

PLATINUM SERIES



Select, Ultra Premium, Collectable Wines from California's Best Winemakers

Of all the wineries in Northern California, none can lay claim to have waited longer for certification than Oakland's Lost Canyon Winery. That statement, however, needs a great deal of explanation.

It all started back in 1978, when two friends and business associates, Jack States and Randy Keyworth, who had pioneered schools for handicapped children in the Bay Area, decided to make some barrels of wines for their own consumption and share with a small circle of friends. The resulting wines were well received and over the next two decades, the amateur winemakers continued their efforts of buying small lots of selected grapes from specific vineyards and producing for their friends and acquaintances a limited amount of high quality wines.

However, it wasn't until Bob Riskin entered the picture that States and Keyworth even considered taking Lost Canyon Winery into the commercial wine arena. Riskin was a high level alumnus of the apparel industry with more than thirty years of expertise with such entities as GAP, Levi Strauss and others. He accepted an early retirement in 1999 and went into the consulting business, helping top executives of Fortune 500 companies motivate their sales forces.

During that time, Riskin utilized the services of Randy Keyworth's wife, Peggy Klaus, herself an internationally renowned communicational consultant and best selling author. A friendship resulted and Riskin was invited to dinner at the Keyworth home. Naturally, two bottles of Lost Canyon wines were served and Riskin was totally impressed.

"I really wasn't expecting that much from homemade wines," Riskin confessed, "But the wines we had were both fabulous wines, something truly special. The guys eventually asked if I would be interested in coming aboard and taking the winery to the next level. I considered the challenge and consequences of such a project and finally said yes."

In 2001, the first commercial release of Lost Canyon Winery became a reality, all 400 cases of it. "We were hoping to do well with the wine, but we never expected such immediate success," Riskin recalled

further. "We were up and running and the wines sold out rather quickly. Along the way, we managed to receive a wonderful number of accolades and awards."

With its initial success in the marketplace neatly tucked under its belt, Lost Canyon Winery set out to finding itself a permanent home. At the time, the rundown area along the Oakland waterfront was beginning a major renaissance. It is now known as Jack London Square, a fabulous collection of stores, hotels and restaurants. Lost Canyon was able to secure a wonderful space for their business only a block away and has seen the entire area develop into a full commercial success.

"I suppose locating our winery just off the Oakland waterfront was something of a gamble," Riskin conceded, "but it really seemed like good things were happening there. And when you consider that there are now 14 wineries in the East Bay, including the likes of Rosenblum Cellars and Dashe Cellars, both of whom are extremely well known, you would have to say that we are located in a rapidly growing area of wine interest." In the past

seven years, production at Lost Canyon has risen to about 3,500 cases and Riskin feels the entity will top out around 4,000 cases either this year or next.

"The reason for that ceiling is that we all want to be engaged in the entire process of making our wines," he added. "When you exceed a certain level, such intimacy starts to go away. Also, there is a special serendipity that we all associate with Lost Canyon, and it matters a great deal to each of us. It is how we've all gotten to where we are in life, and its meaning is quite special."

When asked to compare the successes he experienced in the apparel business to those at Lost Canyon Winery, Riskin added, "It's about the emotion and passion that is involved with something you own and love. If you didn't have those feelings you wouldn't work so hard. With Lost Canyon, my partners and I are dealing with something that we own rather than another person's business."

Lost Canyon Winery stands as an excellent example of what people with a passion for something can achieve if they put their collective minds to it.



TASTING

NOTES



Lost Canyon



WINERY

Dear *Platinum Series* Members,

We at Lost Canyon are focused on producing small lots of vineyard designated Pinot Noir and Syrah from the finest vineyards in the Russian River, Sonoma Coast, and Los Carneros Appellations.

2001 was our first release, Jack States and Randy Keyworth have been crafting their wine making skills since 1978 as home winemakers, while I have been crafting my marketing expertise, wine palate, winemaking skills and passion for wine for at least that long.

Maintaining a small production size (3500) cases is at the core of our philosophy of the complex task of making world-class wines. It enables us to use all of our senses – taste, touch, smell, and sight to make individual decisions about our wines according to their unique timetable, not the reverse. Ultimately, we don't control the grapes' development, but instead we are there to guide and influence the wine to meet its innate potential.

We are committed to making cool- climate, "vineyard designated" Pinot Noir and Syrah. Each of our wines reflects the unique "terrior" of the individual vineyard and grower's philosophy. We have partnered with some of the finest growers in Sonoma County to create these exceptional wines.

All three of us have a love affair with Pinot Noir and Syrah. We have been totally seduced by the complexity, subtlety, and delicacy of making exceptional Pinot Noir, and the challenge of creating wines that match the best of those elements. Syrah has its own magical attributes. Our cool-climate Syrahs have the body and complexity we desire while providing an insight into the unique flavors that his highly adaptable grape can provide.

We are pleased to share our wines with you for you to enjoy as much as we enjoyed producing them!

Cheers!

Bob Riskin
Proprietor

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LostCanyonWinery.com

TASTING NOTES

400 Cases Produced

The 2005 Lost Canyon Trenton Station Vineyard Syrah is produced from Saralee Kunde's highly acclaimed hillside vineyard in the Russian River Valley. Lost Canyon Winery focuses on producing small lots of vineyard-designated wines, (especially Syrah) and since their first release in 2001, they have consistently received national praise. The 2005 Trenton Station earned **92 Points** from the *Wine Enthusiast* magazine and is characterized as "Showing a beautiful balance of all its parts. The fruit is forwardly ripe, showing cherries, blackberries and rich dark chocolate. But the tannins are firm and supportive, and there's gorgeous acidity that makes the tastebuds sing. This is a really delicious young Syrah for the most upscale foods, and it's at its best now." This delectable Syrah also received a **Gold Medal** at the *San Francisco Chronicle Wine Competition*. This wine is one to be enjoyed on its own or accompanying fine meats and tomato based pasta and good friends. Aged 11 months oak. 100% Syrah. Enjoy now or until 2015.

REORDERS

The 2005 Lost Canyon Trenton Station Vineyard Syrah "is at its best right now" according to Steve Heimoff, *Wine Enthusiast's West Coast Editor*, and we couldn't agree more. This is an exceptionally food friendly wine at a terrific value.

The Lost Canyon 2005 Syrah, Trenton Station Vineyard retails winery-direct for \$35.00 per bottle. As a *Platinum Series* member your very special pricing is as follows:

Half-Case-\$29.00 /bottle (\$174.00)
Full-Case-\$26.00 /bottle (\$312.00)
[Plus shipping]

Call: 1-800-266-8888
Fax: 1-800-266-8889
E-mail: orders@goldmedalwine.com

Reorder Web Site:
www.goldmedalwine.com/member