

WINE



PRESS

Gold Medal Wine Club Newsletter: Vol. 18 No. 05



PREPARED FOR THE EPICUREAN PALATE, TARIA CELLARS WINES ARE ON THE TOP OF THE LIST.



Owner Dennis Stroud toasts to his sister, Denise Tomei, for her vision that turned to success.



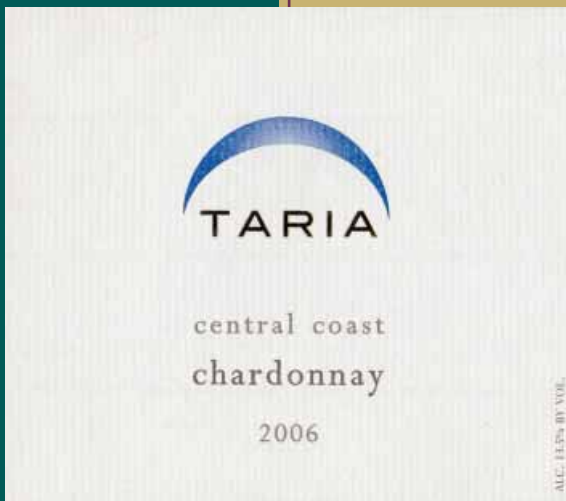
Taria Cellars wines are exclusively created for upscale dining establishments.



Winemaker Alison Crowe is devoted to expertly blending Central Coast wines.

2006 CHARDONNAY

Taria's 2006 Central Coast Chardonnay is a flavorful blend of grapes from the winery's best Central Coast fruit of Santa Barbara and Monterey County. A *Gold Medal Wine Club Exclusive*, this cool, refreshing Chardonnay is only available to *Gold Series* members. The brisk oceanside climates provide cool sea breezes and fog throughout the evenings and early mornings, with warmer temperatures rising by mid-day, which allows the Chardonnay grapes to develop crisp, citrus fruit flavors. Taria's Chardonnay is made with minimal malolactic fermentation and sees no oak, which further showcases the fruit of the region. Ripe citrus, honeysuckle, and tropical fruit scents abound while focused green melon, pineapple, and ripe lemon add a rich, vibrant mouth feel. This fruit-loaded Chardonnay is one that will pair nicely with many favorite meals, including grilled chicken, smoked salmon, shrimp, and even Thai food. 100% Chardonnay. Enjoy now until 2010.



2006 VINTAGE: A GOLD MEDAL WINE CLUB EXCLUSIVE!

LEGACY: DEVELOPED FOR FINE DINING, THE TARIA CENTRAL COAST CHARDONNAYS HAVE AN EXTREMELY LIMITED PRODUCTION AND PROUDLY EXEMPLIFY WHAT THE CENTRAL COAST VINEYARDS HAVE TO OFFER.

Just the facts:

pH.....	3.39
Alcohol.....	13.5%
Total Acid.....	0.84 g/100 mls
Cases Produced.....	650
Drink Now or Up to Year.....	2010

TARIA CELLARS

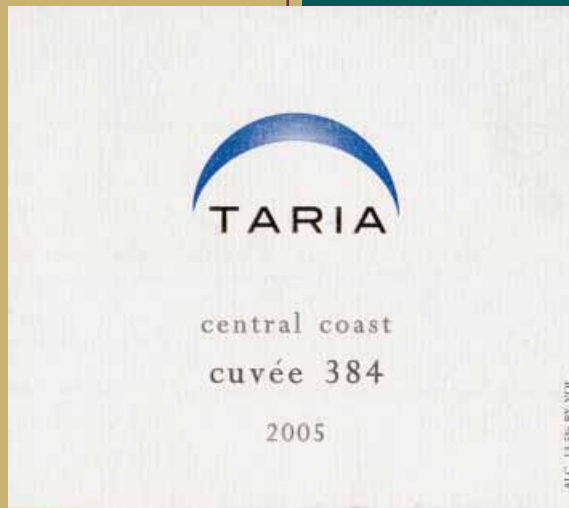
Taria Cellars' wines (pronounced Tau-riah) were born out of a call for a specific type of wine to fulfill an existing need in the restaurant business. In a sense, the Gold Medal Wine Club is fortunate to be able to participate in this remarkable example of familial responsibility and winemaking prowess.

