

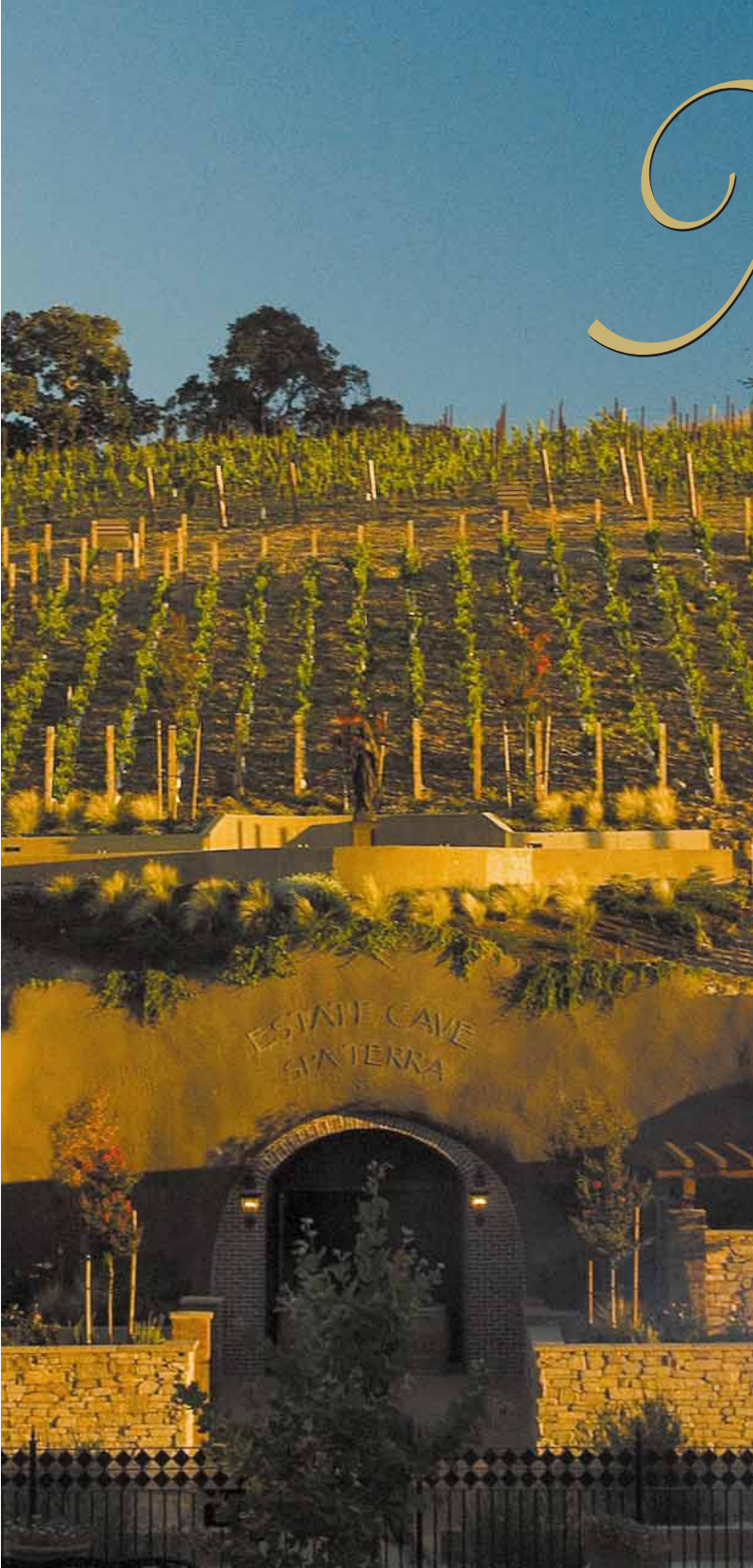
# WINE



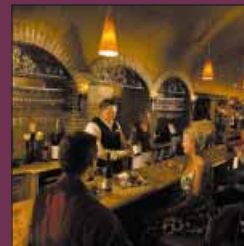
# PRESS

Trinitas Cellars

Gold Medal Wine Club Newsletter: Vol. 19 No. 5



*T*RINITAS CELLARS CELEBRATES THE CONNECTION BETWEEN SUN, SOIL AND HUMANITY THROUGH THEIR PROSPEROUS FAITH-BASED WINERY AND TRADITIONAL BORDEAUX VARIETIES.



