



Garagiste

WINE CLUB

[gar-uh-zheest'] noun - A French term used to describe independent, artisan winemakers crafting small batches of wine in garage-type settings and not yet discovered by the mainstream.

The Farm Winery

Owners: Jim & Azmina Madsen, Santiago & Mercedes Achaval

Winemaker: Santiago Achaval

Location: Paso Robles, California

Two students who attended Stanford University more than three decades ago in pursuit of their MBAs and who eventually became lifelong friends, are the co-owners of an intriguing winery operation in Paso Robles. Officially known as The Farm Winery, the venture offers a unique approach to operating a successful business.

It all started when Santiago and Mercedes Achaval, natives of Argentina, made their first pilgrimages to the Napa Valley with their friends Jim and Az Madsen. The couples bonded and Achaval literally succumbed to his first wine encounter. After graduation, he returned to Argentina and began his quest for making Argentine Malbec, his country's premier varietal. Much success followed and Achaval became one of Argentina's leading winemakers.

The families remained close and visited each other repeatedly through the next three decades. In the early 1980's, Jim and Az Madsen returned to their honeymoon site in Paso Robles. Spurred by his friend's success in Argentina, Jim Madsen proposed an idea to the Achavals that would involve some investment in the fledgling wine region. A deal was struck and the basics that would eventually produce The Farm Winery slowly took place.

"We chose 'The Farm' as our name in respect for the land and its influence on the grapes," Jim Madsen recently explained. "The land we own has an old barn that dates back to 1910 and looks just like an old farm. The barn is one of the oldest buildings of its type still standing and is an integral part of our label (designed by Az Madsen) and has been a big hit with our customers and industry periodicals."

The Farm Winery's first release of 300 cases occurred in 2009 and was warmly received. A number of accolades and excellent scores made the winery an instant success.

"We have no other employees other than ourselves," Madsen informed. "We do all the work and want it to remain that way. We have great faith in the new Adelaida sub district AVA (designated in 2014) and the future of Westside Paso Robles as a growing area. The limestone

base of the locale and the complexities that Mother Nature provides make the fruit flavors exceptionally concentrated and capable of making truly great wines."

The Farm Winery offers both Rhone and Bordeaux inspired wines - and some unique blends that bring the two styles together - showing off the exceptional terroir that Westside Paso Robles has to offer. With less than 1,000 cases produced overall each year, The Farm Winery remains an ultra-boutique entity we are happy to share with our Garagiste Wine Club members.

The Farm 2014 "Touchy Feely" Red Blend

231 cases produced

Terra Bella Vineyard, Adelaida District, Paso Robles, California

A blend of 82% Grenache and 18% Syrah, both farmed from the Terra Bella Vineyard in Paso Robles' Adelaida District, the 2014 'Touchy Feely' Red Blend is bursting with depth and character. On the nose, aromas are complex and deep with notes of spices, red fruits, and savory hints of rosemary and lavender. The palate is silky smooth, supple, and polished with fresh and vibrant fruit flavors, refined tannins and a touch of minerality that sings through the finish. Aged 24 months in oak. Enjoy!

Gold Medal Wine Club Price: \$38.00 / bottle

To order, visit the Wine Store at www.GoldMedalWineClub.com or call 1-800-266-8888

*2 bottle minimum per wine, per order. Shipping and tax (if applicable) not included. Call for details.