The story starts with Dennis Stroud, a wine entrepreneur and wine industry expert located in Napa, California, and Managing Partner of Plata Wine Partners. Established in 2005, Plata is a relatively new company specializing in producing limited amounts of extremely high quality wines for a number of high profile customers.

Stroud's sister, Denise and her husband, Mike Tomei, own a truly upscale restaurant in Placerville, CA, named Tomei's on Main. The place is located neatly in the scenic and bucolic Sierra Foothills on the route to Lake Tahoe. Since wine is treated on an equal footing in Denise's restaurant, she wanted a fashionable wine to serve as house wine that would be different from most of the house wines that many restaurant customers have come to feel were less than brilliant after tasting. She approached her brother Dennis, who thought her idea was right up his alley.

2005 VINTAGE: A GOLD MEDAL WINE CLUB EXCLUSIVE!

LEGACY: TARIA CENTRAL COAST CUVÉES VARY IN COMPOSITION YEAR TO YEAR IN ORDER TO CAPTURE EACH VINTAGE'S UNIQUE CHARACTER AND TO PRESENT THE BEST FRUIT AVAILABLE ON THE CENTRAL COAST.



The Taria 2005 Central Coast 'Cuvée 384' is a Bordeaux style blend representative of the Central Coast region and the 2005 vintage, and named for the restaurant in which it's been exclusively offered. Older Cabernet Sauvignon grapes from vineyards in the heart of the Paso Robles appellation were joined with cool climate Monterey County Malbec, Merlot, and Cabernet Sauvignon to produce this well cultivated blend. The

vineyards were chosen because while they produce consistently high quality fruit, they also have excellent soil structure and uniformity, allowing all the grapes to ripen at the same time. The end result is a wine as fruity as any California Cabernet, but also as refined as any wine from Bordeaux. A *Gold Medal Wine Club Exclusive*, the Taria 'Cuvée 384' expresses ripe stone fruit, spice, tobacco, and soft vanilla aromas with a rich, balanced mouthfeel and smooth tannins. Pair the Cuvée with hearty steaks, filet mignons, and roasted lamb. 78% Cabernet Sauvignon, 18% Merlot, 5% Malbec. Enjoy now until 2015.

Just the facts:

pH	3.53
Alcohol	13.5%
Total Acid	0.69 g/100 mls
Cases Produced	1,008
Drink Now or Up to Year	2015

"For the past few years we have made similar wines for some of the top on-premise (restaurant and hotel) accounts in the country including the Waldorf-Astoria in New York and the incredible Nobu

customers wanted their own brand of wine that was suited to their specific cuisines and we have worked with them to produce superior wines that they could afford.

Our parent company owns a tremendous amount of vineyards that produce a complete array of varietals, from the very top grapes to

some more moderately priced. The ongoing advantage I have is that I can select from each succeeding vintage the very best grapes in

Stroud counts on winemaker/author Alison Crowe who is considered a master blender in her winemaking profession.

Restaurant chain (Nobu was an original Iron Chef) that now has seventeen units worldwide, including three in the United States. These



A Central Coast vineyard outside of Los Alamos, sourced for the Taria Cellars blends.

whatever quantities I need for my projects, and that practically guarantees a really top quality product.”

Dennis Stroud’s wine project for his sister eventually took the form of Taria Cellars. The name Taria is an amalgamation of sorts that really has little meaning other than the near sound association to terra and the fact that the label tends to offer an earthy, home style of wine inside the bottle. In fact, that’s exactly what Dennis Stroud intended to do with Taria Cellars. “We wanted to produce a lovely wine with great fruit and an allure for upscale food and pallets,” Stroud explained. “At first, the wine was only intended for my sister’s restaurant in Placerville, but when I saw how good



Dennis Stroud walks in stride with Taria Cellars investors and selects premium California vineyards.

it was turning out, I decided to make more and see what might happen. When Gold Medal Wine Club expressed an interest that was non competitive to the restaurant, I was delighted to offer them the wine.”

Stroud collected grapes from practically every part of the Central Coast to make the two Taria Cellars wines. He used his years of expertise to pinpoint exact sources for some of the grapes that he was sure would work together in the barrel. “After all,” he admitted, “Taria Cellars was

originally my sister’s wine and I really couldn’t afford to mess it up, she would have killed me.”

