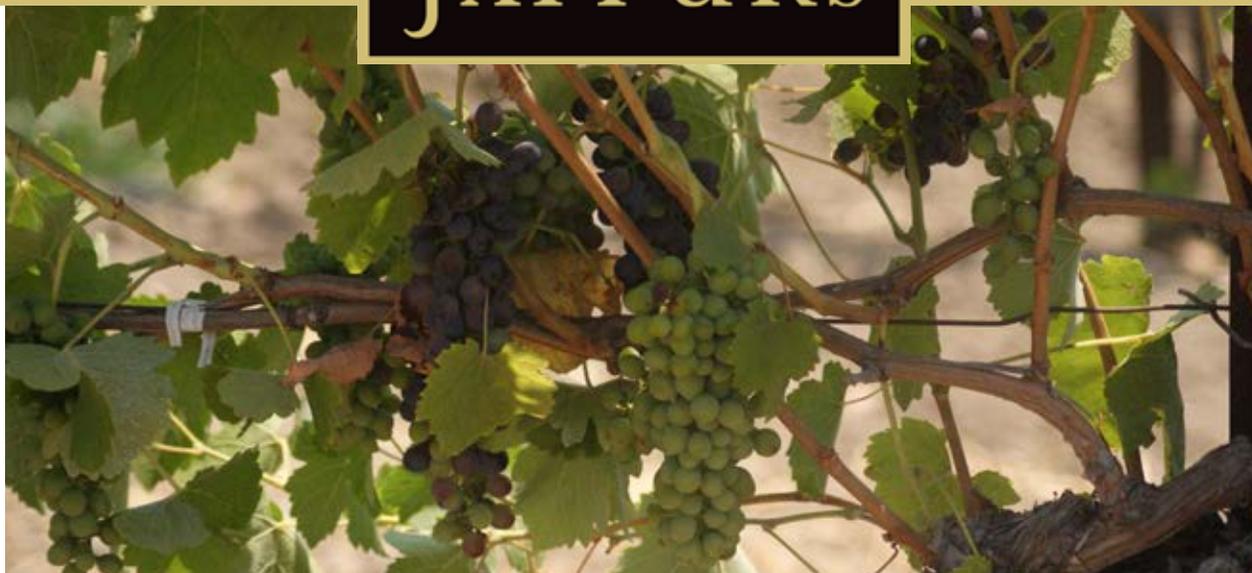


JAFFURS



2018 VINTAGE: A RETURN TO NORMAL?

Winter in Santa Barbara County started off warm and dry, and by the end of February it was looking like we would again see an early-March budbreak, setting us up for another early ripening season. However, as we moved into spring, temperatures dropped and we welcomed some badly needed rains, keeping the vines dormant for another few weeks. While we are at only 50% of historical average rainfall, these March showers helped tremendously, putting water into the ground for the vines to absorb, flushing the soils of salt buildup and giving life to the various cover crops growing between the rows.

By the first week in April, most of our vineyards were beginning to experience budbreak. Cool weather continued throughout spring, slowing down the flowering process, and leading to some uneven fruit set early on. Then, temperatures warmed up early in the summer, and were consistently hot throughout July. The heat proved to be great for the vines, invigorating the canopies and evening out maturity in the clusters. As of August 16th, all of our vineyards were experiencing some stage of veraison (the process in which berries begin to soften, change color, and accumulate sugar), with Viognier and Pinot Noir almost completely finished, and Syrah and Grenache starting to show color.

After a string of early harvests, we are looking to return to a more “normal” ripening schedule, with the bulk of our Rhône varieties on track to be picked in October. Once veraison has finished, we will drop clusters that still show green berries, ensuring that the fruit on the vine is consistent in its maturity.

Overall, there is a lot to be optimistic about with this vintage. Cluster counts are looking about average, but berry size is small, which should yield wines with depth and structure. If the moderate weather we’ve experienced through much of August holds, we should see a long growing season with plenty of hang time, and full expressive flavors in the fruit. Of course, as I write this, we’re barely into September, and I’m sure Mother Nature will throw us some curveballs between now and the end of the growing season, as she always does. 🌸 — Stephen Searle

FIDDLESTIX VINEYARD PINOT NOIR

Welcome Fiddlestix Vineyard Pinot Noir to the Jaffurs Family of Wines

The time has come to add to the Jaffurs collection of vineyards.

We are often asked about how we choose a vineyard; why we add it to our single vineyard lineup; why we use a certain winemaking method for a vineyard. The simple answer to these questions is that the goal is to make the most delicious and interesting wine possible. It is that straightforward goal that led us to choose Fiddlestix Vineyard to add to our portfolio.