The tasting room at Trinitas is found within the underground Estate Cave, a luxurious and extravagant environment unlike any other.



The Trinitas team prides themselves on producing approachable, fruit forward wines representing the vineyards from which they are grown.

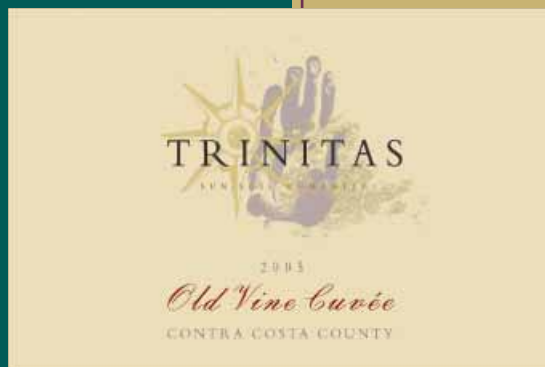


Trinitas wines can be enjoyed at the winery's four-star, four-diamond Meritage Resort, a one-of-a-kind setting in Napa Valley wine country.



## 2005 OLD VINE CUVÉE

The Trinitas 2005 Old Vine Cuvée is a classic California old world blend of Mataro, Zinfandel, Carignane, Petite Sirah, and Alicante Bouschet from select vineyards around the little town of Oakley in the northeast corner of Contra Costa County. These stunning vineyards are the living heritage from early Italian and Portuguese farmers who originally settled in the area. A traditional 'old world' styled achievement, the 2005 Old Vine Cuvée was awarded a **Double Gold Medal** from the *Dallas National Women's Wine Competition* as well as a **Gold Medal** from the *Hilton Head Fine Wine Competition*. Carefully constructed to match the individual strengths of each varietal, the Old Vine Cuvée is reminiscent of traditional southern Rhône blends. This wine is fruit driven with notes of blackberries and blueberries with hints of vanilla. Full bodied, yet elegant, the Cuvée is vibrant with multiple layers of flavors and aromas leaving one's palate lingering for more. Try pairing the Trinitas 2005 Old Vine Cuvée with barbequed pork, ribs, and pot roast. 37% Mataro, 24% Zinfandel, 18% Carignane, 13% Petite Sirah, 8% Alicante Bouschet. Enjoy now until 2015.



### 2005 VINTAGE:

**DOUBLE GOLD MEDAL** – DALLAS NATIONAL WOMEN'S WINE COMPETITION,  
**GOLD MEDAL** – HILTON HEAD FINE WINE COMPETITION

**LEGACY:** JUST THE SECOND VINTAGE OF TRINITAS' OLD VINE CUVÉES, THIS TRADITIONAL

BLEND IS ALREADY A FAVORITE AMONG THE DISTINCTIVE WINE PORTFOLIO.

## Just the facts:

pH.....	3.40
Alcohol.....	14.1%
Total Acid.....	0.65 g/100 mls
Cases Produced.....	3,102
Drink Now or Up to Year.....	2015

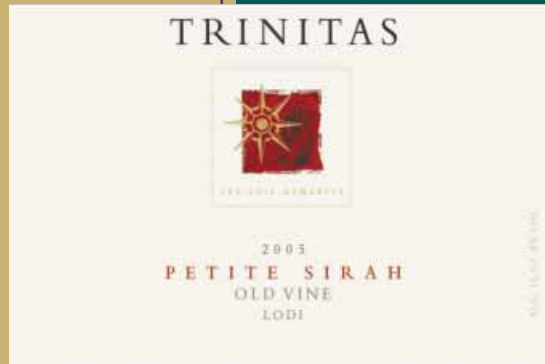
# TRINITAS CELLARS

Trinitas Cellars was established less than a decade ago by owners who wanted to show that the Good Lord had a specific hand in making their wines. The name Trinitas was chosen (Latin for trinity) since it is considered to be the fundamental principle of Christianity. In the mind of the winery founders, Trinitas or Trinity also symbolizes sun, soil and humanity, which are the three ingredients that evoke the perfect wine.