But in the end, Denise Tomei loved the initial Taria Cellars wines Dennis presented to her and so do all her customers, many of whom drive a long way to experience her epicurean offerings. For the record, the Cuvée 384 is named for Tomei’s on Main’s street address, which is the number 384. Another interesting fact is that the menu for Tomei’s on Main changes daily.

About 1500 cases of the first release of Taria Cellars have been initially produced, and Stroud estimates that only a thousand or so will be bottled later this year. He explained that the final amount always depends on the grapes he is able to secure that fit the Taria Cuvée’s exacting standards.

Stroud counts on winemaker/author Alison Crowe who is considered a master blender in her winemaking profession. With grapes for the Taria Cuvée coming from numerous locales, that particular process (blending) is important if not imperative.

Taria Cellars also secured the noted Sonoma artist/designer Patti Britton to produce the labels for its new wines. Britton produced a straightforward label with warm, earthy tones that features the Taria Cellars logo with bright blue foil under a crescent.

Winemaker Alison Crowe carefully selects grapes for the Taria Chardonnay.



The Wine Wizard

- 1) What are “Meritage” wines?
- 2) What is the most commonly planted grape in the world?
- 3) Which state is home to the first wine district of the United States?

See Page 7 for Answers.

About The Winemaker

Alison Crowe is only in her early thirties, but already boasts a resume of tremendous substance.

The Santa Barbara native is an honors graduate of UC Davis and is currently pursuing her masters there.

She has worked for the likes of Chalone, Bonny Doon, Byington and also in Argentina. She is considered a minimalist vintner who always gets the most out of her grapes.



Dennis Stroud loves his involvement with Taria Cellars because it allows him to develop classic wines from some of California's best vineyards.

Dennis Stroud

Taria Cellars' ingenious owner/president Dennis Stroud, 56, admits to enjoying wine at a very early age, probably square in his mid teens. The Ojai, California native said that his parents had wine on the table for every meal, and he developed his taste for it as a beverage before he was even legally able to drink. While attending Cal Poly at San Luis Obispo in pursuit of a degree in crops science, Stroud became of age and actually started collecting wines on his own, whenever he could afford to do so.

"I was into wines in the early 1970's when wines were not really cool," he explained. "Being in the middle of the Central Coast and its close proximity to vineyards and a few startup wineries was probably the most exciting thing I had ever imagined possible."

After graduation, he took a job with Dow Chemical in Indiana that he soon regretted and after a year or so, quickly returned to his home state. In the late 1970's, a position with agricultural industry giant Monsanto put him into the midst of wine country, Sonoma County to be exact. There, Stroud was able to interact with a number of top Sonoma growers to test various products that Monsanto was developing for the wine industry.

"It was a perfect job for me," Stroud confessed. "I always had a real passion for wine and now someone was willing to pay me to become a part of it. It also placed me on the cutting edge for new techniques and methods of production, both vitally important to the growing wine industry."


Continued on page 7

THE WINE REGION

The seemingly endless boundaries of the Central Coast Region speak to the utter potential of grape growing for many varietals. That reputation has earned the region the title of most flexible in California. Taria Cellars Chardonnay comes from both Santa Barbara County and also from the west slopes of Monterey County, very close to the excellent vineyards that make up Arroyo Secco Vineyard.

The Cuvée 384 is gathered from an even more diverse set of micro-growing areas. The blend of Cabernet Sauvignon, Malbec and Merlot originates from Paso Robles, San Luis Obispo County, and the southeast corner of Monterey County. Each growing area produces its own special fruit that gives the wine its unique characteristics.



The winemaker and staff of Taria Cellars then select the best lots to blend together to produce each distinctive varietal. Without the Central Coast region's flexibility, marrying such superior varietals would be next to impossible. 



