



# Platinum Wine Club

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

## TH Estate | Paso Robles

When Terry Hoage was a star defensive back in the National Football League, he had no idea of what career path he would follow after football. His first team, the New Orleans Saints, played an important part in deciding his calling some fifteen years later.

"I had my first date with Jennifer in New Orleans," Hoage recalled. "We went to a Magazine Street wine bar named Flagons. Jennifer ordered wine and I realized she was really into it. Then I went to the Philadelphia Eagles and made friends with the owner of Le Bec Fin, one of the city's great restaurants. I got to know the sommelier and started really learning about wine."

In the meantime, Jennifer became Mrs. Jennifer Hoage and the couple began raising a family. Nearing the end of his successful NFL career, Terry played for the San Francisco 49ers, who were rewarded for every win with two days off. The couple traveled to nearby Napa Valley and Terry Hoage's love affair with the almighty grape took a new turn.

The area around Paso Robles in California's Central Coast interested the former Georgia All-American and seemed ideal for the couple to raise their family. A particular parcel came on the market and Terry inquired of his friend, noted Winemaker Justin Smith of Saxum Vineyards, of what he thought of the particular vineyard location.

"When he told me, I could grow and produce world class wines," related Hoage, "I went and bought the property. I told him he could make the wines if he would teach me how to do it."

That was nearly two decades ago, and the saga of TH Estate Wines continues to unfold. It all started on a smallish basis.

"We bought the property in August of 2002 and began picking Syrah grapes a month later. We produced some 150 cases of our first wine and we were off to the races."

The initial offering was overwhelmingly received and today TH Estate Wines produces around 2,500 to 3,000 cases annually, depending on the yield and quality.

Terry and Jennifer Hoage did all the vineyard work and wine production in the beginning and Terry eventually became the winemaker. Along the way, TH Estate Wines picked up numerous awards and high scores for their wines and were vaulted

to the top of the Paso Robles wine hierarchy. During that time, the Paso Robles growing area began achieving national recognition, and in particular the Willow Creek AVA, arguably the finest grape production section in the area.

"I just can't say enough about where we are located," continued Hoage. "It has fantastic heat and excellent cool evening temperatures which allows the fruit to achieve greatness. Then, it's up to us to make the wines reflect the brilliance of the terroir and its relationship to the varietals."

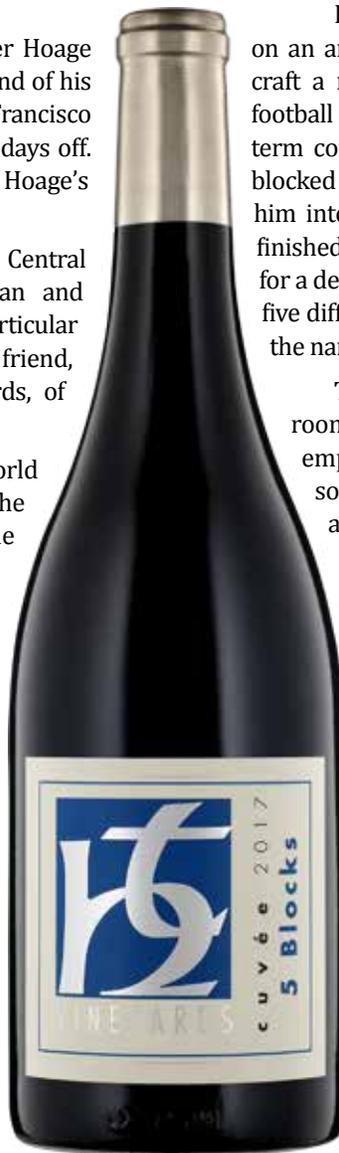
For TH Estate Wines, Terry and Jennifer Hoage decided on an array of Rhone varietals that offer an opportunity to craft a number of distinctive wines. Drawing from an old football playbook, each of the wines is named after a football term connected to Hoage. The "5 Blocks" refers to the five blocked kicks he was responsible for at Georgia that vaulted him into consideration for the Heisman Trophy Award. He finished fifth in the voting, an outstanding accomplishment for a defensive back in that era. The number also refers to the five different blocks that were used for the blending, making the name a true double entendre.

The winery's label came via a former college roommate of Terry's who owned a printing company and employed an artist for special work. "We wanted something big and bold, a label that would capture attention on a shelf or in a restaurant," explained Hoage. "From the comments we have received, our customers really identify with the label."

Terry Hoage's vision of producing wines that would be worthy of people drinking and talking about has far exceeded his initial expectations. The wines of TH Estate are firmly embedded among the Central Coast's upper echelons and figure to remain there for the foreseeable future.

"We now have 18 acres under vine and are truly happy with our production," he concluded. "My family and I couldn't be happier with what we have managed to accomplish. Sometimes I feel like I'm cheating with regard to our weather in Paso Robles; it really is quite magnificent."

