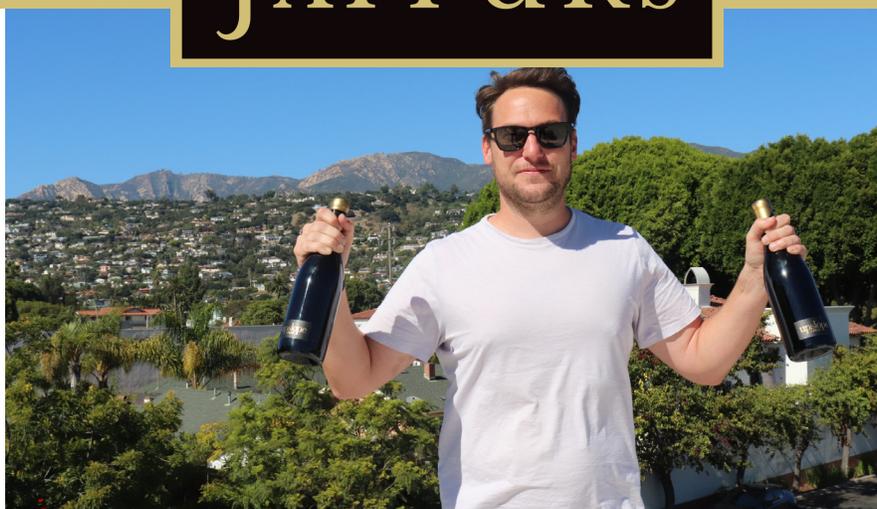


# JAFFURS



## SETTING OUR SIGHTS ON NEW HEIGHTS

**W**e are thrilled to share that the 2020 Upslope Syrah received our second 99-point rating from Jeb Dunnuck! Jeb cut his teeth reviewing Rhône varietal wines from France, California, and around the world. He was recruited to Robert Parker’s editorial team for the Wine Advocate, where he wrote for several years before launching his eponymous online publication. Jeb is regarded as one of the preeminent reviewers of Rhône style wines. While we never make our wines with the explicit aim of garnering high scores, it is always rewarding when our hard work is recognized.

Our goal with Upslope is to craft the best Syrah possible from a given vintage. Upslope is not a single-vineyard wine, but a selection of the top barrels across our production. Each year we produce about 100 barrels of Syrah and only five or six make it into this flagship bottling. Working with roughly a dozen stand-out barrels chosen for power, complexity, and overall “wow” factor, we eventually narrow the field to the few that come together to make the most complete wine. Upslope is the result of meticulous tastings and blending trials over the course of 22 months the wine spends in our cellar.

The 2020 vintage started perfectly, with a dry, cool spring and moderately warm temperatures through the summer and into the ripening season. In September, we experienced sustained heat which shut down the vines and burned the fruit in some blocks, necessitating a vineyard pass to drop damaged clusters and extra diligence sorting grapes in the winery. Challenging harvest conditions notwithstanding, the wines are spectacular, showing power, purity, and classic structure that will allow the Syrahs to develop well into their second decade. The 2020 Upslope Syrah is a five-barrel selection, three coming from Bien Nacido and two from Lerner Vineyards. It was fermented with 80% whole-cluster inclusion and a drop of Viognier to lift aromatics, aged for 22 months in French oak and bottled unfinned and unfiltered.

See Jeb’s review on the back page of this newsletter – The 2020 Upslope will go out to our Reserve Syrah club members in Q4 and will be available for purchase to everyone in our wine club in time for the holidays! 🌿 — *Stephen Searle*

# FAREWELL CHEERS TO NANCY

**N**ancy Vergara, our former Wine Club Coordinator, retired from Jaffurs as of September 1, 2023. Nancy began her Jaffurs career in 2016 and to say Nancy flourished early on into the dynamic style of Jaffurs is correct! She brought poise, sophistication, and great communication skills to our team and with our beloved Wine Club Members. Nancy had a talent for detail and effortlessly remembered members' unique preferences. Her sincerity and attention to detail will always be benchmarks for the Jaffurs team.

