

THE WINE PRESS

Gold Medal Wine Club Newsletter: Vol. 17 No. 5

San Simeon Winery Edition

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*"With Gold Medal Wine Club,
The Road to Great Wine
Begins at Your Door."*

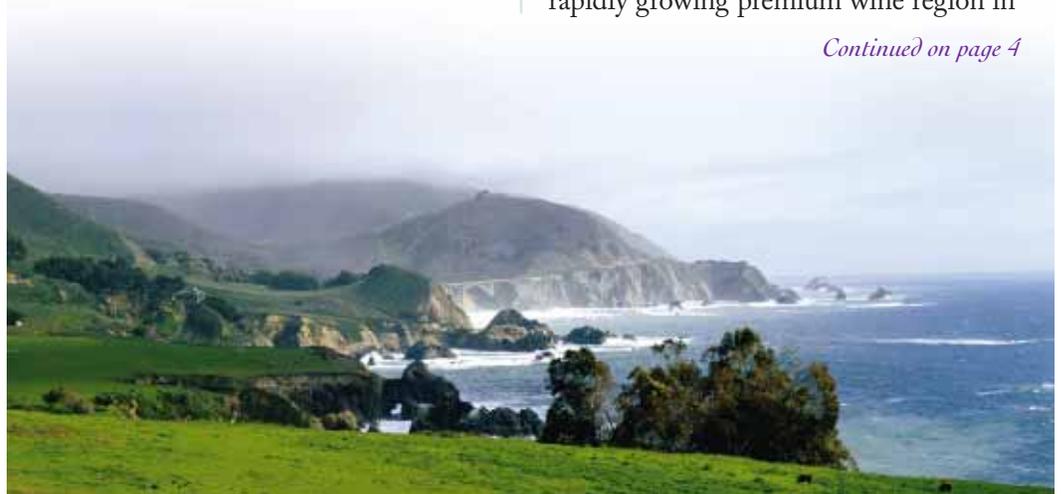
www.goldmedalwine.com

SAN SIMEON'S ESTATE WINES EXPRESS THE TERROIR OF MONTEREY COUNTY'S PRESTIGIOUS ARROYO SECO APPELLATION

San Simeon is an incredibly beautiful south central California town that is best known as the setting William Randolph Hurst's palatial estate and castle that sits majestically on a hillside overlooking the Pacific Ocean. It is also the namesake for an established family winery that has chosen to utilize the charming seaside village's name.

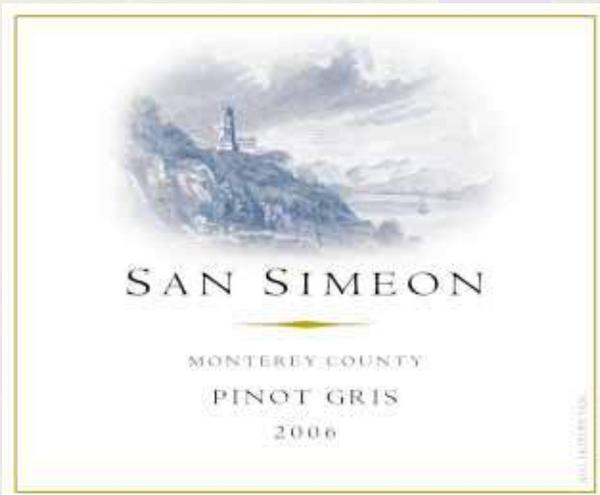
The wines of San Simeon Winery are based on the specific premise that grapes grown from the very best vineyards are necessary to produce truly exceptional wines. The exact localities of the vineyards, Monterey and Paso Robles, are potentially two of the finest growing locales within the state of California. The Central Coast appellation is also arguably the most rapidly growing premium wine region in

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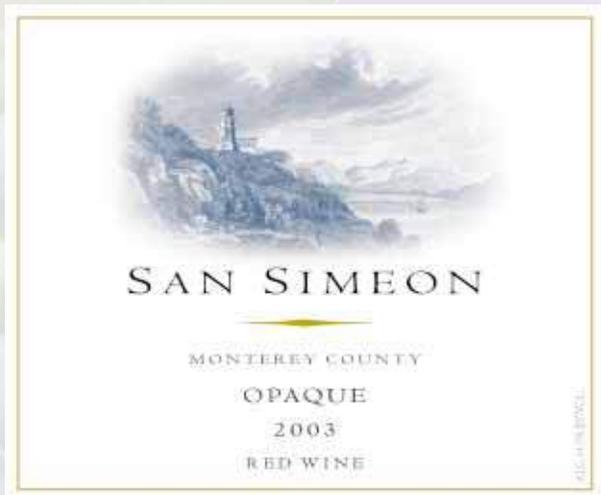
Where the mountains meet the ocean, California's magnificent scenic coastline caresses the rural community of San Simeon.