It is a distinct honor to present this wine from TH Estate to our Platinum members. We know you will appreciate it to the fullest. Enjoy!



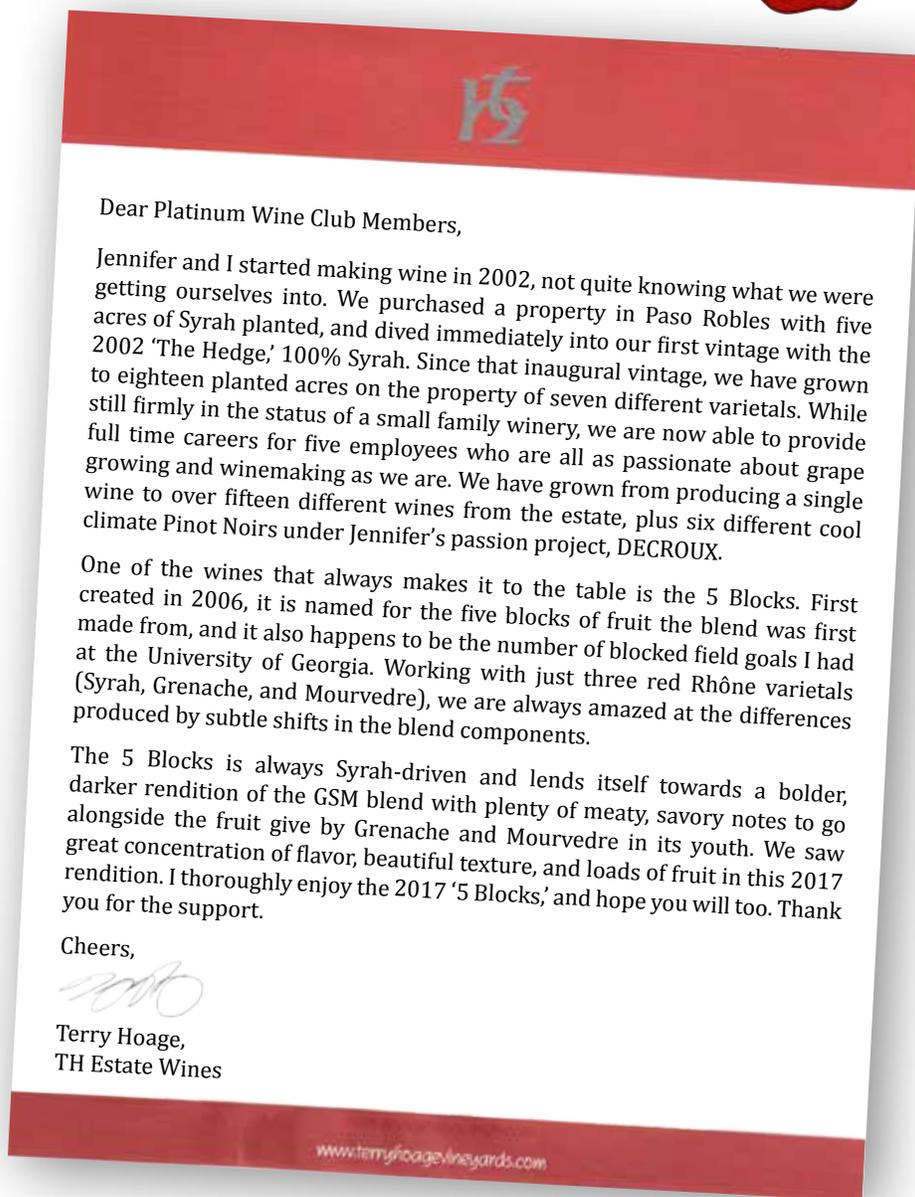


**94 POINTS**  
— *Jeb Dunnuck*

**92 POINTS**  
**+ GOLD MEDAL**  
— *Tastings.com*

**400 cases produced**

Produced from the five blocks on Terry and Jennifer Hoage's Willow Creek District estate, the TH Estate 2017 '5 Blocks' Red Blend is a Rhône-style blend of 46% Syrah, 27% Grenache, 20% Mourvedre, and 7% Graciano. The '5 Blocks' also refers to the number of Terry's field goal blocks from his University of Georgia football career. This terroir-driven, fruit-forward wine is approachable young, but it also has the ability to cellar and further develop for years to come. Deep ruby in color, this Red Blend opens up with aromas of black cherries, red plums, saffras, lavender, and exotic spices. The palate is rich and full bodied with loads of sweet fruit flavors and not a hard edge to be found. Aged 18 months in oak. Enjoy!



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

**Copia 2017 Cabernet Sauvignon  
Santa Barbara County**

95 Points - *Wine Enthusiast* magazine  
94 Points - *Jeb Dunnuck*  
120 Cases Produced



\*Effective per bottle prices after Membership Rewards discount is applied at checkout. Membership Rewards does not apply to Sale or Special-Offer Wines. Shipping and tax (if applicable) not included in above prices.