



Platinum Wine Club

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

Trinitas Cellars | Napa Valley

Trinitas Cellars has been an active part of the Napa Valley wine scene for almost twenty years and has enjoyed great success with its portfolio of top flight fine wines. Trinitas Cellars was begun back in 2002 with an initial release of around 4,000 cases. Initial response to the wines was excellent, both from the consumer side and also from the much more difficult aspect of wine competitions and perusal from the legions of wine industry publications and raters.

Through it all, Trinitas Cellars has survived and excelled and is now considered one of the benchmark wineries of the Napa Valley. Its wines have continued their remarkable successes and are much sought after by both wine enthusiasts and collectors alike. But there is a minor change taking place at Trinitas Cellars, a change that fortunately will not affect the continued popularity of the established winery.

Garrett Busch, 32, has made an agreement to purchase the winery from his father Tim Busch, who founded Trinitas Cellars just after the turn of the century.

"This is something I have been working on for some time," Garrett Busch revealed. "I have been involved with the winery as Director of Operations, so I'm very familiar with practically every aspect of Trinitas Cellars. We have been very successful with the business side of the winery so I don't intend to change anything. I believe in the axiom, 'If it's not broken, don't try and fix it.'"

Trinitas Cellars will produce around 8,000 cases this year and expects to grow substantially in the upcoming half-decade. "If our business plan goes as we hope, I can see Trinitas Cellars reaching the 20,000 case-level during the next five years," Busch reported. "We will begin concentrating on chardonnay as our main focus; our reports show us that styles like Rombauer Vineyards and Frank Family Vineyards are they type of wines we want to emulate. We have had the same winemaker for the past thirteen years and he is incredibly talented so we will leave it up to him."

That winemaker is veteran Kevin Mills, an Oklahoman by birth, who joined Trinitas Cellars back in 2007. He studied viticulture and enology in Texas and then went on to establish Canadian River

Winery in his native Oklahoma. He moved to the Napa Valley and has most certainly found his calling in Trinitas Cellars. "Kevin fits Trinitas Cellars as well as possible," added Busch. "He's all about the elegance in wine and I'm a big adherent of powerful fruit forward wines. The combination of our likes is hard to beat."

Mills himself, states his position like this. "My philosophy is this: Pick the fruit when it's ripe and don't mess it up! What I mean by that is, when the fruit is great, don't beat it up. Treat it with love and care. Give the wine the best barrels in which to live; make the environment perfect and protect it from harm (e.g. bad microbes and oxygen). That should do the trick."

The original label for Trinitas Cellars will not change. Portraying the three elements that affect wine (the Holy Trinity of Winemaking) sun, soil and humanity, the label has something of a cult following among wine devotees. "It will not change," stated Garrett Busch flatly.

One thing will change, Trinitas Cellars' tasting facility will move from the Estate Cave location at the Meritage Resort and Spa in Napa to an above ground state-of-the-art facility in the neighboring Vista Collina Resort's Lower Village section. That space will accommodate a total of nine tasting facilities (including the likes of heavyweights Mi Sueno Winery, Luna Vineyards and Jayson by Pahlmeyer) for different wineries at the site. "Trinitas Cellars will be the anchor tenant in the facility," reported Trinitas Cellars' General Manager Sonya Grabski. "Anyone who comes there will be in for a special time. It's all about making the occasion a guest experience both for our resort guests and for anyone who really cares about wine and winemaking."

Trinitas Cellars is in the unique position of being able to dictate the terms of its future growth and exposure. The fact that Napa Valley hosts a plethora of wine-oriented visitors each year and seems to have a never-ending supply of visitors wanting to sample its vinous wares seems tailor made for the soon to expand operation.

We are delighted to introduce our *Platinum Wine Club* members to this marvelous 2013 Meritage from Trinitas Cellars. We are sure it will be one of the most memorable wines you will taste all year. Enjoy!





