

the tribe

Adelaida Cellars

Fall 2006 Newsletter

grooming the land

One of the questions we are most often asked is: "What are you known for?" The short answer is "vineyard-designated, mountain-grown wines".

Our more detailed explanation begins by saying that we are not defined by a varietal type such as cabernet or chardonnay. Sure, we make those varietals, but our story — like our wines — has more complexity.

It all started in the 1980s when the founders of Adelaida Cellars specialized in cabernet sauvignon, chardonnay and zinfandel made from *purchased fruit*.

Today's *estate-grown* model took root in 1991 when the Van Steenwyk family purchased the winery and established a plan for planting their Viking Ranch (now called Viking Estate Vineyard) with *cabernet sauvignon* and *syrah*. In 1994, they acquired a 400-acre portion of Hoffman Mountain Ranch (now called HMR Estate Vineyard), including all of the original *pinot noir*, *chardonnay* and *cabernet sauvignon* vines.

Soon, a long-ranged plan was established that called for the development of 7-10 vineyard acres per year, including the careful selection of rootstock and clones that match exposure and soil types. This practice is applied to such an extent as to define the most suitable plant material for the individual blocks of a five-acre vineyard!

In 2000, the family and winery began developing vineyards

adjacent to HMR and on the ridgeline above it. These plantings include head-trained *zinfandel*, more *pinot noir* and *chardonnay*, several blocks of *syrah* as well as other Rhône varieties such as *mourvedre*, *grenache*, *cinsault* and *counoise*. Additional vineyards are in various stages of planning and development including a spectacular ridgetop directly across

the canyon from Viking that will be planted with *cabernet sauvignon*, *cabernet franc*, *petite verdot* and *malbec* in 2007.

While we can legally apply the term "estate grown" to wine whose grapes are grown on land *controlled* by us, we choose the high road by applying that description *only to wines that originate on our estate-owned vineyards*.

For example,

we make highly acclaimed *syrah* from the neighboring Glenrose Vineyards, but we do not to apply the estate-grown classification to these wines even though the property has specific *Adelaida-designated blocks* that are tended under our direction.

We will reach our goal of producing 100% estate-grown wines in 2007. Why embark on such an ambitious undertaking?

The short answer is "commitment". The longer response entails a natural progression of acquiring acreage that seems destined for stardom, and the good fortune of having vineyard managers who are capable of grooming the land into the source of world-class estate-grown wines.



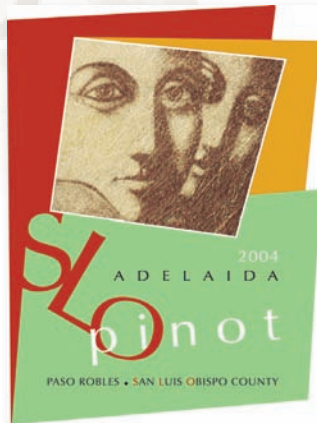
tribe selections –

Chardonnay 2005

- 100% HMR Estate ... and for the first time in our history, we will also have a small amount of Chardonnay HMR Estate Reserve (keep your eyes open for this new release notification).
- With more than 20 vintages of Adelaida Chardonnay behind us, we believe the current vintages represent the vineyard site and grape variety in their truest forms. (For those of you who have been with us for a while, the 80's fashion called for "battered toast" bombs, masking both site and grape. Then there was the "food wine" trend when things were a little too lean and mean.) Here we are today, with highly expressive wines that showcase the natural mineral flavors produced by HMR's calcareous soils aligned with the winemaker's judicious use of French oak (23% new).
- 302 cases

SLO Pinot Noir 2004

- 100% estate from the HMR Estate Vineyard planted in 1964.
- What is the difference between the SLO Pinot and the regular Adelaida Pinot Noir? The SLO selection typically comes from the foot of the HMR slope, where soils are deeper. The resulting wine tends to be more straightforward and approachable in its youth. Bear in mind, we're still talking about 40-year-old vines yielding less than two tons per acre, and no less care and attention with regards to winemaking and passion.
- 932 cases



Pinot Noir HMR Estate 2004

- 100% estate from the HMR Estate Vineyard planted in 1964.
- Winemaker Terry Culton called 2004 "a great year for our Pinot Noir".
- The 2004 Adelaida vintage is showing extremely well with great intensity and integrated flavors. The growing season began with mild weather that continued into early summer. The end result was that we started picking fruit on August 12th, our earliest harvest on record. This climactic anomaly proved timely as we had already picked all of our pinot noir and most of our white wine grapes before the Central Coast sustained a substantial heat

wave in mid-September. We ended up with balanced sugar-to-acid ratios and did not need to make any corrective additions.

