

JAFFURS



VARIETAL SPOTLIGHT: MOURVÈDRE

Mourvèdre is often considered the forgotten red grape of the Rhône Valley. Overshadowed by Syrah (King of the Northern Rhône) and Grenache (the predominate varietal of the famous blends from the South), Mourvèdre has generally been relegated to the part of bit player in Rhône blends. Further South in Provence, however, and specifically Bandol, Mourvèdre has been producing world-class wines for decades. Quite rustic as a young wine, with earthy and gamey flavors, quality Mourvèdre will benefit with up to 10 years bottle age.

Mourvèdre has had a long history at Jaffurs, and one with many incarnations. Craig's first vintage with this elusive varietal was in 1995. Coming from the Stolpman Vineyard, it was used as the starring component of the Matilija Cuvee, a blend of Mourvèdre, Syrah and Cabernet Franc (GASP! – Jaffurs working with Bordeaux grapes??). This blend survived just two bottlings, and in 1997, Jaffurs began producing a wine that could be labeled Mourvèdre (though there was a touch of Syrah in the final blend). Jaffurs took a hiatus from Mourvèdre in the early aughts, as access to the fruit became harder to come by, with so little planted in Santa Barbara County. By 2007, Craig was able to secure just one acre from the Thompson Vineyard, and we have been getting our Mourvèdre from these vines ever since.

This finicky grape requires sunshine and heat to achieve optimal ripeness. Here in Santa Barbara, we have an abundance of sunshine, but Thompson Vineyard, located just outside of Los Alamos, is a relatively cool-climate site for winegrowing. To counterbalance these mild temperatures, we've been cropping our Mourvèdre vines down to one cluster per shoot, *(continued on last page)*

PROPRIETARY BOTTLINGS

Bouchon Cuvée

When two of Santa Barbara's best-known chefs/restauranters approach your winery to make a wine for them, it is a unique and exciting opportunity. Since 2012, Jaffurs has partnered with Bouchon and Wine Cask restaurants to do just that: make an exquisite blend from Jaffurs grapes that is different from our current offerings. Thus, the Petite Sirah and Syrah blend was born. Petite Sirah provides the dark fruit and tannin, and the Syrah provides the spices and acidic backbone that helps match the wine with varied meat dishes.

Pan-roasted Venison Medallions

Potatoes boulangerie, Brussels sprouts, bacon, braised cipollini onion, thyme jus



The restauranters and winemakers taste the overall blend for the right balance of fruit, spice, and structure. Over the years, the wine has become a powerful mainstay at the two restaurants, pairing with many courses across their menus.

In February, we visited Bouchon and asked proprietor Mitchell Sjerven what he likes about the Bouchon Cuvée and which dish it is most often recommended with. Sjerven explained the impetus for the blend was to create a wine that was not too big but could stand up to rack of lamb, venison, and beef ribeye. Although either varietal would complement these dishes, blending spicy Syrah with the bold, fruit-forward Petite Sirah softens the wine, making it more approachable and unique.

The suggested pairing of the Bouchon Cuvée with Pan-roasted Venison Medallions is a dining experience we hardly recommend when visiting the city. 🌿

RACKING WINE

Racking is a clarification process that moves clean wine off its lees (solids that have settled out over time). In keeping with the Jaffurs philosophy of gentle winemaking, we either rack by gravity or by pressurizing the barrel and pushing the wine with an inert gas.

In preparing for our upcoming bottling, Winemaker Stephen Searle moves Viognier from barrel into tank. After barrels are

emptied, they are cleaned and steam-sterilized. The wine is then blanketed with argon, to protect it from oxidation. There it quietly awaits the arrival of the mobile bottling line. We can't wait to get these wines into bottle, and into your glass! 🌿




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about half the standard for high quality viticulture. Lowering our yields has resulted in a wine that is ever more structured and complete.

2009 being the last vintage of a single-varietal Mourvèdre from Jaffurs, we began producing High Tide, a Mourvèdre-dominant blend with Grenache and Syrah, in 2010.



However, given the very impressive showing of our Mourvèdre block in recent vintages, and our history of changing things up with this enigmatic grape, some exciting new wines may be in store for the near future...  — *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.

EVENTS IN & AROUND SANTA BARBARA

Hospice du Rhône

Thursday, April 23 – Saturday, April 25
Paso Robles Event Center, 2198 Riverside Avenue, Paso Robles

Vintners Visa Weekend

Thursday, April 30 – Monday, May 4
Vintners Visa Wine Country Tasting Pass offers complimentary tastings at your choice of 12 of 40+ participating wineries and tasting rooms.

38th Annual Santa Barbara Vintners Festival

Grand Tasting, Saturday, May 2, 1–4 pm, VIP entry at Noon
Rancho Sisquoc Winery, 6600 Foxen Canyon Road, Santa Maria

Santa Barbara Wine + Food Festival

Saturday, June 27, 2–5 pm, VIP entry at Noon
Benefit for the Santa Barbara Museum of Natural History
2559 Puesta del Sol, Santa Barbara

10th Annual Mammoth Food & Wine Experience

Thursday, July 9 – Saturday, July 11

Taste of the Vine

Saturday, August 15, 4–6 pm
Benefit for the William Sansum Diabetes Center
QAD Corporate Campus, 100 Innovation Place, Summerland

Westlake Women's Club Summer Wine Down

Sunday, August 30, 4–7:30 pm
Westlake Yacht Club, 32119 Lindero Canyon Road, Westlake Village

39th Annual Taste of the Town

Sunday, September 13, Noon–3 pm
Benefit for the Arthritis Foundation
Riviera Park, 2030 Alameda Padre Serra, Santa Barbara



WINE CLUB MEMBER EVENTS



Member Appreciation Day! at the Winery or Online Store

Every last Sunday of the month
Take an extra 5% off wine purchases in the tasting room or online.

Some Bunny Loves Viognier at the Winery

Friday, April 10 – Sunday, April 12
Viognier & carrot cupcake pairing! Starting at 11 am until sold out.

Futures 2020! at the Winery or Online Store

Monday, June 1 – Tuesday, June 30

Jaffurs 14th Annual Vineyard Picnic & Tour

Saturday, August 1, Noon–3 pm
Larner Vineyard, 955 Ballard Canyon Road, Solvang

Third Quarter Wine Club Event at Westside Tavern

Saturday, October 3, 4–7 pm
10850 West Pico Boulevard, Los Angeles

Fourth Quarter Pickup Party at the Winery

Sunday, December 6, Noon–3 pm