Gold Medal Wine Club features two wines each month from only the best small wineries of California. Featured wines include those which have earned medals in the top wine-industry competitions or have been highly rated by a respected national wine publication. On occasion we feature a wine which is of high medal-quality, but due to its very limited availability or by preference of the wine producer, may not be submitted to these venues for review. Each and every selection is a superb wine made in small quantities and with limited distribution. There are over 2,000 wineries in California producing thousands of different wines. Only wines fitting the above criteria are considered in choosing the featured selections each month.



2006 PINOT GRIS

A *Gold Medal Wine Club Exclusive* offering! Winemakers Anthony Riboli and Arnaud Debons employed time-tested traditional family winemaking techniques to create this flavorful and well balanced Pinot Gris. The fruit for this delicious 2006 Pinot Gris is from Riboli Estate’s El Camino Real Vineyard located in the prestigious Arroyo Seco Appellation, in Monterey County, California. This brilliantly vibrant Pinot Gris reveals aromas of citrus with hints of wildflowers. The mouth is filled with ripe fruit flavors, including melon and green apples. Fermenting the Pinot Gris in French oak barrels added a touch of oak spice and vanilla. Stirring the lees within the barrels during fermentation added a notable richness and body. The natural acidity gives additional structure to this full-bodied Pinot Gris. Pair with Chicken under brick with fresh herb and garlic sauce, salmon, fresh green salads and light cheeses. Aged in oak 6 months. 100% Estate Pinot Gris. Enjoy now until 2010.



2003 OPAQUE

A *Gold Medal Wine Club Special Selection!* Webster’s definition of “opaque” means “difficult to see through”. In relation to the Riboli Family’s “Opaque” wine, opaque refers to the dark, impenetrable color of the 2003 San Simeon Opaque Rhone blend. The Riboli family’s estate Loma Vista Vineyard located in the Arroyo Seco Appellation, in Monterey County, California, produces all four of the varietals found in this meticulously blended wine. The 2003 Opaque is a deep dense purple. A bountiful bouquet of ripe plum, wild berry, and blackberry with a hint of pepper and oak spice fill the nose. The palate is full, intense dark fruit flavors with subtle notes of black pepper, accents of vanilla, oak spice, and cinnamon nuances add to the complexity. Soft tannins are present from the beginning throughout the lingering finish. Pair with the spicy barbecued Rib-Eye steak, Northern Italian pasta dishes, imported rich cheese. Aged for 19 months in oak. Estate grown fruit. 60% Syrah, 20% Petite Syrah, 10% Mourvedre, 10% Grenache. Enjoy now until 2012.

WINE CREDENTIAL HIGHLIGHTS

2006 VINTAGE: *Gold Medal Wine Club Exclusive!* — Gold Medal Wine Club purchased the entire production of this wine; it is not scheduled to be entered into the national wine competitions.

LEGACY: The Riboli family knows Pinot Gris; they have made and served Pinot Gris at the family dinner table for over 100 years.

Just the facts:

pH.....	3.5
Alcohol.....	14.1%
Total Acid.....	0.59 g/100 mls
Aged in Oak.....	6 Months
Cases Produced.....	790
Drink Now or Up to Year.....	2010

2003 VINTAGE: *Gold Medal Wine Club Special Selection!* — newly released and currently entered into this season’s wine competitions. Medals are forthcoming.

LEGACY: The 2003 is the first vintage of the San Simeon Opaque Estate Rhone blend to be produced by winemakers Anthony Riboli and Arnaud Debon.

