



Quality Versus Quantity

A year ago our marketing changed. One year later we have grown so much that one could hardly recognize us. The big question is - how can you grow so fast and still maintain quality standards? The answer is very straight-forward: although we are bottling twice the amount of cases we bottled last year, the wine going into those cases is the same, from the same vineyards as the year before.

We have always crushed much more fruit than we need for bottling, with the balance being sold on the bulk market. "Bulk market," you ask? Yes, throughout the wine industry there are wineries that, just like us, have more wine in their tanks and barrels than they need. There are also wineries that need more wine than they have, or than they can produce. Enter the wine broker. If you have wine for sale you contact the broker and send them samples of the wine for sale. The broker then sends the samples to prospective buyers. When a buyer



finds a wine they like, a purchase price is negotiated between the seller and the buyer via the broker. The wine is then shipped by tanker truck to the purchasing winery and payment is received, less the broker's fee, of course.

So, back to our quality versus quantity issue...the answer, we sell no wine on the bulk market and instead we bottle it for ourselves. Same wine, just more bottled product.

Just in case you're thinking that I'm waxing poetic - last year we bottled 3,000 cases of 2003 Sauvignon Blanc. This year we've bottled 8,000 cases of 2004 Sauvignon Blanc...and, just wait until you taste the 2004. It's "spot on"!

'Til next time - Cheers!

Mark Burch

Wildhurst Vineyards Winemaker


Wine Club

We encourage you to add our e-mail address, info@wildhurst.com, to your address book in order to receive current Wine Club news and event information on a timely basis. We'll send you Wildhurst updates and won't use your address in any other way.


Wine Club members receive invitations to winemaker dinners, release parties, and other special events held during the year.

This newsletter and other information is available on our web site, www.wildhurst.com.

Featured Wines for March

 **2004 Lake County Reserve Sauvignon Blanc** - Intense and vibrant tangerine, grapefruit and lime peel. Gooseberry and lush herbs with a crisp, edgy finish. Screw cap bottling on December 15, 2004. Composed of 79% Sauvignon Blanc, 14% Sauvignon Musque, and 7% Semillon, from the Snider, Holdenried, Roscoe M. Smith Family Trust, and Snuller-Vincent vineyards.

Retail \$11. Aging potential: 2 years.

 **2002 Lake County Legend/White Table** - A complex wine with apple, nutmeg and toasted almond framed and accented by lightly toasted oak. Fully mature with firm acidity and a clean, pronounced finish. Composed of 60% Semillon and 40% Sauvignon Blanc, from the Snuller-Vincent and Luchsinger vineyards.

Retail \$20. 202 cases produced. Aging potential: 3 years.

Mark Burch, Winemaker

The featured wines are available for purchase at a 30% discount, either by the bottle or by the case during the spring quarter.

Wine Club Members: Please pick up your wines within the next 30 days.

Featured Artist

She paints from nature, exclaiming that "there is no better place than Lake County for inspiration" for an artist. The artistic works of multi-talented **Jean Holdenried** are being featured in the Tasting Room through March. Included are eleven oil paintings, one pastel portrait, 2 ceramic mosaics, and 3 large quilts. None of these exquisite works are for sale, but the artist has placed paintings which can be purchased at the near-by Saw Shop Gallery Bistro in that venue's changing display of Lake County artists.



Mrs. Holdenried, educated at the California College of Arts and Crafts in Oakland, has studied with numerous instructors over the years and credits several art gallery owners with encouraging her to continue painting and showing her work. She has taken classes in portraiture, ceramics (mosaics), and upholstery to further her techniques in oils, her medium of choice because they are "so flexible, so forgiving." Celebrating her 92nd birthday in February, the artist continues to paint and enjoy the natural beauty of her surroundings.

Wildhurst Scores Big at SF Chronicle Wine Competition

The 2005 San Francisco Chronicle Wine Competition has awarded a Double-Gold Best of Class award to Wildhurst Vineyard's 2004 Sauvignon Blanc Reserve, crafted by winemaker Mark Burch. It's the fifth consecutive year in which his Sauvignon Blanc has won a significant award. This year's competition included 650 wineries

and 3200 wines, with the five-member judging panel awarding only 15 Double-Gold Best of Class.

Lake County wineries together garnered 40 medals from the fifty-five professional wine judges from throughout the United States. The wines were evaluated in five divisions and 49 categories.

Wine Industry Boom

According to a recent feature article in the Business section of The Press Democrat (Jan. 30, 2005) written by Bob Norberg, Lake County is "in the midst of a wine industry boom." The article included a full-color photograph of Myron Holdenried and Mark Burch examining glasses of wine in the barrel room at Wildhurst Vineyards, identifying them as "part of the burgeoning viticulture industry in Lake County." Another photo of Myron in one of the Holdenried vineyards accompanied the story.

Halibut in Hazelnut Crust

Four 6 oz. halibut fillets	1 1/2 cup hazelnuts
1/2 cup bread crumbs	1/2 cup flour
2 tsp. dried thyme	1/2 tsp. garlic powder
1/2 tsp. salt	1/2 tsp. pepper
1 egg	1 oz. water
olive oil	

Remove skin from fillets. In a food processor, combine bread crumbs, salt, pepper, thyme, garlic powder, and hazelnuts. Pulse until nuts are about the size of ice cream sundae topping. Mix egg and water in a small bowl. Lay halibut fillets in flour (dusting one side only). Dip floured surface in egg wash and press into hazelnut mixture. Set fillet in heated skillet with olive oil, nut side down, brown lightly and gently turn over until cooked.