"We believe that the combination of the always present sun, a wonderful assortment of soils and the ability of the winemaker's hands can co-create with God, a most beautiful expression of drink, which we all call wine," informed Tim Busch, the owner of Trinitas Cellars. "In other words, we are attempting to give back something to everyone that God has given to us."

Trinitas began modestly back in 2002 with a release of around 4,000 cases. Production has grown steadily and around 14,000 cases will be produced this year. "Over the next three to five years, we hope to reach the 25,000 case level, but much will depend on the market and the industry conditions that exist at that time," Busch added.

Trinitas sources grapes from Highway 88 Ranch vineyard on the very southeast side of Lodi for their deep, intensely flavored Old Vine Petite Sirahs. With vines aging over 50 years old, this unique vineyard site produces some of the highest quality Petite Sirah in California. The Petite Sirahs from Trinitas Cellars have consistently garnered 90 point scores since 2003, and the 2005 vintage has also earned a



**90 Point** score from *Wine Spectator* to add to the growing collection. On the palate, ripe fruit flavors veer toward the jammy, spicy side, with wonderful red fruit, cherry, raspberry and currant flavors. The intensity and persistence of the flavors are supported by the firmly tannic structure, which will allow this Petite Sirah to age gracefully over time. Try pairing the Trinitas Cellars 2005 Old Vine Petite Sirah with hearty red meats, including mesquite grilled steak and rich pot roasts. Aged 14 months in oak. 100% Petite Sirah. Enjoy now until 2017.

**2005 VINTAGE:**

**90 POINTS** – *WINE SPECTATOR*

**LEGACY:** TRINITAS CELLARS' PETITE

SIRAHS HAVE BEEN AWARDED 90 POINT

SCORES 3 YEARS IN A ROW, AND COUNTING!

*Just the facts:*

pH . . . . .	3.41
Alcohol . . . . .	14.5%
Total Acid . . . . .	0.71g/100 mls
Cases Produced . . . . .	367
Drink Now or Up to Year . . . . .	2017

Trinitas Cellars' striking label reinforces the theme of its existence. A symbolic sun is featured with a workman-like hand rising from the soil can be found on most bottles. Other religious themes, a rosary, angel wings, and even a papal seal denote additional projects for Trinitas Cellars.

The winery is also closely connected with another Busch Family business, the incredibly beautiful and well-received Meritage Resort and Spa that is located about eight miles south of the winery in extreme Southeast

Napa County. The resort complex is one of four hotels that Busch owns, the other three being located in Southern California's Orange County.

The actual tasting room for Trinitas Cellars is located in a cave that is part of the resort, and is a must for any visitor to Napa Valley. It is located forty feet below the iconic Grape Crusher statue that graces the



*Trinitas Cellars incorporates the essence of the "wine country lifestyle" into their exquisite wines and luxurious Meritage Resort & Spa in Napa Valley.*



southern end of Napa County. Called the Estate Cave, the complex is nestled *nel cuore della terra* (literally,



*Trinitas Cellars sources from a number of northern California vineyards, including the ones surrounding the idyllic winery setting in Napa Valley*

furnishings, offers guests an environment unlike no other in the entire wine country. It is part of the wine theme that is the focus as well as the resort's heart and soul.

*"We don't really do all this just to make money, it's more of a payback for all that we have been given ourselves."  
— Owner Tim Busch*

"When a guest arrives at Meritage (rhymes with heritage)," Tim Busch pointed out, "there is a bottle of wine present in the room. Everywhere the

guest travels, the theme is wine and the enjoyment of the same. We located our tasting room in a cave on the property to afford everyone a unique insight into the wine business and the way wine affects our everyday lives."


Trinitas Cellars has also enjoyed a great deal of success with its wine portfolio, as witnessed by the numerous awards and accolades the winery has garnered since its inception. However, the praise and honors gained by Trinitas are secondary in the mind of its owners.

"We realize that the wine business is one of the most romantic and exciting in the entire world," he added, "and that consumers want to know everything about the winery and its owners. The fact is that while the business is a great deal of fun, it's not really all that profitable. We don't really do all this just to make money, it's more of a payback for all that we have been given ourselves."