92 POINTS

— James Suckling

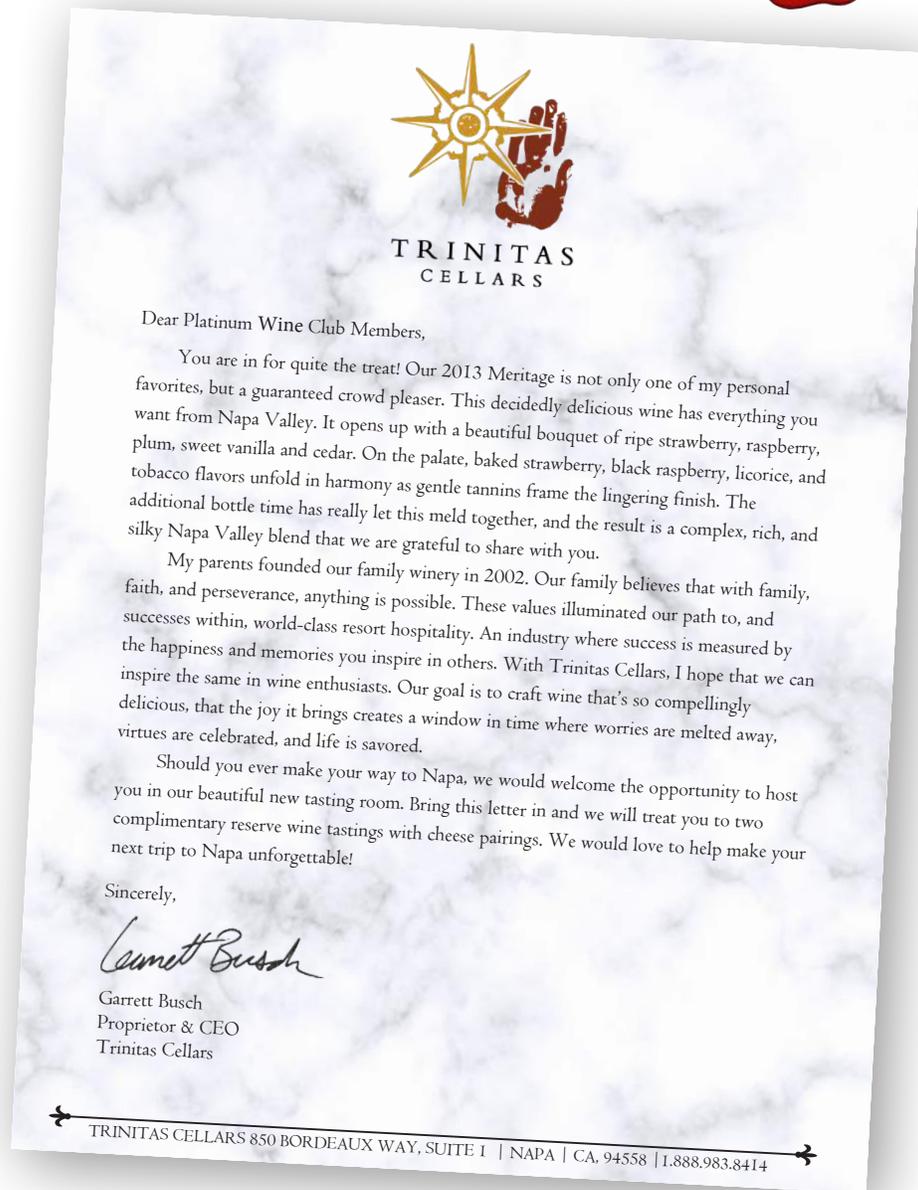
957 cases produced

From the Estate Vineyard at Napa's Meritage Resort & Spa, this beauty is an exquisite and masterful blend that offers bright cherry, cinnamon, plum, cedar, chocolate and cloves on the nose with undertones of chili peppers and intense dark fruit. The structure of this wine is superb and is perfectly balanced by a palate that rewards with dominating flavors of blackberries and hints of chocolate covered cherries, blueberries and bing cherries. You can also find baking spices oak and cassis lingering on the finish. A wealth of soft, silky tannins round out the wine's consistency and make for a beautiful and great representation of what a Meritage blend should be. Enjoy!

59% Cabernet Sauvignon, 13% Cabernet Franc, 10% Merlot, 13% Malbec and 5% Petit Verdot. 14.6% alcohol. Aged 20 months in 100% new French Oak.

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This month's Platinum Plus! Featured Wine:

**Macauley Vineyard
2017 Zinfandel, Napa Valley**

91 Points - *tastings.com*
(Beverage Testing Institute)

900 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.