

JAFFURS



JAFFURS RESERVE SYRAH: 2014 VINTAGE REVIEW

We at Jaffurs have built our reputation on Syrah, producing six unique bottlings each vintage. In the first half of this year, we will be releasing the last of our Vineyard Designate Syrahs from 2014. The 2014 vintage came right in the middle of a string of drought years. Early bud break in spring pushed the growing season forward, making for an early and accelerated harvest. Because we source our grapes from a range of terroirs and climates throughout the county, we were able to pick at our leisure and bring grapes in at the optimal point of ripeness. The wines from 2014 are open and rich in fruit. There's a purity and balance to the vintage that will allow these wines to age, but they are approachable young, and can be enjoyed upon release.

Thompson Vineyard

In 1994, Craig Jaffurs made his first commercial Syrah, sourcing grapes from the Thompson Vineyard. Planted on gentle, rolling slopes near the small town of Los Alamos, this also happened to be the first vintage Thompson came into production, yielding a crop substantial enough for harvest and suitable for premium wine. From the inaugural 1994 vintage on, Jaffurs and Thompson Vineyard have grown together and become intertwined. Over the years we have added Petite Sirah, Mourvèdre, and Grenache Blanc to our holdings at this beautiful site. Through recent ownership changes both on the vineyard (2013) and winery (2016) ends, the relationship with our growing partners at Thompson and the joint commitment to producing the best grapes and wine we possibly can have remained as strong as ever.

The 2014 Thompson Vineyard Syrah comes from the original vines Craig contracted 20 years prior. Planted in 1990 on its own rootstock, this block has come into full maturity, producing a self-limiting and intense crop each year. We're not exactly sure what qualifies as "old vines" in *(continued on last page)*

STOP THE PRESSES!

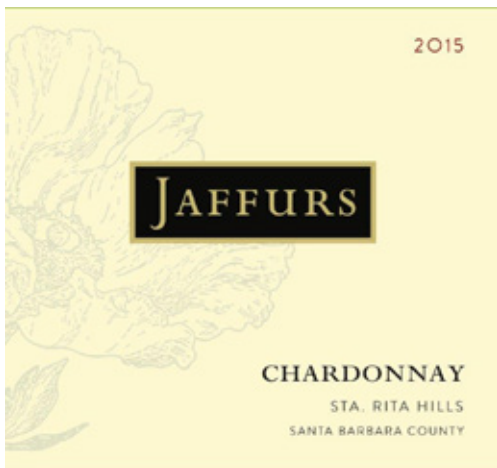
Jaffurs is making Chardonnay.
However, this is not a Jaffurs first.

In fact, during our founding year, 1994, Craig made a small batch of Santa Maria Chardonnay that he sold to friends and family. Craig told me it was an experiment, a fun project, and a great way to explore the possibilities of the region.



Fast forward to today, this is no longer an experiment. Chardonnay has special meaning to me. It was the wine I drank when I was engaged to Janelle, the wine we drank on our honeymoon, and the wine we drink on all our anniversaries. In 2009, Dave Yates started the Jaffurs Pinot Noir program, so adding Chardonnay is a perfect next step. Jaffurs Chardonnay is about passion and admiration for a popular but oft misunderstood varietal.


Chardonnay can be rich, round, and voluptuous or lean, steely, and crisp. Yet, it is the very rare Chardonnay bottle that achieves both: richness with minerality, power with elegance.



The sandy and diatomaceous soils of Sta. Rita Hills provide tremendous potential for Chardonnay with minerality and acidity. The extended growing season in Santa Barbara County allows winegrowers the flexibility to choose pick dates that coincide with peak ripeness, often without the threat of rain changing the plan. We take this combination of peak ripeness and high natural acidity to make a wine that has both a rich mouthfeel and an unmistakable minerality. Additionally, we choose vineyard blocks that hold acidity and achieve ripe flavors at reasonable sugar levels. Once we have the perfect pick, our cellar practices ensure we make a wine that reflects our vision.

In the cellar, I often take some of the traditional practices of the greatest Chardonnay producers in Burgundy—native fermentation, barrel ferments, extended lees contact—and add some modern techniques—stainless steel ferments, cold stabilization—to make a balanced wine. For mouthfeel, I like my Chardonnays to go through full malolactic fermentation. Natural acidity, lower sugars, and low sulphur use tends to prevent Chardonnay from becoming too sweet or heavily oaked. We use three different fermentation vessels: neutral French oak, stainless steel, and new French oak. We then choose the best blend of the three to make the perfect Jaffurs wine.