Just the facts:

pH.....	3.65
Alcohol.....	14.5%
Total Acid.....	0.69 g/100 mls
Aged in Oak.....	19 Months
Cases Produced.....	1,225
Drink Now or Up to Year.....	2012

GOLD MEDAL SPOTLIGHT

The Riboli Family

Even the storied Gallo, Mondavi and Sebastiani wine clans would be hard pressed to consider themselves fourth generation wine descendents, but a little known Southern California family named Riboli (pronounced ree-bow-lee) is arguably one of the longest tenured families actively engaged in today's modern wine industry.

of his family's business can be found in its history, and the actual spirit of togetherness his family has demonstrated over the past ten decades of its existence. "Our family remains to this day an extremely tight unit," Anthony explained. "Each of us lives within ten minutes of each other and we all live within ten minutes of the winery. There exists a commitment on each of

Santo Cambianica's nephew Stefano Riboli later joined the winery in the 1930s and is still active in various aspects of the business. Stefano's son Santo serves as the winery's president and other members of the family work in the multi-faceted company.

But a great deal of responsibility will be left to the Anthony Riboli to



The Riboli Family has been committed to winemaking in California since 1917. Today Stefano and Maddalena Riboli, their daughter Catherine, sons Steve and Santo, and grandson, Anthony, carry on the family winemaking tradition.

The Riboli Family's flagship winery is the respected San Antonio Winery, and a great deal of its current focus centers around 33-year-old Anthony Riboli, grandson of the winery's original founders. Anthony Riboli is a vital component of San Antonio's future, and an individual who comes complete with a master's degree in Enology from the University of California Davis that he earned in 1998.

To Anthony Riboli, the future

our parts to see that we accomplish what we set out to do."

Riboli pointed with pride to the fact that the original winery was founded in Los Angeles back in 1917 by Santo Cambianica, who immigrated to America from the Lombardy Region of Italy. From historical perspective, by 1920, over one hundred wineries existed in Los Angeles County. Even more incredibly, the San Antonio Winery is the sole surviving entity from that rather large number.

continue the Riboli family's winemaking traditions. He must first convince everyone involved that his ideas are worth doing. "I am fortunate that our family is cognizant to the changes that are occurring within the wine industry," he explained further. "Individual estate vineyards such as the ones in Monterey that produce the San Simeon wines are necessary for our continued expansion and growth. My father Santo and our Family all consider Monterey one of the

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WINE WIZARD

- 1) What do Pinot Beurot, Pinot Grigio, Pinot Gris, Fromenteau, Friuli, Szürkebarát and Ruländer grapes have in common?
- 2) What famous San Simeon resident played a role in the repeal of Prohibition?
- 3) What is the name of the oldest continuous operating winery in Napa Valley?

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California, and an area whose wines are gaining critical acclaim throughout the country.

San Simeon Winery is another interesting project of the enterprising Riboli Family, whose roots are among the deepest in California. From their base in Los Angeles County, the Riboli's San Antonio Winery has been responsible for a multitude of wines of varying levels for almost ten decades. The Riboli Family is a tight nit group and the fourth generation of its offspring has produced the impetus for the wines

that bear the name of San Simeon.

With nearly ninety years of relationships and personal involvement with a large number of Monterey's eminent growers to draw from, San Simeon has at its availability, some of the finest grapes from the Central Coast's premier vineyards. It was also with prudent foresight that the Riboli Family saw fit to purchase a good deal of acreage in the late 1980s at varying locations along the Central Coast. The Riboli Family's holdings today number over 500 acres and account for a major portion of their controlled production, small winery concept wines.

These decade old plantings also allow San Simeon to enjoy estate status for most of its wines, and that fact is not lost on knowledgeable consumers. When considering grape sources such as Arroyo Seco and the wholly owned Loma Vista Vineyard for example, it is quite easy to see the results of San Simeon's earlier planning. It is also quite easy to

envision the quality of wines that can be produced from such grapes.

When San Simeon Winery was first conceived about twenty years ago, it was with the intent that it bring to the marketplace, superior, fairly priced wines that would compete favorably with trendy wines from small, independent producers.

When fourth generation winemaker Anthony Riboli joined the family team in 1999 the modern San Simeon Winery began to emerge from its latent existence. Riboli retooled the existing San Simeon label and set out to produce some wines that he hoped would prove expressive of the fruit and conditions of the Central Coast.

Riboli chose to keep the price of these wines consistent with the area's perceived value thereby allowing him full access to restaurant wine lists while still making San Simeon's wines affordable retail facings. He also made another important



Riboli Estate Vineyard, Paso Robles, California.

decision, one in which he limited San Simeon's production of its varietals to around 2,000 cases each, thereby creating an immediate demand.