Such a noble and heartfelt approach is typical of Trinitas Cellars and its fundamental approach to the

wine business. As consumers, we are all the beneficiaries of such thinking.

Gold Medal Wine Club is sure you will enjoy the wine selections of Trinitas Cellars as much as we take pleasure in

offering the wines to you. If ever there were a feel good winery to present for its own sake, Trinitas Cellars would be our first choice. 

# The Wine Wizard

- 1) Where is Pinot Blanc originally from?
- 2) What is the general difference between old world wines and new world wines?
- 3) Why do caves make the ultimate wine storage facility?

*See Page 7 for Answers.*

## About The Winemaker

Winemaker Kevin Mills began his career in Oklahoma where he first grew vineyards and eventually started Canadian River Winery with his family. A number of years later, he met Napa owner Tony Peju (Peju Province) and apprenticed for 4-1/2 years under winemaker Sean Foster. Named winemaker for Trinitas in 2007, his responsibility involves Trinitas' movement toward mainstream Bordeaux and Burgundian varietals.



## Tim Busch

A lawyer and businessman by trade and a winery owner by avocation, 54-year-old Tim Busch is something of an atypical winery owner.



A native of Ann Arbor, Michigan, Busch readily admits that he isn't in the wine business "to make tons of money," but also agrees "the winery business is the most fun and challenging business that I have ever been involved with."

Tim Busch also places the weekly wine consumer squarely in the forefront of Trinitas Cellars marketing goals.

"Golf courses aren't built for scratch golfers," Busch explained. "They are in existence for the average Joe that shoots with a twenty handicap and plays two or maybe three times a week. There are many more of these golfers than the really exceptional ones, and it's also like that in the wine business."

"It is our philosophy at Trinitas that we should make wines that satisfy the general wine drinker rather than the sophisticated ones with exceptional palates. Since most wine is drunk within 7 to 8 days of purchase, we decided to make wines that were really fruit forward and user friendly. Most consumers drink the wines they buy right away, so there's no real reason to make a wine that must be laid down for a number of years to really mature."

The matter of style is also supremely important to Tim Busch and Trinitas Cellars. Busch explains it thusly; "A large number of Americans drink wine much in the manner of an aperitif. They find the flavor a bit overwhelming and, in their minds, the wine doesn't really go with food. The real trick for California winemakers is to produce a product that satisfies both the aperitif and dinner aspects of the buying public."

Busch also clarified Trinitas' position that has seen the winery change its focus in recent years to mostly Bordeaux and Burgundy varietals.

"I was fortunate enough to be able to visit hundreds of wineries here in California and also throughout Europe. I found the wineries abroad to be quite unlike their California cousins. Many European wines, and


## THE WINE REGION



This month's featured wines originate from varied sections of California's all-encompassing Northern California growing areas. The 2006 Pinot Blanc was grown in the Russian River Appellation of Sonoma County, where cool nights and ever-present moisture from the not-too-distant Pacific provides excellent growing conditions for this infrequently seen Burgundian varietal. The suddenly popular 2005 Petite Sirah hails from the celebrated Lodi soils of the Upper Central Valley that typically produces deep colored, rich grapes that are abundant in fruit, so necessary for the Petite Sirah.



*Sourcing from a range of vineyards allows Trinitas Cellars to develop expressive, distinctive wines in a variety of styles.*

The final selection, the 2005 Old Vine Cuvée features a blending of a number of dry farmed vineyards around the little town of Oakley in the very northeast corner of Contra Costa County. These spectacular vineyards are the living heritage from early Italian and Portuguese farmers who settled in the area. Blessed with ample sunlight and almost excessive heat, these vines are growing on their own roots (on-grafted) in the very sandy soil left more than a millennium ago by the San Joaquin and Sacramento Rivers. 





