced

Produced from one of the most celebrated vineyards on the Sonoma Coast, the Sojourn 2018 Sangiacomo Vineyard Pinot Noir is an artisan, award-winning wine that showcases the character and personality of this special site - and it has been Sojourn's flagship wine since 2004. This beautiful Pinot Noir is robust while again delivering the creamy mouthfeel for which this wine has long been known. On the nose, cran-pomegranate and citrus rind come together with touches of baking spices, while the richly textured yet bright palate is vibrant with layers of classic berry flavors and a hint of forest floor on the finish. Aged in French oak. 100% Pinot Noir. Enjoy!



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This month's Platinum *Plus!* Featured Wine:

**Hill Family 2018
'Like a Hawk' Red Blend
Napa Valley**

90 Points - *Robert Parker's The Wine Advocate*
658 Cases Produced



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