Thus far, time had proven Riboli's initial assessments to be correct and San Simeon has risen in both stature and quality. The value of the estate plantings has continued to increase in value thereby assuring the project continued financial success.

As far as Anthony Riboli is concerned, he is the first fourth

generation member of his Family to actively pursue a career in the wine



Winemakers, Anthony Riboli and Arnaud Debons evaluate the 2003 Opaque prior to bottling.

industry. There are a number of siblings and relatives trailing behind him and some have already

expressed an interest in the family business. Riboli assures that there will be no pressure placed on anyone to follow in his footsteps, but readily admits that he would enjoy having some of his younger relatives with him in his endeavors.

By the time this happens, we at Gold Medal are betting that San Simeon has attained even more plaudits and increased status. When a winery produces good wines, it is simply part of the natural process that follows. 🍷

ANSWERS TO WINE WIZARD

1) Through DNA testing researchers at U.C. Davis, Davis, California have come to the conclusion that Pinot Grigio, Pinot Beurot, Pinot Gris, Fromenteau, Friuli, Szürkebarát and Ruländer grapes are all related. Pinot Gris has been known from the Middle Ages in the Burgundy region, where it was called Fromenteau or Beurot. It spread from Burgundy, along with Pinot Noir, to Switzerland by the early 1300. Reportedly a favorite wine of Emperor Charles IV, who had cuttings imported to Hungary by Cistercians monks and who planted the vines on the slopes of Badacsony bordering Lake Balaton in 1375. The vine soon after developed the name Szürkebarát meaning "grey monk." In 1711, a German merchant, named Johann Seger Ruland discovered a grape growing wild in the fields of the Palatinate. The wine he produced became known as Ruländer and the vine was later discovered to be Pinot Gris.

2) Famed San Simeon resident and newspaper magnate William Randolph Hearst was a major player against Prohibition, and conceivably the most outspoken person in America. He utilized his nationwide chain of newspapers to preach the pros of repeal. After Roosevelt's landslide victory in November of 1932, Hearst's newspapers headlines proclaimed "Beer by Christmas!" Hearst's prediction was just a few months premature, congressional action ended Prohibition on April 7, 1933.

3) Beringer is the oldest continuously operating winery in Napa Valley and was also the first winery to offer tours to guests back in 1934. Construction of the Old World winery began in 1876 and became operational for the 1877 harvest. The Beringer brothers built their winery against the hillside to utilize gravity flow methods to make their wines. A team of horses pulled gondolas of grapes up the road behind the winery to the third floor. The grapes were crushed in the then state-of-the-art, steam-powered crushers and the must was gravity fed down to the second floor for fermentation. After the wine finished fermenting, it flowed by gravity down to the ground floor for storage, aging, and bottling prior to being stored in the caves. During prohibition Beringer produced sacramental and medicinal wines to keep the winery in operation.





FOOD FOR THOUGHT

SPICY BARBECUED RIB-EYE STEAKS

Pair with San Simeon 2005 Opaque Red

Serves 8

8 boneless Rib-Eye Steaks
3/4 cup Corn Oil
Spice mixture:
2/3 cup dark brown Sugar (packed)
1/3 cup coarse Sea Salt
1/4 cup Chili Powder
1/4 cup coarsely ground Black Pepper
1 tablespoon ground Cumin
2 teaspoons ground Coriander
1 teaspoon ground Cloves
9 Garlic Cloves, pressed

Mix spice mixture in medium bowl. Using fork, mash in garlic. Using 5 tablespoons spice mixture for each steak, rub spices onto both sides of steaks. Whisk corn oil into remaining spice mixture; set oil rub aside. Place steaks in two 15 x 9 x 2-inch glass dishes. Cover; chill steaks and oil rub at least 4 hours and up to 1 day. Prepare barbecue (medium-high heat). Brush steaks with some of oil rub. Grill steaks to desired doneness, brushing occasionally with oil rub. About 5 minutes per side for medium-rare; let stand 5 minutes. Brush thick slices of country-style bread with olive oil and grill until golden, about two minutes per side. Serve alongside steaks with grilled vegetables and baked potatoes. Enjoy!

