

## 2014 Futures Program

This June we will be preselling our upcoming vintages of unreleased wines. The wines will include our 2012 reserve red wines along with our 2013 regular red and white wines. The wines will be discounted 15% from release price. The discount will be 20% for club members. The offer period will start June 1, 2014 and end June 30, 2014. Preorders may be placed online on our website or phoned in. Wines will be shipped or available for pickup starting December 2014. Our wine futures prices are the lowest price we will ever offer for the wines.

## Annual Barrel Tasting Seminar

On March 15<sup>th</sup> and 16<sup>th</sup> we will hold our annual barrel tasting seminar at the winery. We discuss various aspects of how we make the wines. We sample wines that demonstrate differences in vineyards, clones, cooperage (barrels), whole cluster vs whole berry fermentation, free run vs pressed wine, etc. This intimate annual event has become extremely popular so we now schedule multiple sessions and include wine professionals from restaurants and wine stores. We schedule the event to happen before we start blending unique barrels together. In celebration of our 20th Syrah harvest we will feature a vertical flight of Thompson Vineyard Syrah from 2010-2013. Each club member receives two complementary tickets and may bring up to two additional guests.

## FAQ – Malolactic Fermentation (MLF)

### Is it really a fermentation?

Nope. It's more of a conversion process. The word 'malolactic' can be deconstructed to better understand the ML conversion process.

The grapes start off with the bright and tart acidity of malic acid (think green apple). After primary alcohol fermentation completes, the must is pressed and barrels are filled. The wine at this stage retains its malic acid. Once the wine is in barrel, specialized bacteria carry out the malolactic conversion process and convert all of the wine's tart malic acid into the softer lactic acid (think yogurt).

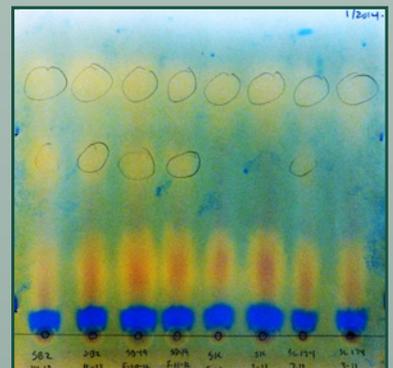
### Why use MLF?

For most wines ML completion is a critical factor in both style and stability. The softer lactic acid is stylistically important for all reds and many whites. Once wines have completed MLF they are more stable, as we don't have to worry about ML activity happening once the wine gets bottled.

### But do all wines go through MLF?

No, we can intentionally inhibit MLF by making an early sulfite addition once primary fermentation completes and before MLF begins. Stopping MLF preserves the malic acid, making the wine lighter in the mouth, more acidic, leaner, and brighter. These wines pair better with certain foods like shellfish, cream sauces, salads, etc.

Through controlling the amount of ML completion and inhibiting ML when acid needs to be preserved, a winemaker uses the natural malic acid as a winemaking tool to help achieve desired style and balance.



Chromatography paper visually showing which barrels have complete MLF. Each blue spot at the bottom indicates a different barrel. The barrels that have not completed MLF have a spot (circle) in the middle row indicating malic acid still present. The top row of circles indicates lactic acid present.

**CURRENT WINE RELEASES** – Our available wines may be viewed in more detail or purchased online using our secure ordering system. We have created an online account for all club members and the club discount will automatically be applied. You may always call or email us with your ordering questions or help logging into the site. <http://store.jaffurswine.com>.

	Price	Club Price
<b>2012 Grenache Blanc - Thompson Vineyard.</b> Aromatics of honey and citrus. Bright melon and tropical fruits. Lingering finish. (292 cases produced)	\$27.00	\$24.30
<b>2010 Grenache</b> - Fifty percent whole cluster fermentation contributes integrated wild bramble and mint aromatics. Strawberry and cherry-cola fruit. Beautiful garnet color and fantastic finish. (329 cases produced)	\$34.00	\$30.60
<b>2011 High Tide (Red Rhône Varietal)</b> - A blend of Grenache, Mourvedre, and Syrah. Rich, dark, and powerful. Chocolate, dark cherries, leather, and raspberry. Dried rose pedals aromatic. New release ! (144 cases produced)	\$42.00	\$37.80
<b>2012 Petite Sirah - Thompson Vineyard.</b> , Incredible depth, darkness, and structure. Black fruit, licorice and spice with integrated tannins. (634 cases produced)	\$34.00	\$30.60
<b>2011 Syrah - Santa Barbara County (750ml).</b> A blend of Syrah from all of our prized vineyards. A small amount Grenache, Mourvedre, Petite Sirah, and white all blended to create a complex array fruit and spice with no hard edges. (1421 cases produced)	\$27.00	\$24.30
<b>2012 Syrah - Santa Barbara County (1.5L).</b> Double the fun with a magnum of Syrah from our new 2012 vintage! (99 cases 1.5L)	\$65.00	\$58.50
<b>2011 Upslope Syrah</b> - Our best six barrel blend of reserve Syrah from the 2011 vintage. Built to last and powerfully complex. New Release ! (170 cases produced)	\$75.00	\$67.50

### LAST CALL - GOING, GOING...

<b>2012 Viognier</b> - Sourced from the famed Bien Nacido Vineyard. Classic aromas of fleshy white peach, flowers, and tropical fruit. Flavors of licorice and spice while maintaining a stony mineral edge. (739 cases produced)	\$27.00	\$24.30
<b>2012 Roussanne - Solpman Vineyard,</b> Elegant and built to last. Honey, lime, lemon curd, and stone. (145 cases produced)	\$30.00	\$27.00
<b>2010 Syrah - Thompson Vineyard.</b> Rich and luscious. Flavors of gingerbread, cherry, red fruit, bramble, and a hint of mint. ( 219 cases produced)	\$46.00	\$41.40
<b>2010 Syrah - Verna's Vineyard.</b> This Syrah is powerful, fruit driven, and complex. Fresh, blueberry, kirsch, coffee, and bramble aromatics. Intense dark berry flavors combine with tapenade and Provencal herbs on the palate. Seventy percent whole cluster fermentation. (296 cases produced)	\$46.00	\$41.40
<b>2010 Syrah - Larner Vineyard</b> Dark fruit flavors, earth, spice, espresso, and mint with exciting minerality on the palate. (96 750ml cases produced )	\$46.00	\$41.40
<b>2011 Mistress Pinot Noir - Santa Maria Valley</b> Bright and vibrant, it shows dense plum and red berry fruit, expansive flavors of spices and earth, great structure, and minerality. (135 cases produced)	\$42.00	\$37.80

### UPCOMING RELEASES AVAILABLE IN SUMMER 2014

<b>2011 Grenache</b> - Aromatics of raspberry, cherry-cola, bramble, plum and dried flowers. Lingering finish. 30% Whole cluster. (287 cases)	\$34.00	\$30.60
<b>2013 Viognier - Bien Nacido Vineyard</b> Peach flower and honeysuckle aromas, tropical fruit flavors with balanced natural acidity. (Not bottled yet)	\$27.00	\$24.30