*Old California
Mission Fish Burrito*

*Sirloin Steak with
Sautéed Mushrooms in
Bordeaux Sauce*

FOOD FOR THOUGHT

Pair with Taria 2006 Central Coast Chardonnay - Serves Six

Ingredients:

1 Onion, medium size, chopped
1 Garlic clove
1 Jalapeño Pepper (small) with the seeds removed
1 Cup Carrots shredded
2 Tablespoon Extra Virgin Olive Oil
1-1/2 Cup of white rice
1 Pound of Red Snapper, Tilapia or other firm, flakey white fish.
2 Teaspoons Ancho/Poblano Powder
1 Teaspoons Chipotle Powder
1/2 Cup Almonds, sliced
1 Cup Tomatoes, diced
1-1/2 Cup of Cheddar and Monterey Jack Cheese mixed
Corn or Flour Tortillas

Preparation:

Rinse rice and cook in medium sized pot for 20 minutes in 1-1/2 cup of water. On a separate burner, while the rice is cooking, heat a medium sized pan and add the 2 tablespoons of Olive oil. Chop onion, garlic and jalapeno and add to the pan. Cook until onions begin to turn translucent. Add the shredded carrots and turn heat down to medium. Add the Ancho and chipotle powder. On a separate burner, heat a medium sized pan; add 2 tablespoons of Olive Oil followed by the fish. Cook until the fish is white all the way through. Add the rice and the fish to the vegetable mixture followed by the tomatoes, almonds, and cheese. Cook for another 5 minutes. Warm Tortillas in the oven, place a cup of fish mixture inside one tortilla. Fold into a burrito. Serve salsa, black beans and chips on the side, and add a dollop of avocado and sour cream on the top. Garnish with fresh cilantro.

Pair with Taria 2005 Cuvée 384 - Serves Six

Ingredients:

4 lbs Sirloin Steak (approximately 2" thick)
Steak Marinade:
1/2 Cup Taria Central Coast Cuvée 384
3 Tablespoon Olive Oil
1 Teaspoon chopped Rosemary
1 Teaspoon lemon pepper
Sea Salt to taste

Bordeaux Mushroom Sauce:

1/2 Pound Button Mushrooms, fresh
3 Tablespoon Olive Oil
1/3 Cup Water
3 Tablespoons Worcestershire Sauce
1/2 Cup Taria Central Coast Cuvée 384
1/4 Tablespoon Paprika

Preparation:

Pour a glass of the Taria Cuvée for the Chef. Add all the marinade ingredients together in a bowl large enough to hold the steak and marinade. Trim the fat off the steak; marinate the steak in the refrigerator for a minimum of two hours or more. Turn the steak every 1/2 hour to insure total absorption of the marinade flavoring. Heat barbecue to medium high temperature. Remove steak from marinade, sprinkle on salt to taste. Grill the steak over medium-high heat until done—about 8 minutes on each side for medium. Let sit five minutes and cut into 1/4-inch-thick slices. While the steak is on the grill, slice mushrooms and sauté in olive oil until tender. Add all remaining ingredients to pan and reduce for about 3 minutes. Serve hot over sliced steak. Serve with risotto, polenta, or garlic mashed potatoes and a fresh green garden salad.

Results

2005 Faun Rubia Red

GOLD	SILVER	BRONZE
92%	6%	2%

2006 Faun Chardonnay

GOLD	SILVER	BRONZE
90%	6%	4%

2000 Pietra Santa Sassolino

GOLD	SILVER	BRONZE
90%	7%	3%

2001 Pietra Santa Merlot

GOLD	SILVER	BRONZE
91%	7%	2%

The above wines were recently featured. To see our current inventory and reorder online, visit us at: www.goldmedalwine.com/member. Click on Judge The Wines and submit your own wine ratings to be entered into our monthly drawing to win a 1/2 case of Gold Series wines.


Dennis Stroud

Spotlight, continued from page 5

After several years with the corporate leader, Stroud decided a career in the wine industry was for him. He became the national sales manager for a number of significant Sonoma County wineries including Kenwood Vineyards, Kunde Estate Vineyards and Winery and Lambert Bridge Winery.

Stroud's career came to full fruition in 2006 when he and seven wine industry partners formed Plata Wine Partners LLC. During 2007, the company's first year of business, Plata produced almost 40,000 cases of wine. This year Plata intends to produce around 75,000 cases, a remarkable amount for a startup company and even more noteworthy when you consider that the wines Plata puts forth are all of extremely high quality.

