

PLATINUM SERIES

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

In the wine business, the term *pinotphile* is affectionately used to describe someone who is dedicated (maybe fanatical) about the Pinot Noir grape, often to the exclusion of many or all other varieties. Such is the case with Brian Loring, the energetic owner of Loring Wine Company. Loring only makes Pinot Noirs, and he makes them extremely well.

"When I was a kid in high school and college," he informed, "I had jobs in various wine stores to make extra money for school and to put gas in my car. A couple of the stores had owners that were really into Burgundies and I became fascinated with the Pinot Noir grape. By the time I reached twenty-one, I guess you could say I was a hardcore Pinot Noir geek."

The Southern California native completed college with three degrees (chemistry, biology and computer science) at Cal State Fullerton and went to work as an aerospace software engineer helping the navy with launch and radar programs. He retained his interest in Pinot Noir and, in 1994, attended the Orange County wine competition where he met Norm Beko, owner of the highly respected Central Coast Cottonwood Canyon Winery. A friendship ensued and during the 1999 harvest, Loring purchased three tons of fruit that was eventually turned into Loring Wine Company's first release of 150 cases.

"I owe a great deal to Norm and Sharon Beko," Loring confessed. "They let me hang around their winery until I learned enough to do it on my own."

Loring also credits Calera Wine Company with making the first California Pinot Noir he thought rivaled his favorite Burgundies from France. In homage to Calera owner Josh Jensen, Loring named his own winery Loring Wine Company.

From the tiny initial release, Loring has grown to an impressive 7,000 case winery, a level that is dictated by the yields Brian Loring gets from the assorted vineyards that supply him with fruit. The past two years have been low yield vintages, and Loring will produce around 6,400 cases this year.

"Remember, our Pinot Noir contracts are in acres and not tons," he stated. "If the yield is up, we can make more wines. If the yield is low, we simply have to cope."

Loring is also extremely proud of his incredible list of vineyards, many of whom are considered among the finest producers in California. "In 1999, before Pinot Noir became the media darling (the Oscar-nominated movie *Sideways* is credited with putting Pinot Noir on the proverbial national map) it is now, our growers were all producing quality Pinot Noir grapes. To me, the grapes are everything, and it's up to me not to screw them up."

Through Loring Wine Company's rather quick rise to the Pinot elite, the company has remained much of a family affair. Loring and his sister Kimberly do practically all of the actual work and are aided by their mom Helen on numerous occasions.

"We will always remain between a seven to eight thousand case winery," Loring added, "because that's about all the three of us can realistically produce. With us, it's all about quality and if we are doing it ourselves, we know it will be done correctly."

For a number of years, the Loring Wine Company was a part time job for Brian Loring. Three years ago, he quit his software job to devote full time to the winery.

"If I would have known how successful we were going to be, I might have quit my job earlier than I did," he confessed. "I must tell you it has been a great adventure for us all."

Even the labels for Loring Wine Company have a most personal touch. Loring selects a theme (i.e., vineyards, dogs, tractors, etc.) and utilizes pictures of each grower or vineyard for that year's labels. He also tears off the edges to create an artistic reproduction. The only repetitive aspect is the huge LWC stenciled across each label, a constant that lends toward the marketing facet of the winery.

The winery's new facility in Lompoc is a state-of-the-art facility with ample room for all of Loring Wine Company's workspace and products. "I would call our new winery super efficient," Loring closed. "We have enough room so as to not have to stack our full barrels and that makes handling the wines much easier. We can also stack our finished good in a climate-controlled environment, another quality control factor."



TASTING NOTES



Dear *Platinum Series* Members,

We're very pleased that the Gold Medal Wine Club has selected our 2006 Cargasacchi Pinot Noir as one of their wines of the month. Of all the single vineyard Pinot Noirs we make, Cargasacchi always has a special place in our heart because Peter Cargasacchi is such a good friend. Lawyer, philosopher, cattle rancher, and vineyard guru, Peter Cargasacchi is a modern day Renaissance Man. He has an amazing vineyard located in the Santa Rita Hills AVA of Santa Barbara County. The vineyard is mostly calcareous soil, located in a very cool micro-climate. Peter does all the farming himself — and we're thrilled to be able to source fruit from him!

The 2006 growing season was nearly perfect for Pinot Noir — not too hot, not too cold. We were able to get an unusually long hang time due to the perfect weather. As a result, the berries were wonderfully ripe with great acidity — and without high sugars. The wine spent 10 months in a mix of 50% new and 50% used French Oak barrels.

Our 2006 is a "classic" Cargasacchi Pinot, with deep red fruit and forest floor nose, plush mid-palate, and great finish. Peter is constantly experimenting in the vineyard, fine tuning his already proven farming practices. Whatever he's doing, we think he's doing a great job! While the wine will probably age well for 4 to 5 years, it's a pleasure to drink now. The bottles are finished with screwcaps, which means that you'll never get a "corked" bottle of wine from us.

We've been extremely lucky to hook up with such great vineyards. That's why we always feature a photo on the label that shows some aspect of the individual vineyard. We've had photos of the vineyard owners, the vineyard tractors, the vineyard pets, and the vineyard itself. The label for the Loring 2006 Cargasacchi Pinot Noir shows members of the picking crew the morning the fruit was harvested. It's backbreaking work, so we really appreciate the effort these workers put forth.

We hope you enjoy our 2006 Cargasacchi Pinot Noir!

Brian Loring

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TASTING NOTES

600 Cases Produced

The Loring Wine Company's 2006 Cargasacchi Vineyard Pinot Noir is a very limited new release from Brian Loring, a small producer who has the 'Midas touch' when it comes to making California Pinot Noirs. He burst onto the scene with his high scoring inaugural 2004 vintages, and it seems his 2006 releases are setting the bar even higher. Don't let the screw cap fool you, this 2006 Cargasacchi Vineyard Pinot Noir just scored an exceptional **97 Points** by the *Pinot Report* and **94 Points** by *Wine Enthusiast* magazine: "A compelling Pinot Noir. Dry and crisp in acids, it's enormously complex, with the cherry, pomegranate and cola fruit flavors made more interesting with the tastes of earth, mushrooms, balsamic and espresso." Deep ruby colored, this Pinot Noir has deep, spicy, pepper aromas with berry notes and big, rich, intense flavors of black cherry, pepper and spice. Moderate tannins and subtle sweet oak notes give excellent structure with good balance and a long finish. Pair the Loring 2006 Cargasacchi Vineyard Pinot Noir with pork tenderloin, smoked salmon, and leg of lamb. 100% Pinot Noir. Enjoy now until 2012.

REORDERS

Sourced from one of the most desirable vineyards in the Santa Maria Valley of Santa Barbara County, Loring's 2006 Cargasacchi Vineyard Pinot Noir is among the best Pinots Brian Loring has ever produced. Our small allocation of this limited production achievement is sure to go quickly — order soon and stock up on one of the highest rated wines featured by Gold Medal Wine Club.

The **Loring Wine Company 2006 Cargasacchi Vineyard Pinot Noir** retails winery-direct for \$50.00 per bottle. As a *Platinum Series* member your very special pricing is as follows:

Half-Case-\$42.00 /bottle (\$252.00)

Full-Case-\$39.00 /bottle (\$468.00)

[Plus shipping]

Call: 1-800-266-8888

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E-mail: orders@goldmedalwine.com

Reorder Web Site:

www.goldmedalwine.com/member