Come by the tasting room and try the new Chardonnay. It represents the culmination of personal passion and lots of hard work in the field and in the cellar. We hope you enjoy!  — Dan Green

SPRING BOTTLING

As many of you know, Jaffurs bottles its wines twice a year—in early spring and late summer. The spring bottling is always a special time as our white wines—the first to finish completely—deliver the first tangible results of the most recent vintage. Our March session was especially exciting this year as our redesigned label was introduced to the bottling line. The 2017 Viognier and 2017 Grenache Blanc are the first of our Rhône-style



wines to display these new colors. We hope this new image will find its place in your heart alongside its tried and true predecessor and that you will come to love it as much as the winery staff does.

Visit us on Facebook to watch a time-lapse video of the Jaffurs team hard at work on bottling day. 🌿



For our Spring 2018 bottling, the following lots of wine were finished and in tank:

- 2017 Viognier (Bien Nacido Vineyard)
- 2017 Grenache Blanc (Thompson Vineyard)
- 2016 Pinot Noir (Duvarita Vineyard)
- 2016 Pinot Noir (Fiddlestix Vineyard)
- 2016 Thompson Vineyard Syrah
- 2016 High Tide

BOTTLING BY THE NUMBERS



One ton of grapes yields 2.4 barrels of wine, or about 65 cases.

65 cases of wine contain 780 bottles.

If we bottle 5000 cases a year, that's 60,000 bottles.


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Santa Barbara County, but our Syrah at Thompson Vineyard is surely moving into this category. This vintage showcases the classic Thompson Syrah characteristics that have come to define this wine through the years: florals, deep red fruit, intensity, and length on the palate.

Larner Vineyard

Larner Vineyard was planted in 1999, and sits in the heart of Ballard Canyon, "America's first Syrah Appellation" according to *Wine Enthusiast*. Though it's not stipulated that one must grow Syrah in Ballard Canyon, the region has certainly made its name with the varietal. Syrah likes sunshine and Ballard Canyon has plenty of it, though cold nights and morning fog help maintain freshness and purity in the fruit. Our blocks are planted on sandy, limestone-rich soils, struggling the vines, and yielding small, tough berries with intense flavors. A single row of Viognier, planted between our Syrah blocks is harvested and co-fermented along with the Syrah each year, accounting for about 2% of the final blend.

The 2014 Larner Vineyard Syrah is one of our most complex wines of the vintage. 30% whole-cluster fermentation lends savory spice and additional structure, while a small percentage of Viognier provides a floral lift to the aromatics.

Although these Syrahs may be thoroughly enjoyed as young wines, cellaring for three to seven years will be greatly rewarded.  — Stephen Searle



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.

UPCOMING EVENTS IN & AROUND SANTA BARBARA

Jaffurs Winemaker Dinner at Mr. Lyons Steakhouse

Thursday, March 29, 7 pm
233 E. Palm Canyon Drive, Palm Springs 92264

36th Annual Santa Barbara Vintners Festival Spring Weekend

Thursday, April 19 – Monday, April 23
Festival Grand Tasting, Saturday, April 21, 1–4 pm
River Park, Hwy. 246 & Sweeney Road, Lompoc, CA 93436

Hospice du Rhône – Paso Robles

Thursday, April 26 – Saturday, April 28
Seminars, Tastings, and Food Fare
Paso Robles Event Center, 2198 Riverside Ave., Paso Robles, CA 93446

Santa Barbara Wine + Food Festival

Saturday, June 30, 2–5 pm
Benefit for the Santa Barbara Museum of Natural History
2559 Puesta del Sol, Santa Barbara 93105

LotusFest 25th Anniversary

Sunday, July 8, 2–6 pm
Benefit for Ganna Walska Lotusland Botanical Garden
695 Ashley Road, Santa Barbara 93108

8th Annual Mammoth Food & Wine Experience

Thursday, July 12 – Saturday, July 14
Benefit for the Mammoth Lakes Foundation
Mammoth Lakes, CA 93546

37th Annual Taste of the Town

Sunday, September 9, Noon–3 pm
Benefit for the Arthritis Foundation
Riviera Park, 2030 Alameda Padre Serra, Santa Barbara 93103



WINE CLUB MEMBER EVENTS

Jaffurs Winemaker Dinner at Bouchon Santa Barbara

Saturday, March 10, 6:30 pm
9 W. Victoria Street, Santa Barbara 93101

First Quarter Pickup Party at the Winery

Saturday, March 17, 1–4 pm

Barrel Tasting at the Winery

Saturday, May 12

Jaffurs 12th Annual Thompson Vineyard Picnic & Tour

Saturday, August 11, Noon–3 pm
9229 Alisos Canyon Road, Los Alamos, CA 93440

Third Quarter Wine Club Event at Westside Tavern

Saturday, October 6, 4–7 pm
10850 W. Pico Blvd., Los Angeles 90064