- Note: The 2005 vintage — which was a cold growing season and should have been a textbook pinot year — threw us for a massive loop with the pinot noir struggling to ripen. Go figure! Supposedly pinot noir thrives in "cold climates". Perhaps our old HMR Vineyard is so set in its ways that it was thrown into a "state of shock" by the cooler temperatures. If you like the 2004 vintage, we strongly advise you to stock up now, as there will be very little Pinot Noir HMR Estate 2005. (As wine club members, please disregard the three-bottle limit on the 2004 vintage.)
- 914 cases



Zinfandel 2003

- A, robust, "jumping out of the glass" zin, this wine has quintessential zinfandel features: big and bold with juicy, bright, briary and spicy components. It clearly exhibits Terry Culton's winemaking style; definitely not overripe, too alcoholic or excessively extracted, but rather, a big zin made by a pinot master.
- Bottled September 2005, we've held this wine until now because big reds are often disjointed within the first year or so of bottling. After having spent over a year in bottle, this wine is now showing beautifully.
- 585 cases



Rhône Style Red 2003

- Mourvedre 45%, Grenache 20%, Cinsault 17%, Syrah 15%, Counoise 3%
- From the Glenrose Vineyard, a forbidding site of steep rock faces and limestone outcroppings, this aromatic

fall 2006



and complex wine is the way of the future for Adelaida. At 1,800 ft. of elevation, the rugged terrain allows for ridiculously low yields. The finished wine expresses vivid flavors of kirsch liqueur with a smoky wild cherry quality, and the purity of fruit evolves into a provocative riot of briar patch, roasted venison and herbs de Provence. This crowning achievement of Terry Culton's Rhône portfolio was bottled unfinned and unfiltered.

- In the interest of seeing this wine fully develop under ideal cellar conditions, we made a commitment to hold back one entire palette (56 cases) for re-release a few years from now. Stay tuned.
- 825 cases

Cabernet Sauvignon 2003

- 100% estate: 80% Viking, 20% HMR
- "Deep ruby-red. High-toned aromas of strawberry, raspberry, currant, licorice, minerals and rooty earth. Sweet and easygoing but juicy, with a flavor of candied berries framed by sound acidity. ... offers good intensity and finishes with ripe tannins." — Stephen Tanzer, *International Wine Cellar*, Sep/Oct 06
- While many 2004 cabernets have already been released, we've done the "right thing" by properly cellaring this 03 beauty in bottle for one full year before release. It will surely sell-out quickly!
- 660 cases

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cheryl colbert

staff profile

Just about everyone doing business with Adelaida Cellars — from wine club members to visiting salespeople to grape growers — eventually crosses paths with Bookkeeper Cheryl Colbert. If she's not handling your immediate needs with finesse, she's sure to entertain you with her brand of humor.

Born and raised in Moline, Illinois, Cheryl moved west in 1999 and as she puts it, was "reborn on the Central Coast of California". Her higher education includes instruction in data processing, bank finance, business English and real estate law.

Cheryl is a natural at number crunching. She worked in retail management, real estate brokering, the savings and loan industry, accounts payable and payroll before joining the Adelaida Cellars tasting room staff in 2003. She was promoted to bookkeeper within a few months when her outstanding mathematical aptitude was recognized.

"The wine business is an ever-changing industry because of the products we sell," says Cheryl. "At my end, the reports demanded by state and federal regulations keep us on our toes."



Cheryl has two grown children and a handful of grandchildren. Recently, she helped launch the *Congestive Heart Failure Patients Educational Forum* in San Luis Obispo. She and husband Denny farm 10 acres of land

including 200 organically grown pistachio trees (sold under the *Paso Pistachio* brand), a five-acre carmenere vineyard (first wine made in 2004), an African Grey Parrot with a vocabulary of nearly 500 words, two Border Collies, 14 geese, four chickens and one psychotic turkey that frequently tries to bar Cheryl from leaving the house on her way to work!



recent press and accolades

Cabernet Sauvignon Viking Estate Reserve 2002

92 Points, Beverage Testing Institute – 2006
Best Wine, *The Colorado Wine News* – July-Sept 06
Recommended, *Decanter* – Calif. edition: “Great Terroir-driven Cabernets”

Cabernet Sauvignon Estate Reserve 2002

91 Points, Beverage Testing Institute – 2006

Cabernet Sauvignon 2002

90 Points, Beverage Testing Institute – 2006

Pinot Noir HMR Estate 2003

Rated “Presidential”, served at a vice presidential dinner honoring
Nathaniel Philbrick and his best seller, *Mayflower*
One Puff, *Connoisseurs’ Guide to California Wine* – June 2006

Rhone Style White (Roussanne, Grenache Blanc) 2004

90 Points, *Wine Advocate*, Issue 166, Robert M. Parker, Jr. – August 2006

Schoolhouse Recess Red 2002

Pick of the Week (A+), *Globe and Mail* (Toronto), “Wines and Spirits”,
Beppi Crosariol

Syrah Viking Estate Reserve 2003

91 Points, *Wine Advocate*, Issue 166, Robert M. Parker, Jr. – August 2006

Syrah Glenrose Reserve 2003

Gold Medal, 2006 Tasters Guild International Wine Competition
90 Points, *WineLoversPage.com*, “Bucko’s New Releases” – June 2006
Gold Medal, The Dallas Morning News Wine Competition – 2006

Syrah Viking Estate Reserve 2002

Two Puffs, *Connoisseurs’ Guide to California Wine* – July 2006

SLO Syrah 2003

87 Points, *Wine Advocate*, Issue 166, Robert M. Parker, Jr. – August 2006

Viognier 2004

90 Points, *Wine Advocate*, Issue 166, Robert M. Parker, Jr. – August 2006



upcoming events

Veterans Day Weekend, November 10 – 12

Help us honor our armed forces — complimentary wine
tasting for all U.S. veterans.

Thanksgiving Weekend, November 24 – 26

Open Friday, Saturday and Sunday, 11am – 5pm
Closed *Thanksgiving Day*