CHICKEN UNDER BRICK WITH FRESH HERB AND GARLIC SAUCE

Pair with San Simeon 2006 Pinot Gris

Serves 6-8

8 Chicken Breast (large boneless halves with skin)
8 Red Building Bricks
12 Garlic Cloves, peeled
1 1/2 cups Fresh Italian Parsley sprig tops (packed)
1/3 cup white Balsamic Vinegar
1/4 cup fresh Mint Leaves (packed)
1/4 cup fresh Basil leaves (packed)
1 teaspoon dried Oregano
1/4 teaspoon dried crushed Red Pepper
1 cup Olive Oil
Nonstick spray vegetable oil
Salt to taste

Wrap individual bricks in aluminum foil, spray with non-stick oil. Set aside. Cook the 8 garlic cloves in boiling water for about 2 minutes. Drain garlic and cool. Place garlic in food processor or blender. Add remaining 4 garlic cloves and next 6 ingredients. With food processor running, gradually add Olive oil, blending until thick sauce forms. Season with salt. Transfer to bowl; cover and chill. Place chicken breast in large sealable plastic bag. Add 1/2 cup sauce and turn to coat evenly. Chill at least 1/2 hour and up to 4 hours, turning bag occasionally. Spray grill rack with nonstick spray and set to medium-high heat on the barbecue. Place chicken on grill, skin side down. Top each piece of chicken with 1 foil-wrapped brick to flatten. Grill until skin is golden brown and crisp, about 5 minutes. Remove bricks. Turn chicken over; grill until cooked through, about 5 minutes. Arrange chicken on platter and top with sauce. Pass remaining sauce around separately family style. Serve with grilled asparagus, zucchini, baked potato, and fresh green salad.

Continued from page 3

emerging wine production areas and these premier vineyards insure us the ultimate levels of grape quality. Each has a distinct personality and it's up to us to bring that particular personality to the forefront."

The San Simeon wines bear little comparison to their better known San Antonio generic and varietal cousins, and Anthony Riboli acknowledges his Family's

awareness of the latest buzz and trend types that seem to proliferate wine shelves throughout California and elsewhere.

"As long as I am involved with San Simeon we will produce exemplary individualistic wines," he added. "Our family is incredibly proud of our history and what we have accomplished, but we are definitely not stuck in the past. Today's modern wine industry is

evolving and we want to be part of that evolution."

Was it easy convincing everyone in the family circle that a formula that has proven quite rewarding over the decades was in need of renaissance?

Riboli conceded that some family members were easier to convince than others but in the end, the consensus of the group was that new measures must be undertaken

JUDGE-THE-WINES RESULTS

In this section we publish the cumulative, on-going tallies of the Judge-the-Wines Scorecards which are provided in each delivery of wine and mailed back in by Club members. We believe it is fun as well as educational to think about and record the different characteristics of the wines you sample. No matter how acute you think your palate is, the person next to you will probably have a different thought or opinion about a certain characteristic of the wine you are sampling. It can also prove beneficial to record your impressions of the wine for reference at a later date.

Below are the most recent tallies of the Scorecards returned. Gold Medal Wine Club specializes in featuring small-sized wineries and small-production wines. Depending on availability from the winery, all members may not receive every wine that is listed below. The Scorecard results which are printed in green indicate the wine selections that as of press time are still available for reorder.