## Slow Cooked Pulled Pork Sandwich

## Braised Lamb Shanks with Petite Sirah Reduction Sauce

# FOOD FOR THOUGHT

*Pair with Trinitas 2005 Old Vine Cuvée*

### Ingredients:

1 Teaspoon Vegetable Oil  
1 (4 Pound) Pork Shoulder Roast  
1 Cup Barbeque Sauce  
1/2 Cup Apple Cider Vinegar  
1/2 Cup Chicken Broth  
1/4 Cup Light Brown Sugar  
1 Tablespoon Prepared Yellow Mustard  
1 Tablespoon Worcestershire Sauce  
1 Tablespoon Chili Powder  
1 Extra Large Onion, chopped  
2 Large Cloves Garlic, crushed  
1 1/2 Teaspoons Dried Thyme  
8 Hamburger Buns, split  
2 Tablespoons Butter, or as needed

### Preparation:

Pour the vegetable oil into the bottom of a slow cooker. Place the pork roast into the slow cooker; pour in the barbeque sauce, apple cider vinegar, and chicken broth. Stir in the brown sugar, yellow mustard, Worcestershire sauce, chili powder, onion, garlic, and thyme. Cover and cook on High until the roast shreds easily with a fork, 5 to 6 hours.

Remove the roast from the slow cooker, and shred the meat using two forks. Return the shredded pork to the slow cooker, and stir the meat into the juices. Spread the inside of both halves of hamburger buns with butter. Toast the buns, butter side down, in a skillet over medium heat until golden brown. Spoon pork into the toasted buns and enjoy!

*Pair with Trinitas 2005 Old Vine Petite Sirah*

### Ingredients:

Olive Oil  
6 Shallots  
12 Apricots, diced  
5 Garlic Cloves  
6 Large Lamb Shanks (10 ounces each)  
Salt and Pepper  
Flour for dusting  
3/4 Cups Crushed Canned Tomatoes  
1/4 Ounce Dried Porcini Mushrooms  
1 1/2 Tablespoons Herbs de Provence  
3 Cups Trinitas Petite Sirah  
Italian Parsley  
Cooked vegetables of your choice

### Preparation:

Heat 1 Tablespoon Olive Oil in a heavy pot over medium heat. Add shallots, apricots, and crushed garlic. Saute until shallots have softened. Remove and transfer to a small bowl.

Salt and pepper lamb shanks. Dust with flour. Heat 3 Tablespoons Olive Oil in heavy pot over medium-high heat for braising. Add lamb shanks and cook until browned. Turn occasionally. Add tomatoes, mushrooms, Herbs de Provence, and Petite Sirah. Stir to coat lamb. Reduce heat to low. Cover and simmer until lamb is very tender, turning lamb a few times in the process (about 1 1/2 hours). Uncover and cook to reduce sauce until it's a rich blend.

Place in a platter, surround with other cooked vegetables, sprinkle with Italian parsley, and enjoy with the Trinitas 2005 Old Vine Petite Sirah.

Find these recipes and all of your favorites online at [www.GoldMedalWine.com](http://www.GoldMedalWine.com).  
From the Gold Series page, click on Winery Recipes and find delicious entrées to pair with your favorite wines.

## Results

### 2005 Line Shack Cabernet Sauvignon

GOLD	SILVER	BRONZE
94%	5%	1%

### 2007 Line Shack Sauvignon Blanc

GOLD	SILVER	BRONZE
93%	3%	4%

### 2005 Buttonwood Merlot

GOLD	SILVER	BRONZE
93%	5%	2%

### 2005 Buttonwood Cabernet Sauvignon

GOLD	SILVER	BRONZE
94%	4%	2%

*The above wines were recently featured.*

*To see our current inventory, reorder online, and Judge the Wines, visit us at [www.GoldMedalWine.com/member](http://www.GoldMedalWine.com/member).*

## Tim Busch

Spotlight, continued from page 5

more specifically French wines, are more explicit, and are produced for decades of ageing. These wines are mostly austere and not very drinkable when produced.”

Busch pointed to the famous Steven Spurrier 1976 Judgment of Paris blind tasting as the epiphany for the French wine industry. After anointing Chateau Montelena as the world winner against a number of great French whites, Busch feels that many French producers began changing their wines’ style to accommodate their world audience. Changes included more fruit for the palate and less acid for the wines being produced.

He also champions a price structure that makes more wines affordable for the buying public. “At Trinitas Cellars, we insure that the wine is tasteful, the quality is apparent and that the wine is reasonably priced. In that regard, we put ourselves in the position of the buyer. No one wants to feel like they’re getting ripped off, so we price our wines accordingly.”

