



# 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 their

Pinot production tenfold and what started out 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 Wine Club selection, a stellar wine from a now legendary winery. Cheers!



# Sojourn | 2014 Cabernet Sauvignon, Home Ranch Cuvée, Sonoma



**92 POINTS**

— Robert Parker's  
The Wine Advocate

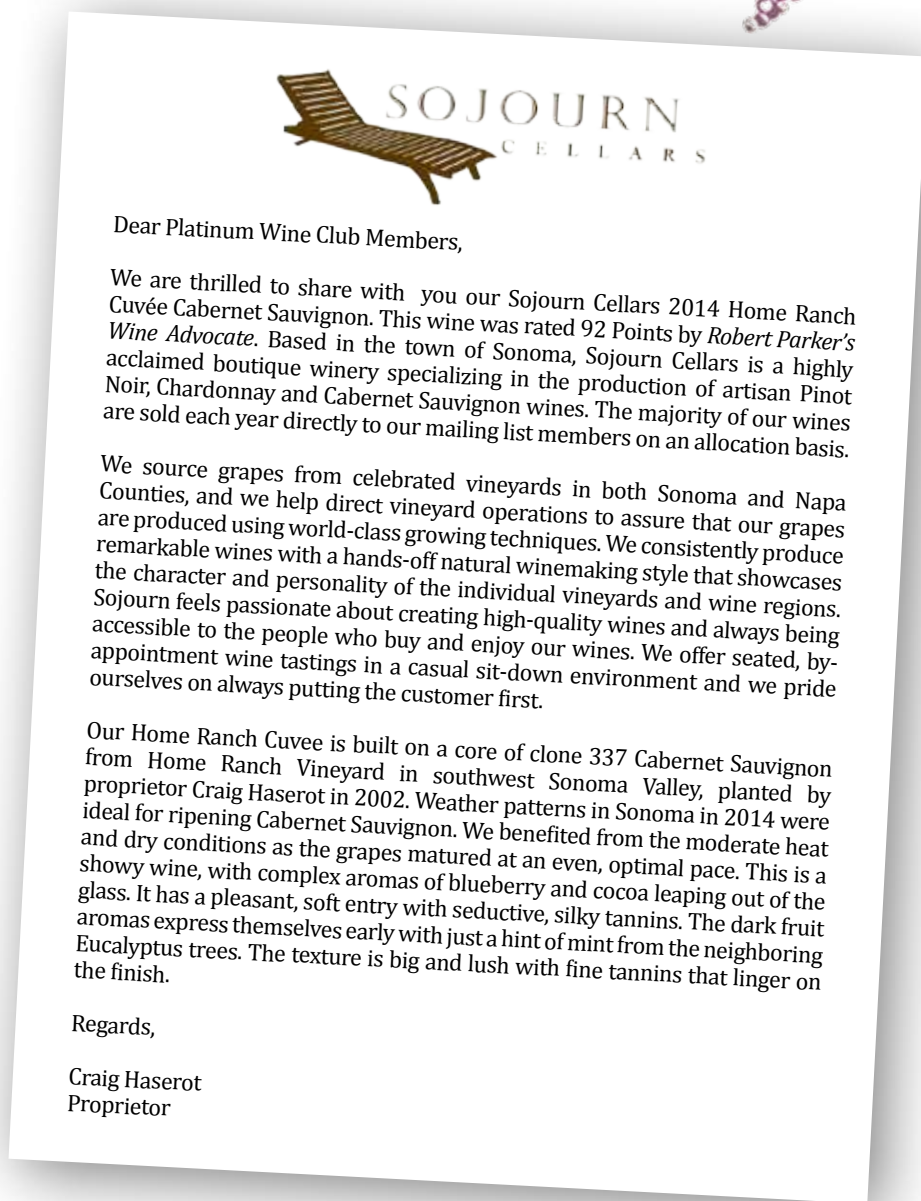
## 400 cases produced

The Sojourn 2014 Home Ranch Cuvée was crafted with fruit from the Home Ranch Vineyard in southwest Sonoma Valley. The vineyard was planted by Sojourn proprietor Craig Haserot in 2002 and it is immaculately farmed to produce beautifully evenly ripened fruit. Wines from Home Ranch Vineyard consistently feature robust blueberry fruit aromas and big silky tannins that distinguish this site from most of its Sonoma Valley neighbors. The 2014 Home Ranch Cuvée offers complex aromas of blueberry and cocoa that sent the stage for the pleasant, soft entry with seductive, silky tannins. It's big, lush texture and dark berry flavors linger on the persistent finish. Aged 20 months in oak. 100% Cabernet Sauvignon. Enjoy now until 2024.



**INSTANT**  
Membership Rewards Pricing\*

Winery Retail Price \$54.00/btl.	2+ btls.	6+ btls.	12+ btls.
2-Bottle Members:	\$47.00	\$45.33	\$44.50
4-Bottle Members:	\$47.00	\$44.50	\$43.25



Dear Platinum Wine Club Members,

We are thrilled to share with you our Sojourn Cellars 2014 Home Ranch Cuvée Cabernet Sauvignon. This wine was rated 92 Points by *Robert Parker's Wine Advocate*. Based in the town of Sonoma, Sojourn Cellars is a highly acclaimed boutique winery specializing in the production of artisan Pinot Noir, Chardonnay and Cabernet Sauvignon wines. The majority of our wines are sold each year directly to our mailing list members on an allocation basis.

We source grapes from celebrated vineyards in both Sonoma and Napa Counties, and we help direct vineyard operations to assure that our grapes are produced using world-class growing techniques. We consistently produce remarkable wines with a hands-off natural winemaking style that showcases the character and personality of the individual vineyards and wine regions. Sojourn feels passionate about creating high-quality wines and always being accessible to the people who buy and enjoy our wines. We offer seated, by-appointment wine tastings in a casual sit-down environment and we pride ourselves on always putting the customer first.

Our Home Ranch Cuvée is built on a core of clone 337 Cabernet Sauvignon from Home Ranch Vineyard in southwest Sonoma Valley, planted by proprietor Craig Haserot in 2002. Weather patterns in Sonoma in 2014 were ideal for ripening Cabernet Sauvignon. We benefited from the moderate heat and dry conditions as the grapes matured at an even, optimal pace. This is a showy wine, with complex aromas of blueberry and cocoa leaping out of the glass. It has a pleasant, soft entry with seductive, silky tannins. The dark fruit aromas express themselves early with just a hint of mint from the neighboring Eucalyptus trees. The texture is big and lush with fine tannins that linger on the finish.

Regards,

Craig Haserot  
Proprietor

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

**Talisman 2013 Pinot Noir  
Red Dog Vineyards,  
Sonoma Mountain**

93 Points - *International Wine Report*  
413 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.