Here's a special cheer from Assistant Wine Maker Marrison Schoonover:

"I joined the Jaffurs Team in early 2019 and Nancy, or as I would call her, "Nance" and I immediately connected over our shared love of Viognier, flowers, cooking, and running. In 2020, I began helping on the production side of the winery. I recall the first time I timidly crawled into a tank, swimsuit on, with a scrubbing brush in one hand and a hose in the other, with Nancy yelling from the stairs, "You should be playing Rose Royce's, 'Car Wash!'" We both laughed and it gave me the confidence I needed to hop in.

"Nance and I had many great moments of teamwork – in preparation for our Wine Club events, for example. I will truly miss going over details with her to create the best atmosphere for our members: ensuring a tablecloth is set perfectly, DIY flower arrangements, and TESTING SANGRIA RECIPES (tough work). She was fantastic at her job and someone I admire. I am excited for her next chapter (we are already planning to go on walks and maybe test some Mai Tai recipes!)."

We hope you will all raise a glass and cheers to Nancy! 🌸



## *Get Excited for the Winter releases!*



# MEET JOJO CARTER

## *Jaffurs' New Harvest Intern Extraordinaire*

Jojo Carter was born and raised in Southern California and the Central Coast and graduated from Cabrillo High School in 2022. Since Graduating, Jojo has spent his time exploring a new passion for hiking while learning the ins and outs of the wine business. When he's not hanging out with the grapes, Jojo has been able to find time to catch up with his friends, since returning from working the 2023 harvest in Australia.

***This is your third harvest making wine, what brought you into the wine world?***

My dad, Jason Carter, has been a big influence on my decision to get into the business. He's been part of the wine world for a long time. When I was 6 years old, we were in Paso Robles stomping grapes. After I finished High School, I was looking for a career. He let me know that Jaffurs was looking for interns for harvest and that's where I began

***You just returned from a trip to Australia, doing the 2022 harvest for Dowie Doole. How was your time Down Under?***

Completely different than what I knew in California. In Australia, being 19, I was old enough to try their wines. Besides that, most of the time, I was working harvest while the other portion I spent working as cellar hand. I was only going to work out there from March to July, but I was offered to work as a cellar hand in August before coming back to the states. Working as cellar hand involved less handling of fruit, but more sulfuring and maintaining the wines. I got to work with a lot of Australian Shiraz, Grenache and Tempranillo. The GTS (Grenache, Tempranillo, Shiraz blend) was my favorite!

***Dowie Doole sources from two different terroirs, Blewitt Springs and Tatachilla, did you get to work at both locations?***

I got to work at both locations since there were vineyards in Blewitt springs and Tatachilla. I got to see where the fruit came from with an amazing view! At Tatachilla the tasting room is in what we call a Tasting Pod which are ship containers that have been set up for guest tastings. They have a great view of the vineyard. You could even see kangaroos jumping in the background while you taste.

***Lastly, what was your favorite part about spending time in Australia?***

While working at Tatachilla, there was a neighbor who owned a graveyard. The neighbor kept sheep that would tend the land, but often escaped into our vineyards through a hole in the fence that separated the properties. The sheep were a problem for the vineyards as they tried to eat everything in sight. We asked the neighbor to tend to his flock, but he refused to do anything. Eventually, my coworker got an ATV and wrangled a sheep that we named Reggie. My co-worker gave Chris a call to see what we should do with Reggie. Little did I know he was calling to see if we could eat Reggie. Chris gave his blessing and before I knew it, Reggie was for dinner. 🌿



# 2023 – NEW RELEASES

## THIRD QUARTER

**2022 Viognier, Bien Nacido Vineyard**  
*(1 bottle Anthology Club)*  
**Jeb Dunnuck 93 points / Vinous 90 points**

The 2022 Viognier Bien Nacido Vineyard is bright and finely sculpted. Apricot white flowers, mint, chalk and white pepper lend nuance. This is an especially nervy style, likely because of intense heat at the end of ripening.  
— Antonio Galloni