To make interesting wine, we often find it is best to choose a block that has something unique and intriguing about it. Simple enough, right? But in viticulture, even something simple can be complicated beneath the surface. Fiddlestix Vineyard, located on the western edge of the Sta Rita Hills, the coldest AVA in Santa Barbara County, is a perfect example of the complex factors that belie a great vineyard. Deep fog hangs over the vineyard sometimes until noon, and the powerful ocean breezes keep the high temperatures from rising much past the 70s. This allows the grapes to ripen slowly, and evenly, often exhibiting red fruit aromas and baking spice elements. Yet the mild climate is dry, allowing the early-ripening Pinot Noir varietal to ripen over an extremely long growing season. This is often expressed, when combined with the clay in the Fiddlestix soil, by wines from this vineyard having a



powerful tannic backbone, even with a thin-skinned varietal such as Pinot Noir. Add in some of the coolest nighttime temperatures in the county (I have been on night picks where the grapes are almost icy!) and you get wines with bright acidity and savory complexity.

Of course, all great vineyards need a great farmer. Kathy Joseph has been farming Fiddlestix Vineyard for almost thirty years. The vineyard is nestled between two other great Sta Rita vineyards: Sanford and Sea Smoke. Kathy has been farming sustainably grown grapes of high quality since the early 1990s.

Her flexibility with growers allows us to farm our small block to the specific Jaffurs program with exquisite results.

We look forward to releasing and sharing our single vineyard Fiddlestix Pinot Noirs later this fall!

— Dan Green



RESERVE SYRAH: 2015 VINTAGE REVIEW

Our current club release features the first offerings of Jaffurs 2015 Reserve Syrahs. The 2015 vintage at large can be characterized as short and fast. It was preceded by a warm summer that resulted in an early picking season. The fruit was concentrated and balanced, boding well for wines that are expansive yet elegant on the palate.

In early September, Syrah from the densely planted Kimsey Vineyard located in Ballard Canyon AVA arrived. All fruit was destemmed, cold soaked for 48 hours, and then whole berry fermented for 12 days. The fermenting juice was punched down twice a day for two weeks, optimizing color and tannin extraction. This wine displays a deep ruby hue and subtle tannins with finishing notes of cherry and mocha. Only 120 cases were produced.

Just two weeks later, Bien Nacido Vineyard delivered, as always, exceptional fruit. Low yields and an early season provided optimal ripeness and nicely proportioned levels of acids and sugar, which are essential for stability, longevity, and body in wine. With 85% of the fruit destemmed, and 15% of the fruit left whole-cluster, 2015 was the first year this wine was co-fermented with Viognier. The Viognier lends a gentle perfume to the nose, while the Syrah exudes pepper spice and licorice that make this wine exciting from start to finish. A total of 169 cases were produced.

Short and fast was the name of the game for 2015. Nevertheless, with 22 months in barrel both wines have matured beautifully, making them phenomenal to drink now. Although a drinking window of five to seven years from vintage is often recommended for our Syrahs, each of the 2015s possess a tannic structure capable of aging for 20 years or more. 🌸 — Jason Liehr



JAFFURS MILESTONE

With the 2018 vintage, Jaffurs Wine Cellars is proud to celebrate its 25th harvest!

It's hard to believe that 24 vintages have passed since Craig Jaffurs first began producing wine commercially. His dedication to the production and promotion of Rhône varietal wines, particularly Syrah, in the early 1990s helped place Santa Barbara County on today's global winemaking map.

Congratulations to the entire team for preserving and extending the Jaffurs legacy. We look forward to another 25 vintages! 🌸

Follow us on Facebook and Instagram to learn about winemaker dinners, club members only events, and Santa Barbara wine country happenings as they are added to our calendar.

DIVERSIFYING THE WINE CLUB EXPERIENCE

Introducing the New Burgundy Club Option

This past spring winery staff had the pleasure of introducing visiting club members to Jaffurs newest varietal wine — Chardonnay. Our 2015 flagship Chardonnay expresses both elegant acidity and rich texture, exemplifying the versatility of this notable grape on California's Central Coast.

This coming fall a second vineyard-designate Pinot Noir will complement our current Pinot program. The 2014 Fiddlestix Pinot Noir combines a powerful structure with an elegant fruit profile and nuanced oak profile. The wine has the power to age gracefully, yet is approachable in its youth. Having undergone extended barrel aging, the wine is being released now at its peak of youthfulness.

Jaffurs Chardonnay and Pinot are sourced from vineyards in and around the Sta Rita Hills AVA, an area increasingly synonymous with the production of fine Burgundian-style wines. Beginning with the fourth quarter of 2018, we are excited to bring these varietals together in a new Burgundy Club option.

Once a year, Burgundy Club members will receive two Chardonnays and two Pinot Noirs. This four-bottle package will receive a 15% discount and may be added to any quarterly or semi-annual club shipment.

Join us in exploring the wines of these noble, locally farmed Old World varieties, expertly crafted in Jaffurs New World style. Only active Anthology and Reserve Syrah Club members are eligible for this supplemental offer. 



Join Us at the Winery for **CLUB MEMBER APPRECIATION DAYS!**



Oct. 28th Nov. 25th Dec. 30th

Come by the tasting room from 11 a.m. to 6 p.m.

**Treat yourself and a few friends to a complimentary tasting,
wine by-the-glass, or discounted bottle purchases.**

**Enjoy a 20% discount on wine and merchandise for your entire party
every last Sunday of the month.**