



PLATINUM SERIES



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

If experience has anything to do with it, Napa Valley's smallish WaterMark Winery should continue its outstanding run of successes. Owned by personable Phil Steinschriber, the operation was begun early this century. Its first release of around 350 cases occurred in 2003 and was met with instant success and high plaudits by the wine industry's top periodicals. When you hear the rest of the story, it is easy to understand just why this phenomena occurred, and, why so quickly.

Phil Steinschriber was born on a chicken farm in New Jersey, but moved with his parents to Los Angeles when he was just nine. As most good southern Californians, his family enjoyed wine and so did Phil. He entered UCLA and received a degree in Psychology. A few years later, he took the rather unusual step of attending Cal State Fresno, and there received a master's degree in Agriculture/Chemistry. By the time this was completed, Phil was already aware that his future career lay within the borders of the California wine industry.

He entered the wine business in 1983 and worked for the esteemed Yarden Winery in Israel for a period and other small wineries back in the United States. In 1991, his career turned toward the heavens when he landed the prestigious winemaker's position at heralded Diamond Creek Winery in Napa Valley.

"This was a wonderful chance for me, since Diamond Creek was many people's idea of the near perfect winery," he recalled. "Its owner, Al Brounstein, was one of the iconic figures in the modern Napa Valley hierarchy. It was a real pleasure to get to know him and work with him."

The arrangement must have been made in heaven because Steinschriber remains today as Diamond Creek's winemaker and vineyard manager.

Steinschriber admitted that he started WaterMark as a vehicle to do something on his own.

"Most of my wines have always gotten between a 90 and 95," he explained. "I knew I could make some really fine wines. I just wanted to do it under my own label."

This year, WaterMark will produce around 600 cases, a relatively slow growth rate from the winery's inception. His plan, set for the next three or four years, is to eventually expand his operation to around 1,000 to

1,200 cases. That is the level many winery owners set for actually controlling the future of their wineries. Any larger and the cost of operation becomes somewhat prohibitive.

Steinschriber is also a 'garagiste' or person who lovingly refers to his garage as part of his winery. "I only have room for around eight barrels in my garage, so I have a contract with Diamond Creek Winery to allow me to make my wines at their facility," he detailed.

The fruit he uses for WaterMark is also a key ingredient in the winery's success. He buys grapes from vineyards on Howell Mountain, Atlas Peak and Mt. Veeder, three of Napa Valley's most decorated appellations. His Napa Valley selections originated from valley fruit that he selects and varies according to what is available.

"I actually prefer contracts for my fruit. That way you know exactly what you are getting each year. The only things that change are the factors that actually affect the harvest for that year, i.e., rain, heat, and the likes.

"The name *WaterMark* originated from my attempt to personalize the winery with a unique name. The idea of a watermark on paper signifies its quality and the water line in creeks and lakes point out the highest point water has reached," he continued.

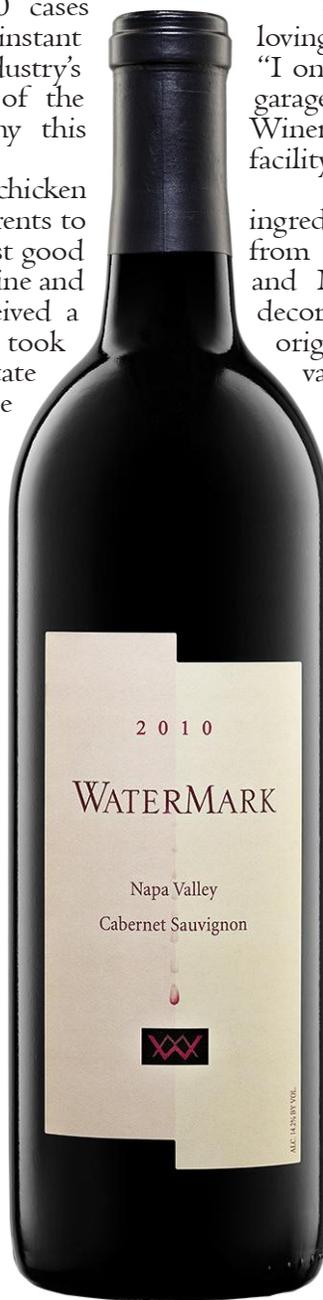
He is helped by his wife Diane who assists in marketing WaterMark's wine portfolio. She has also been known to schlep a number of cases for her husband whenever the need arises.