2006 Summerland Sauvignon Blanc

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	92%	4%	4%

2005 Mission Trails Chardonnay

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	89%	6%	5%

Voted #1 Top Wine for 2006
2002 Vina Robles Cabernet Sauvignon

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	91%	6%	3%

2005 Vina Robles Chardonnay

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	89%	6%	5%

2005 Summerland Syrah

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	93%	6%	1%

2005 Mission Trails Merlot

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	90%	7%	3%

Voted #2 Top Wine for 2006
2001 Vina Robles Syrah

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	90%	7%	3%

Voted #7 Top Wine for 2006
2005 Castoro Cabernet Franc

MEDALS:	GOLD	SILVER	BRONZE
RESULTS:	88%	6%	6%

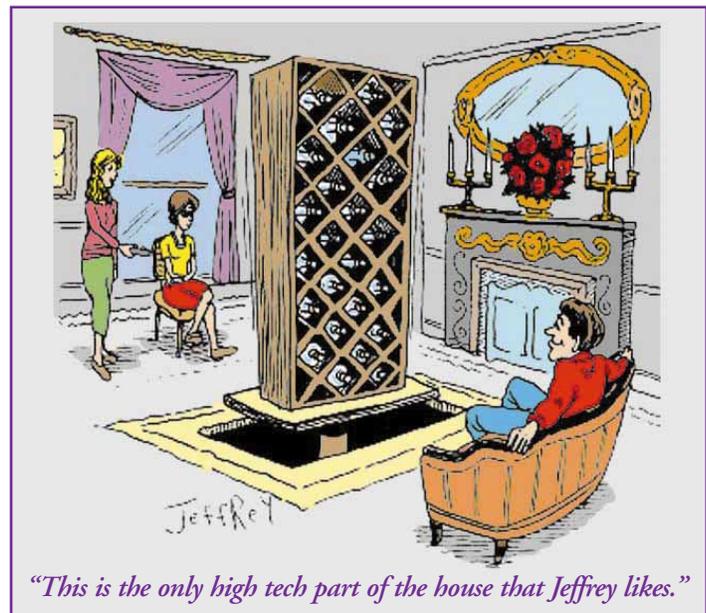
The above wines were recently featured. Due to space limitations, the entire list of available wines is not listed.

To see our entire inventory and reorder online, go to: www.goldmedalwine.com/member

■ Indicates wine is still available

to continue the business's upward spiral. San Simeon is not the Riboli Family's only extra curricular activity. They have produced several critically acclaimed award-winning wines under the Riboli Family Vineyards, Aliento del Sol and Santo Stefano labels that all fall into the single vineyard or estate grown categories.

What's next on the agenda for Anthony Riboli? No new projects for the foreseeable future he readily informed. He is currently way too busy insuring that some of his pet projects reach the levels he has realistically set for them. After that, he grinned with an amused twinkle in his eye, indicating there might just be room for a new idea or two. 🍷



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THE GRAPEVINE

Comments from us and Club members

Throughout the year we pre-announce various promotions and sales to our members via emails. If you did not receive our last series of emails promoting the *Platinum Series*, *Private-Wine-Sale*, chances are we do not have your email address, or your spam control filtered **info@goldmedalwine.com** into your junk mail or spam file. To receive *Pre-Sale Notices* and *Special Promotions* from us by email, you need to do two things; first be sure that we have your current email address and second add **info@goldmedalwine.com** as a "safe incoming email address" in the spam control of your email application. Your email address is safe with us! We do not sell or trade our member list, past or present, to third party vendors. And as for the *Private-Wine-Sale* you may have missed, visit **www.goldmedalwine.com/privatesale**, we have a few exceptional wines still on sale until they are sold out. Look for an upcoming email announcing a Father's Day wine promotion.

Has your email recently changed?

To have your email address updated or added to our Specials List, send an email to **orders@goldmedalwine.com** with *your name, address and phone number* in the body copy of the email or simply call 1-800-266-8888 and we'll do it for you.

Members who send in their wine ratings on the provided Scorecards are eligible to receive a bonus half-case of any *Gold Medal Series* wine that is in stock if your name is drawn. Drawings are held each month. (Maximum of one Scorecard per wine per membership)...GMWC

R E O R D E R

This month's selection of San Simeon's 2006 Pinot Gris and the 2003 Opaque Red are recent releases expressing the terroir of Monterey County's prestigious Arroyo Seco Appellation plus the award winning skills of 4th generation winemaker, Anthony Riboli. These wines are only available at the winery and to Gold Medal Wine Club members. As *Gold Series Exclusive Selections*, we are pleased to offer additional quantities of these two terrific wines at prices considerably below winery-direct.

SAN SIMEON WINERY	Retail Price Winery-Direct	Club Price 2-Bottle Members	Club Price 4-Bottle Members
2006 Pinot Gris* Monterey County	Half Case-6 \$96 Full Case-12 \$192	\$69 (\$11.50) Save 28% \$129 (\$10.75) Save 33%	\$64 (\$10.67) Save 33% \$119 (\$9.92) Save 38%
2003 Opaque Red* Monterey County	Half Case-6 \$132 Full Case-12 \$264	\$89 (\$14.83) Save 33% \$165 (\$13.75) Save 38%	\$82 (\$13.67) Save 38% \$149 (\$12.42) Save 44%

Reorder Hotline: 1-800-266-8888 • www.goldmedalwine.com/member

Reorder Faxline: 1-800-266-8889

**Availability is very limited*

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