Dennis Stroud loves his involvement with Taria Cellars due to the fact that it allows him to develop wines that are truly geared to a particular segment of the tasting public. "I want to concentrate on producing wines that are simple, yet classic," he stated. "I want these wines to have great fruit and be perfect in taste to the palate. I want our blend to change every year, but I want the wines to always be of extremely high quality. I realize this isn't easy, but with the selection of grapes open to me through our corporate connections, the choices are endless and our quality level should be also."

Today, Dennis Stroud is one of the most assured people in the wine business. Is there any wonder why? 



1) "Meritage" wines are blended, Bordeaux style wines that are produced outside of France. The production must be under 25,000 cases and "high end" quality level for the winery. The blends can include any combination of the following grape varieties: Cabernet Sauvignon, Cabernet Franc, Merlot, Malbec and Petit Verdot.

2) Surprisingly, the most popular grape planted isn't Cabernet Sauvignon or even Chardonnay. Airén (eye-rhen), a white grape originating in Spain, covers almost a million acres worldwide and is currently the most planted grape in the world.

3) Missouri. Today, the region overlooking the Missouri River is host to many wineries that are receiving considerable attention for winning awards from national and international wine competitions.

THE ART OF FINE WINE



The Red Vineyard was painted by Vincent van Gogh in 1888 and currently hangs in the Pushkin Museum in Moscow, Russia. This was the only painting that van Gogh sold in his lifetime.

THE GRAPEVINE

“Absolutely wonderful! [Faun Rubia 2005] I just bought a case! Very smooth coming on, with an excellent finish.”

– Dianna Ford

“This was a great Merlot. [Peju Provence 2003 Merlot] It had no sweet aftertaste which I find with some. I like the earthy quality to both the aroma and taste. Excellent!”

– Jolyn Henderson

“I am not typically a Merlot drinker, but this one [Peju Provence 2003 Merlot] was excellent!”

– Valerie Jones

As you may have noticed

the Gold Medal Wine Club is showcasing a fresh, new design for the Wine Press this month. We’ve kept all of your favorite sections and stories, but thought it was time for a new presentation. Keep an eye out for fun, interactive additions to the newsletter as well. We hope you enjoy it!

Don’t forget that Father’s Day is coming up (June 15th to be exact), and will be here before you know it. Instead of treating Dad to yet another set of golf balls and a work tie, why not try something new and send him an *International Series* gift membership? Each quarterly shipment features classic, signature wines from countries around the world with an exclusive *Adventure Package* that allows Dad to indulge in tasty, specialty gourmet treats. Annual gifts are discounted 15% and it’s sure to be the most memorable gift on his special day. No passports required – just call 1-800-266-8888 or visit us at www.goldmedalwine.com/wine-gifts for more information.

This Month’s Special

We’re excited to announce the start-up of our exclusive, limited-edition gift baskets for holidays and special occasions. Visit us at www.goldmedalwine.com/fathersday to see our latest arrivals. Hurry – only available while supplies last!

The Gold Series features wines from only the best small wineries of California. The selected wines have earned medals in the top wine-industry competitions or have been highly rated by respected national wine publications. On occasion we feature a wine of high medal-quality with very limited availability that may not be submitted to these venues for review.



THE GOLD MEDAL WINE STORE

Reorders

The Taria 2005 Central Coast Cuvée 384 and 2006 Chardonnay are two very limited production wines beautifully showcasing the rich, fruit flavor potential of the California Central Coast. Made for fine dining enjoyment, these wines are food friendly and classically flavored.

Save up to 37% off Winery Direct

TARIA CELLARS	Retail Price Winery-Direct	Club Price 2-Bottle Members	Club Price 4-Bottle Members
2006 Chardonnay* Central Coast	Half Case-6 \$99	\$78 (\$13.00) Save 21%	\$72 (\$12.00) Save 27%
	Full Case-12 \$198	\$144 (\$12.00) Save 27%	\$132 (\$11.00) Save 33%
2004 Cuvée 384* Central Coast	Half Case-6 \$114	\$84 (\$14.00) Save 26%	\$78 (\$13.00) Save 32%
	Full Case-12 \$228	\$156 (\$13.00) Save 32%	\$144 (\$12.00) Save 37%

Reorder Online: www.goldmedalwine.com/member

Toll Free: 1-800-266-8888

Fax: 1-800-266-8889

*Availability is very limited

Note: Shipping and tax (if applicable) not included in the above prices. Call for details.