



WILDHURST VINEYARDS

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Catch the Taste

Rain! Yes, it's been raining! Are you a little tired of the rain? Wish the sun would come out for a while? Well, I don't blame you...me, too. However, let's not get in a hurry. We are still below normal average rainfall, and even if we get to an average year, we still need two or three more years of "normal" rainfall to fully rebound from our deficit. Let's also not forget that we always need to be conservative with our natural resources. On a positive note, farming is a tough business and water is a necessity, and we sure are glad to be getting this relief. As winemakers we want the best fruit we can grow, and another drought year was not going to make our job easy. Yippee for the aqua!!!

As Myron has reported, wine sales have become even more competitive over the past year. It is a challenge to stay ahead of the curve, but we are committed to doing just that. As of January 1, you're likely to have found our

Mackinaw wines at local supermarkets in Lake County. This is the first time we have allowed the sale of our Mackinaw wines outside of our Tasting Room. You will also see that they are on the shelf at around \$5.99 per bottle. That's right...an incredible value that you can enjoy everyday. To add to the fun, we are releasing a **Mackinaw Chardonnay** that will hit the market sometime in late April.

So, how do we get the wines on the shelf at that price? If you know how traditional wine sales work, you know that most wineries have distributors to handle the sales and distribution of the wines to the retailers and restaurants. With our Wildhurst brand, we have followed this avenue. We make the wines, ship them to a warehouse, and allow the distributor to do the legwork. The distributor does not do this for free because we're such a "cool and hip" brand. It's costly to use their service, but sometimes it works the best.


With our Mackinaw wines, we decided that we would act as our own distributor, allowing us to cut the cost of distribution, and we have passed the savings on to you. We set out to apply our years of wisdom (and charm, of course) to work out pricing with our local markets, and the next thing you know... Mackinaw is on the shelf, and ready for you to enjoy any day, anytime, at this awesome price!


Now you know how the wines made their way to the local markets at such an incredible price. With that, I challenge you to do the following...Feel the *lure*, get *hooked*, and *tackle* these *current* economic times to make a *splash* at your next party by going *mainstream*, *scaling* up to *net* yourself a deal and *catch the taste of Mackinaw!*


Cheers and have fun!

Mark Burch
Wildhurst Vineyards Winemaker

Featured Wines for March

 **2009 Reserve Sauvignon Blanc, Lake County** - Clean, herbal, crisp with grapefruit and gooseberry, a streamline style that fully captures the Lake County essence of Sauvignon Blanc. Finishes truly complex and fresh. Composed of 100% Sauvignon Blanc, harvested 50% from the Holdenried Ranch, 30% from Dorn, 13% from Oldham, and 7% from Price vineyards. Fermented 100% in stainless with no barrel aging. 13.8% alcohol. Retail: \$12 Club Discount: \$8.40 Aging potential: 5 years Cases produced: 9,425

 **2009 Reserve Riesling, Lake County** - Honeyed richness, apricot and pear lead a delicious mouthful of fruit. Viscous and slightly oily, it maintains good structure and finishes velvety soft. Composed of 100% Riesling harvested from the Holdenried Ranch. Fermented 100% in stainless with no barrel aging. 13.2% alcohol. Retail: \$12 Club Discount: \$8.40 Aging potential: 3 years Cases produced: 336

 **Reserve Syrah, Lake County** - Loads of toasty oak, draped in spice and white pepper. Gamey, with blueberries and coffee; finished with ripe fruit character and a rustic edge. Composed of 100% Syrah harvested from the Holdenried Ranch. Fermented 100% in stainless; 100% barrel-aged for 16 months in 100% American oak. 13.8% alcohol. Retail: \$18 Club Discount: \$12.60 Aging potential: 5-7 years Cases produced: 307

**Wine Club Members: Please pick up your wines within the next 30 days.
TASTING ROOM OPEN DAILY 10-5**

"Case of the Killer Cab" MURDER MYSTERY DINNER

Saturday, March 27
6:30 p.m.