Busch also feels that “some people buy their wines like designer jeans. They are more interested in the label and the status of the wine than the actual quality that exists within the bottle. Trinitas Cellars’ main goal is to make the wine, not the label, speak for itself. We want everyone who drinks our wine to remember that it really tasted good and that they underwent a wonderful savory experience.”

While Tim Busch’s approach isn’t unique in the California wine business, his approach and determination is quite refreshing to even the part-time consumer. 



1) Pinot Blanc originated in the Alsace region of France, but the grape is also planted extensively throughout northern Italy where it is known as *Pinot Bianco*. The varietal is a natural mutation of Pinot Gris, which in turn is a mutation of the Pinot Noir grape. Its brisk natural acidity makes it a popular choice for sparkling wines or refreshing, full-bodied still wines.

2) Generally, old world wines tend to be more subtle in flavor and more reserved in profile than the bolder, expressive counterparts found in the new world wines. Old world wines pride themselves on the grapes’ soil location and new world wines may mix grapes from a few locations to build the best bottle of wine.

3) Most wineries construct wine caves to benefit from the constant cool temperature, high humidity, relatively still air, and darkness. In addition, caves make good economic sense with vastly reduced economic costs, no heating or air conditioning, and the constant temperature and humidity saves between three to six percent of wine evaporation per year.

## THE ART OF FINE WINE



*Bacchus (also known as Dionysus, God of wine) was painted by Caravaggio in the late 16th century. The original oil on canvas piece*

*currently hangs in the Uffizi Gallery in Florence, Italy.*

# THE GRAPEVINE

"Initial pleasant citrus and grassy aroma that developed into crisp pineapple and melon flavors. Excellent [Lineshack 2007 Sauvignon Blanc]!"

– Paul McNeill

"Just a quick note to tell you how much I love your wine club! We have given this gift to my parents for about 3 or 4 years now and they truly love it. I think if we tried to give them something else they would be disappointed! Your web site is very user-friendly – it is a pleasure to order this gift each year! I have recommended the Gold Medal Wine Club to many of my friends. It is a perfect gift."

– Julie Helsten

## Do you want more wine each month?

Most of our members do, and we don't blame you! That's why we'd like to let you in on the special deals and discounts that our 4-Bottle Members are currently receiving – and you can, too. Each 4-Bottle delivery, you will save an additional **10% OFF** plus when you reorder your favorite wines, you can save *even* more (up to **45% OFF** winery direct!). Along with these special discounts each month, you're receiving essentially a double shipment – more wines and more opportunities to enjoy the special selections with friends and family. It's easy to upgrade your account, too. Simply visit us at [www.GoldMedalWine.com/upgrade](http://www.GoldMedalWine.com/upgrade) or give us a call at 1-800-266-8888. Remember, we can always customize your account too...that means reds only, whites only, a mix, whatever works best for you. Upgrade today, and start receiving more wine in your next scheduled delivery!



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

Trinitas Cellars capitalizes on sourcing a broad range of varietals from regions where climate and soil conditions are most favorable. With the 2005 Old Vine Cuvée and 2005 Old Vine Petite Sirah, Trinitas delivers approachable, California-style wines that truly represent the winery's fundamental philosophy and connection between sun, soil, and humanity.

**Save up to 34%  
off Winery Direct**

TRINITAS CELLARS	Retail Price Winery-Direct	Club Price 2-Bottle Members	Club Price 4-Bottle Members And Multiple Series Members
2005 Old Vine Cuvée*	\$18.00/btl.	\$14.00/btl. Save 22%	\$13.00/btl. Save 28%
2005 Petite Sirah *	\$22.00/btl.	\$16.00/btl. Save 27%	\$14.50/btl. Save 34%

2 bottle min. order

Reorder Online: [www.goldmedalwine.com/member](http://www.goldmedalwine.com/member)

Toll Free: 1-800-266-8888 Fax: 1-800-266-8889

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\*Availability is extremely limited Note: Shipping and tax (if applicable) not included in the above prices. Call for details.

**New** If you are also a 2-bottle member of another Series, you are now eligible to receive the 4-bottle member prices above!