WaterMark's style is ripe, dark and fully concentrated. Steinschriber utilizes smooth tannins and wood fermentation whenever the occasion warrants their application.

Like most other emerging wineries, the recession took its toll on his expansion plans. This was taken in stride by Steinschriber who admitted that he didn't start WaterMark with the idea of getting rich.

"If I can be comfortable and make some truly great wines," Steinschriber finalized, "that would be okay with me. I'm not sure that anyone could ask for anything more."

Once you taste one of WaterMark's remarkable wines, you will realize that he has already achieved part of that goal.



The road to great wine begins at your door.

ADD A PLUS! BOTTLE

to your next wine delivery!

Plus! wines are all highly-rated, very small production wines with availability too limited for all regular club members to receive.

Only *Plus!* Program participants receive these rare gems!

The *Plus!* Program automatically adds on a special wine to each regular scheduled wine delivery, or as often as you like!

Don't miss out on another shipment!
Join the *Plus!* Program today!
\$35-\$55 each delivery

This month's *Platinum Series* featured *Plus!* wine:

Angel Camp 2012 Anderson Valley Pinot Noir

92 POINTS – Wine Enthusiast & PinotFile

353 Cases Produced

Learn more at: www.GoldMedalWineClub.com/plus or Call 1-800-266-8888



TASTING NOTES

**93 POINTS
+ GOLD MEDAL**
-Beverage Testing Institute

310 Cases Produced

Watermark's 2010 Napa Valley Cabernet Sauvignon is a blend of 93.2% Cabernet Sauvignon, 4.3% Merlot, and 2.5% Cabernet Franc, sourced from different parts of the Napa Valley appellation including some from two vineyards on Mt. Veeder. This wine is reminiscent of mountain grown grapes with some red fruit qualities of the valley floor. Aromas of cassis, bittersweet chocolate and vanilla fill the glass with hints of cedar and anise coming through as the wine opens. On the palate, flavors of sweet plum, cassis, vanilla, oak, chocolate and toast come out to play, creating a full-bodied, luscious, mouth-filling wine. Aged in French oak for 22 months. Enjoy now until 2020.

WaterMark

1976 Summit Lake Drive
Angwin, CA 94508
707 942 1734

Dear *Platinum Series* Members,

Thank you for choosing our Watermark 2010 Napa Valley Cabernet Sauvignon. This wine is receiving accolades now, but is sadly nearly sold out. I'm happy you have the opportunity to try this wine.

The grapes are really hand grown and hand picked with much work going into manicuring the vines so that the berries ripen to perfection. The clusters are manicured with small scissors to pick the best of the best. Leaves are all pulled by hand to expose the fruit to the sun and thus develop fine flavors of cherries and berries. The wine was aged for 22 months in new French oak barrels to compliment the wine's aromas and flavors.

Watermark Winery has been in existence for 12 years and I try to concentrate mostly on mountain types of fruit, but also produce a Napa Valley Cabernet from several valley floor vineyards.

Please enjoy the wine and have a great Watermark day!

Sincerely,

Phil Steinschreiber
Owner



REORDERS

WaterMark 2010 Napa Valley Cabernet Sauvignon

Retail Price at the Winery: \$40.00

You Save 15% to 24% off the winery retail price!

Gold Medal *Membership Rewards* Pricing.*

# of Bottles Ordered:	2+	6+	12+
2-Btl. Members:	\$34.00	\$32.33	\$31.50
4-Btl. Members:	\$34.00	\$31.50	\$30.25

www.GoldMedalWineClub.com
1-800-266-8888

*Effective per bottle prices after
Membership Rewards discount is applied at checkout.

Shipping and tax (if applicable) not included in above prices.
Membership Rewards does not apply to Sale or Specials Wines.