**2021 Syrah, Donnachadh Vineyard**  
*(1 bottle Anthology Club)*  
**Jeb Dunnuck 93 points**

Coming from a site in the Sta. Rita Hills and vinified with one-third stems, the 2021 Syrah Donnachadh Vineyard is similarly hued (maybe a touch lighter) and gives up a Saint-Joseph-like perfume of blue fruits, peppery herbs, graphite, bay leaf, and crushed stone. Vibrant, medium-bodied, focused, and elegant, with a great finish, it's another singular beauty from this team that readers will love.— *Jeb Dunnuck*

**2020 Syrah, Bien Nacido Vineyard**  
*(1 bottle Anthology Club; 3 bottles Reserve Club)*  
**Jeb Dunnuck 93+ points**

The 2020 Syrah Bien Nacido Vineyard (which was co-fermented with 2% Viognier) offers a meatier, denser style that will benefit from bottle age. Ripe black (and some blue) fruits, pepper, leafy herbs, game, and iron notes all emerge in the bouquet, and it's medium to full-bodied, with a big, concentrated mid-palate, ripe yet building tannins, and a great finish.  
— *Jeb Dunnuck*

*Member Appreciation Day was September 24th.  
Join us next time for a taste of wine and  
quality time with our team!*



**JAFFURS**

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.

## FOURTH QUARTER

**2021 Viognier, Late Harvest Bien Nacido Vineyard**  
*(1 bottle Anthology Club)*  
**Not sent for review**

Our 2021 Late Harvest Viognier comes from the Bien Nacido Vineyard in Santa Maria Valley. Extended hang-time gave us beautifully dehydrated fruit, perfect for this dessert wine. Richly flavored, with dried apricot, guava, and crème brûlée, this wine is balanced with candied orange peel undertones. Finishes long and clean with bright citrus notes. Drink on its own, with sharp blue cheeses, or with equally tempting desserts such as lemon panna cotta or salted caramel budino.

**2021 Petite Sirah, Thompson Vineyard**  
*(1 bottle Anthology Club)*  
**Vinous 94 points**

The 2021 Petite Sirah Thompson Vineyard is terrific and also a step up from most previous years. Longer time in barrel (18 months versus 10) and a cooler growing season are among the reasons the Petite is so strong in 2021. There's plenty of inky, primary Petite fruit and fabulous purity, along with exceptional balance. What a great way to end this tasting. — *Antonio Galloni*

**2020 Syrah, Lerner Vineyard**  
*(1 bottle Anthology Club; 2 bottles Reserve Club)*  
**Jeb Dunnuck 98 points**

Another release from Ballard Canyon, the 2020 Syrah Lerner Vineyard was co-fermented with 1% Viognier and raised in French oak. It has incredible purity in its red, blue, and black fruits as well as its notes of flowers, violets, orange blossom, and ground pepper. These carry to a full-bodied Syrah with a seamless, layered mouthfeel, incredibly polished tannins, integrated acidity, and a great, great finish. This tour de force Syrah is up with the crème de la crème of the vintage and is a wine I wish every reader could taste. It's the finest vintage of this release to date, surpassing the 2018, and will evolve for another 10-15 years. — *Jeb Dunnuck*

**2020 Syrah, Upslope, Santa Barbara County**  
*(1 bottle Reserve Club)*  
**Jeb Dunnuck 99 points**

Lastly, the 2020 Syrah Upslope is the flagship of the estate and comes from a cellar selection of the single vineyards. It was co-fermented with 98% Syrah and 2% Viognier and aged in 60% new French oak. Offering the purity of the Lerner Vineyard as well as additional peppery, gamey nuances, its deep purple hue is followed by a smorgasbord-like array of red, blue, and black fruits as well as full-bodied, unctuous layers of peppercorns, gamey meats, iron, and bouquet garni. With just about off-the-charts purity, a deep, layered mid-palate, and perfect balance, this awesome Syrah can be enjoyed any time over the coming 15 years or so. — *Jeb Dunnuck*