



# Platinum Wine Club

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

## Tantara Winery | Central Coast

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.

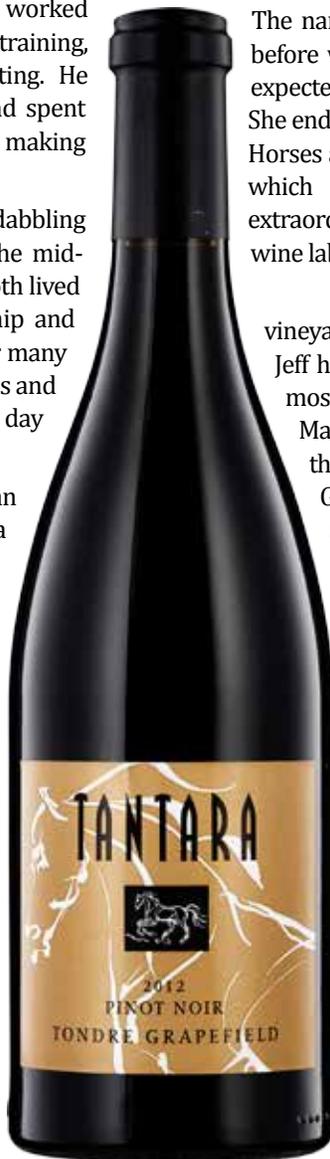
Bill and Jeff founded Tantara Winery as partner winemakers in 1997 with the release of 250 cases of Bien Nacido Pinot Noir. While the 'shed' was under construction in its renovation to become a world-class Central Coast winery, the partners took a handful of essential equipment and borrowed space from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

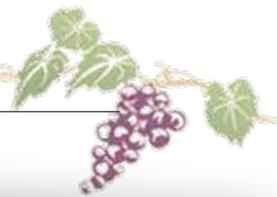
The name *Tantara* came from a horse Bill had owned years before while living in Virginia. At one point, Tantara was not expected to live much longer and she was retired to pasture. She ended up defying the odds and lived a long and healthy life. Horses also often symbolize elegance, grace, and power - 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 have 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, which makes them hard to come by outside these prestigious restaurant locations and the winery tasting room.

In 2011, Jeff Fink departed the company to pursue other interests and Bill assumed the role of senior winemaker. Bill is also joined 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 incredibly 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.



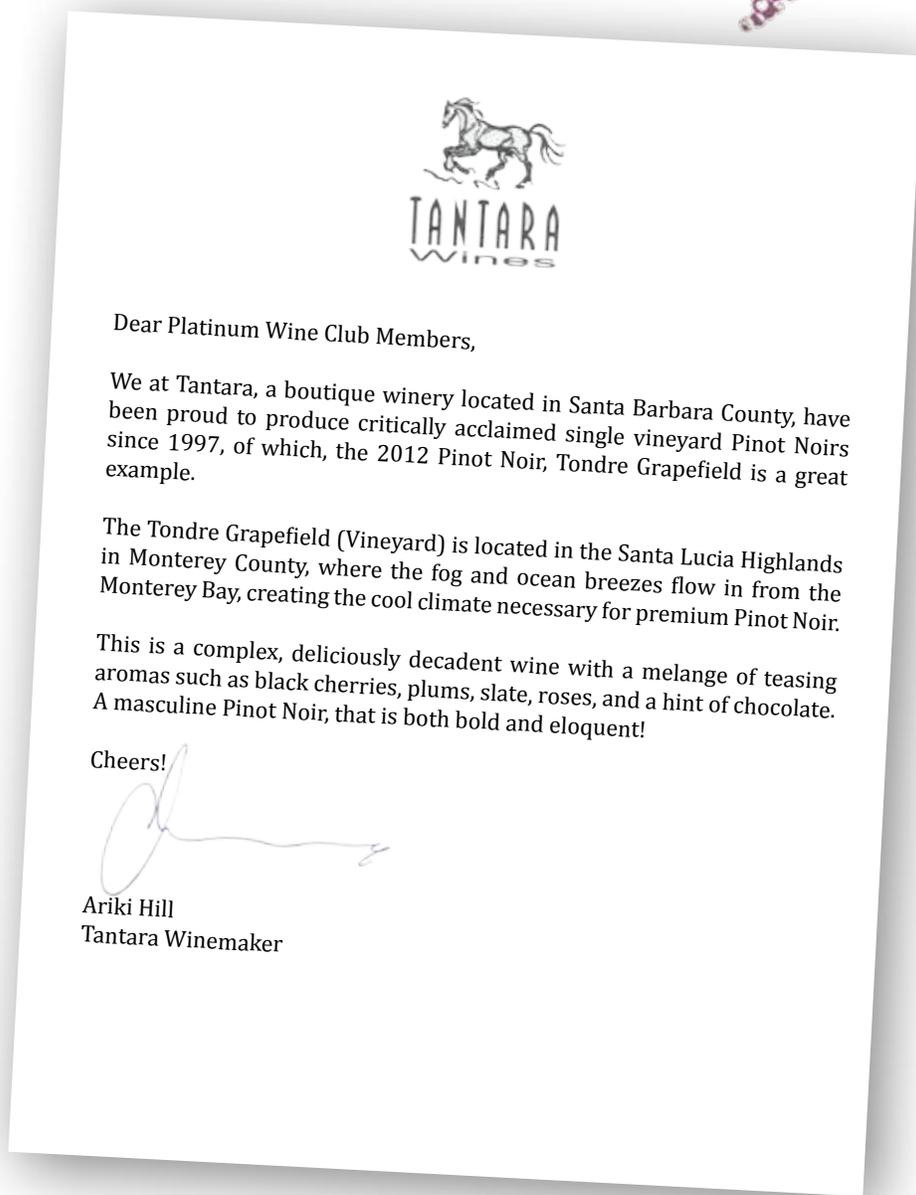


**93 POINTS**

— *Wine Enthusiast*  
magazine

**143 cases produced**

The Tantara 2012 Pinot Noir 'Tondre Grapefield' comes from a hillside property in the Santa Lucia Highlands, located immediately above the Salinas River with strong cooling, maritime influences from nearby Monterey Bay. This property is renowned for its Pinot Noir, and few producers have access to its high in-demand fruit. This Tantara Pinot Noir delivers a fragrant, earthy nose with hints of damp forest floor and mushrooms. The flavors are very savory with notes of mushroom stew, black licorice, beets, onions, and dark fruits, with just enough acidity and tannic grip for balance. Aged 16 months in oak. 100% Pinot Noir. Enjoy now until 2020.



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**This month's Platinum *Plus!*  
Featured Wine:**  
**Lobo 2013 "Atlas Peak"**  
**Cabernet Sauvignon, Napa Valley**

93 Points - *Ultimate Wine Challenge, New York*  
90 Points - *Wine Enthusiast magazine*  
450 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.