Serve over caramelized onion and roasted portabello mushroom with basil cream sauce and basmati rice. I suggest a slightly chilled glass (or two) of the 2003 Wildhurst Legend, the perfect pairing with this dish.

Bon Appétit!
Chef Don Bocca

Featured Employee

She relocated to Lake County in 1999 to enjoy a "slower pace" and escape the "hustle and bustle" of the Silicon Valley, but **Marilyn Ferrante** is finding life in Lake County to be quite full and active. Joining Wildhurst Vineyards in May 2004, Marilyn works in the Tasting Room providing hospitality, help with the retail displays, and support for the winery's many special events.

A native Californian, Marilyn was raised in the San Joaquin Valley and spent 30 years in the Santa Clara Valley, where she was employed as a technical analyst with General Electric Nuclear Energy (GENE) in the engineering division for 15 years. She also was trained and worked in several clinics as a veterinary technician with emphasis on felines. She has continued this interest in animals as an active board member of CLAWS, the Clear Lake Animal Welfare Society.

Marilyn's move to Lake County allows her to live on a ranch in the Scotts Valley area where she has two horses,

two dogs, several cats, one dairy goat, and chickens. She enjoys being outdoors, with gardening (flowers and herbs) and landscaping being her



Marilyn Ferrante with Pam Smith at the Harvest Party

passion. She is active in and helped form the Lake County chapter of the California Dressage Society. She is looking forward to participating with

her miniature horse in this year's Wine Country Carriage Classic in Kelseyville. In addition to animals, Marilyn's interests include interior design, a subject she hopes to study in the future.

Her longtime interest in fine wine and food brought Marilyn a new opportunity last year when she joined the staff in the Tasting Room over Memorial Day weekend, meeting many Wine Club members and guests at the Release Party. She is finding her "total immersion" in hospitality to be a great introduction to wine and to Lake County, saying she enjoys "the interaction" with everyone she is meeting and working with in the Tasting Room. She is active in growing the Wine Club, being enthusiastic about recruiting new members and acquainting them with Wildhurst wines and events.

Welcome to Lake County, Marilyn!

Valentine's Winemaker Dinner



Claire and Jim Gill, Lakeport



Rasma and Ilmars Krasts, Lakeport



Stephanie and Rob Green, Kelseyville



Deborah and Harry Rubin, Roseville and Linda and Bob Hendrickson, Clearlake Oaks

A festive mood prevailed at the sold-out Valentine's Winemaker Dinner held at the Wine Country Steakhouse in Kelseyville. Wine Club members and guests from as far away at Greenbank, Washington and Reno, Nevada were in attendance. The winemaker dinners are extremely popular and early reservations are encouraged. The next dinner is being planned for November.

Case Sale!

3 days only!

March 18-20

2000 Cabernet Sauvignon

2000 Merlot

2001 Zinfandel

\$75 per case

Available only at the Tasting Room

Open daily 10-5

WILDHURST

Vineyards

P.O. Box 1310 • 3855 Main Street
Kelseyville, California 95451

ADDRESS SERVICE REQUESTED

*Where once my wit, perchance, hath shone, in aid of others let me shine, and when, alas,
my brain has gone, what better substitute than wine?*

Lord Byron

Special Events Calendar 2005

April 16

3rd Annual Wild West Shootout, new location at the Adobe Creek Packing Company, Kelseyville. Presented by the Kelseyville Sunrise Rotary Club as a benefit for student scholarships, youth programs and community projects. Tickets available from Rotary members or the Saw Shop Gallery Bistro. Call 707-279-8558 for information.

May 3

First Tuesday Winemaker Dinner at the Saw Shop Gallery Bistro, Kelseyville, 6 p.m., features Wildhurst Vineyards and winemaker Mark Burch. Reservations required, \$75 per person. Call 707-278-0129 for information and reservations.

May 28

Wildhurst Vineyards Release Party at Rob Roy Golf Club, Cobb Mountain. Call the Tasting Room for details and reservations, 707-279-4302.

June 18

3rd Annual Home Winemakers Festival, downtown Kelseyville, presented by the Clear Lake Performing Arts and the Kelseyville Business Association. Call 707-277-7076 for information. Visit the Tasting Room for a special case sale.

Summer 2005

Kelseyville Business Association presents street dances and live music, summer evenings. Call 707-278-0129 or 707-279-1561 for information.

September 24-25

Kelseyville Pear Festival on Saturday and **Wildhurst Vineyards Harvest Party** on Sunday – save the weekend for a great time with wine and food, parade, arts and crafts, and entertainment. Call the Tasting Room for details, 707-279-4302.

October 15

6th Annual Lake County Wine Auction, Buckingham Golf & Country Club, Kelseyville, 5 p.m. Presented by the Lake County Wine Alliance, \$100 per person. For tickets and other information, call 866-279-WINE.

November

Annual Fall Winemaker Dinner. Call the Tasting Room for information, 707-279-4302.

December 2

Annual Christmas in the Country open house and light parade. Downtown Kelseyville and businesses are alive with the sights and sounds of the holidays.