



PLATINUM SERIES



Select, Ultra Premium, Collectable Wines from California's Best Winemakers

Nestled in one of the most picturesque and storied vineyards on the Central Coast, Tantara Winery began as a partnership between two friends and winemakers in 1997. Bill Cates and Jeff Fink, both originally from Virginia, shared a dream of building a world-class winery in California, and made it their mission to see it through. Today, their winery crafts some of the finest Pinot Noir on California's Central Coast.

Many people talk about moving out west and making wine, but few get past the talking stage – especially when they're talking from Virginia. Bill Cates grew up in Virginia and worked through a number of professions, including horse training, construction, photography, and theatrical copywriting. He even took up organic farming during the 1970's and spent time growing American hybrid grapes while making homemade wine.

Jeff Fink's background is notably diverse as well, dabbling in music, sailing, and architecture. He met Bill in the mid-1970's after befriending Bill's daughter, when they both lived in Roanoke, Virginia. The two struck up a friendship and discovered they had a shared love of Pinot Noir. After many late evening conversations about great red Burgundies and countless shared bottles, Bill and Jeff decided to one day create a world-class wine of their own.

In 1984, Jeff Fink moved to California and began frequenting the wine regions of northern California and attending the annual Masters of Food and Wine in Carmel. He got to know many Pinot Noir producers and totally immersed himself in the industry, picking up tips and making small batches of homemade wine in his free time. In 1994, Jeff had the opportunity to work with fruit from the Central Coast's Laetitia Vineyard and Bien Nacido Vineyard and he was blown away by the quality of the fruit. His prior exposure was only to Russian River Valley and Mendocino County, and this discovery lured his attention further south.

Jeff became good friends with the director of grape sales for Bien Nacido Vineyard and struck up a deal to make something of a crumbling shed he found on the ranch. The architect within him was getting inspired as he envisioned building a winery on this picturesque vineyard. Jeff called up Bill Cates in Virginia and their journey to make 'the very finest Central Coast Pinot Noir' began. Bill and his wife moved out to the Santa

Ynez Valley, and Tantara Winery was on its way.

Bill and Jeff founded Tantara Winery as partner winemakers in 1997 with the release of 250 cases of Bien Nacido Pinot Noir. While the 'shed' was under construction in its renovation to become a world-class Central Coast winery, the partners took a handful of essential equipment and borrowed space from nearby Laetitia Winery to make their dream a reality. The current winery facility at Bien Nacido Vineyard was completed in 2002.

The name *Tantara* came from a horse Bill had owned years before while living in Virginia. At one point, Tantara was not expected to live much longer and she was retired to pasture. She ended up defying the odds and lived a long and healthy life. Horses also often symbolize elegance, grace, and power – all of which are qualities embraced in Tantara's portfolio of extraordinary wines. A horse is depicted on each of the Tantara wine labels to celebrate this story and message.

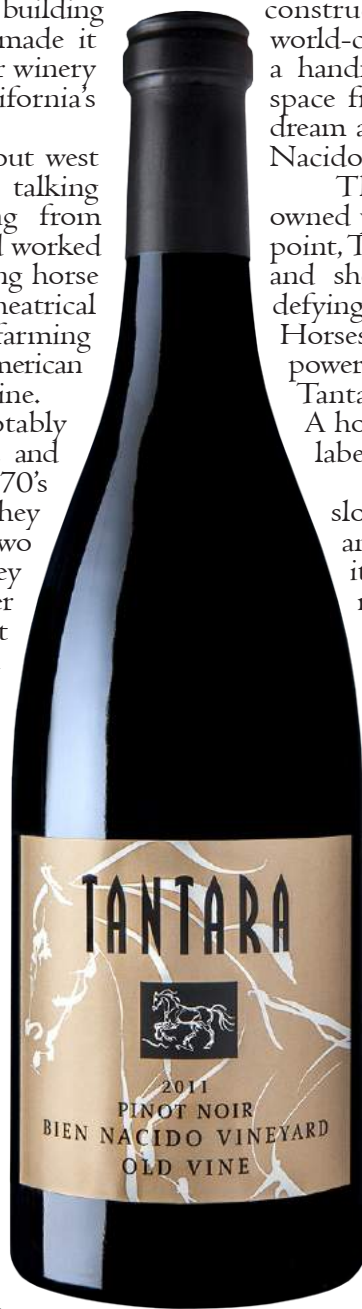
Since 1997, the winery has grown slowly as new vineyard sites were discovered and added to the mix. Bill and Jeff have made it a priority to source fruit from among the most distinguished vineyards in the Santa Rita Hills, Santa Maria Valley, and Santa Lucia Highlands. Over the years, they've had the opportunity to work with fruit from Garys' Vineyard, Dierberg Vineyard, La Colline Vineyard, and Pisoni Vineyard, just to name a few.

Tantara wines gained critical acclaim nearly from the get-go, and by 2002 they were being added to award-winning restaurant lists in New York, Boston, Atlanta, San Francisco, and Los Angeles. Production numbers have remained small though (just about 5,000 cases per year), which makes them hard to come by outside these prestigious restaurant locations and the winery tasting room.

In 2011, Bill Cates took over as Tantara's senior winemaker when Jeff Fink departed the company to pursue other interests. Bill is now assisted by winemaker Ariki Hill, a New Zealand native with an undeniable passion for Pinot Noir and great respect for the wine growing region of the Central Coast. Together, Bill

and Ariki are continuing Tantara's high profile reputation with an increasingly focused collection of vineyard-designate wines from top vineyard sites.

It's been a successful journey for Tantara Winery thus far, and we don't expect that to change anytime soon.



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Dear *Platinum Series* Members,

Since 1997, we at Tantara pride ourselves in our Pinot Noirs that we produce in small 150-350 case batches from premium vineyards in the Central Coast of California. These wines are primarily available in fine dining establishments.

I have been onboard since the 2008 vintage, starting as an assistant to our founder, Bill Cates. In 2011, I was promoted to winemaker and as such, you are enjoying my inaugural vintage.

This wine is also special to us, as it is the last year of these vines, having been planted in 1973, they have since been replaced with new plantings. I believe it is safe to say, they were the oldest Pinot Noir vines in Santa Barbara County at the time. And their age is what gives this wine its complex character of not only ripe mixed berries, but also tobacco, licorice, wild flowers, and mint!

Cheers,

Ariki "Rick" Hill



TASTING NOTES

94 POINTS

+

CELLAR SELECTION

-Wine Enthusiast magazine

90 POINTS

-Antonio Galloni

150 Cases Produced

Tantara's 2011 Bien Nacido Vineyard Old Vine Pinot Noir comes from one of California's most renowned vineyard locations, and some of the oldest Pinot Noir vines in Santa Barbara County. The result is a wine that is both sprightly and delicate with impressive complexity and outstanding character. Bright red in color, the Tantara 2011 Bien Nacido Vineyard Old Vine Pinot Noir is laced with notes of crushed flowers, tobacco, licorice, raspberry tart, cherry cola, orange zest, white pepper and sandalwood. The minerality offers a nice balance to the fruit flavors and gives this Pinot Noir excellent food pairing versatility. Aged 16 months in oak. Enjoy now until 2021.



REORDERS

**Tantara
2011 Bien Nacido Vineyard
Old Vine Pinot Noir**

Retail Price at the Winery: \$50.00

You Save 16% to 24% off the winery retail price!

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| # of Bottles Ordered: | 2+ | 6+ | 12+ | 24+ |
|-----------------------|---------|---------|---------|---------|
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Membership Rewards does not apply to Sale or Specials Wines.