\$60 per person

Step back in time to the 1930s and join us for our first murder mystery dinner. Come laugh, witness a crime, and help solve a mystery at Kelseyville's own I.O.O.F. Hall (aka, Wildhurst Tasting Room). Dinner catered by the Saw Shop Gallery Bistro. Period costumes encouraged; prizes will be awarded. Call for reservations.
707-279-4302

Shipping Regulations

I love my job! I'm my own boss, working at home, smooth jazz in the background, wearing sweats with a cup of coffee in front of me and the dog by my side. I know what you're asking... "what's her job and how can I get it?"

When I left the Tasting Room at the end of 2006, I offered to continue the job of out-of-state shipping compliance. Not only did this allow me to remain a part of the Wildhurst family, it kept my foot in the door of an industry I'd come to love. Governed only by the due dates on the tax forms I file and the permits I renew, I find my work interesting and rewarding. So, as Oprah would say, "I'm passing on to you things I know..."

Wildhurst can legally ship to 25 states. Fifteen of those states require us to have

a Shipper's Permit, file monthly tax forms and pay taxes on shipped wine. In addition to permits and taxes, each state has their own laws regarding how much wine can be shipped to an individual and/or business during a given period of time. Some states have limits on how much wine Wildhurst can ship into that state during a calendar year. Some states will only allow on-site shipments, meaning the consumer must be in our Tasting Room at the time of purchase.

Currently there are 15 states that require shipping permits that Wildhurst has not applied for, mainly due to the time and cost of the permit process out-weighting the interest from consumers in those states. And there are ten states where shipments are prohibited by law, some

using the word **felony** in big, bold letters.

Some restrictions may apply, but these are the states we can ship to: Alaska, Arizona, California, Colorado, Delaware, District of Columbia, Florida, Hawaii (Island of Oahu only), Idaho, Illinois, Iowa, Kansas, Minnesota, Missouri, Nevada, New Hampshire, New Mexico, New York, North Carolina, Oregon, Rhode Island, Texas, Virginia, Washington, and Wisconsin.

Now, don't you all just want my job keeping track of these regulations and filing all these reports?

Cheryl Herrick
Shipping Compliance

Valentine's Winemaker Dinner

with Chef Israel Gonzales at Rob Roy Golf Club

Cream cheese, olive, prosciutto and apple tartlet
Pineapple salsa and smoked salmon bruschetta
2008 Orange Muscat



Organic greens with strawberries, mandarin oranges, toasted almonds and feta cheese tossed in a cherry vinaigrette
2008 Reserve Sauvignon Blanc



Roasted red bell pepper with crème fraiche
Mystery Wine (2006 Mackinaw Zinfandel)



Filet medallions topped in a Béarnaise sauce on a fingerling potato mash with a side of spinach and wild mushrooms
2007 Plunkett Creek Cabernet Sauvignon



Grand Marnier raspberry cheesecake on a chocolate torte with kahlua whipped cream
Port



Members of the Wildhurst family enjoy the Valentine's Winemaker Dinner

*"Wine for me is passion.
It's family and friends.
It's warmth of heart and
generosity of spirit. Wine is Art.
It's the essence of civilization and
the art of giving.*

Robert Mondavi, 1913-2008

Wine Club Specials

At Wildhurst we appreciate our Wine Club members and would like to thank you. Visit the Wildhurst Tasting Room during your birthday month and receive a 30% discount on any single bottle purchase, plus 20% off on logo wear.

Please keep your billing and email information current; this helps us to serve you better. Stay informed about local events by viewing our calendar at www.wildhurst.com.

Sandy Schaaf
Wine Club Manager

Ramblings

Well, it's March again of a new year. March means Spring, wildflowers in bloom, green grass growing, new plants budding out, *frost control* and all the promises of a new year and *frost protection*.

Also, it means the introduction of our new 2009 vintage of **Sauvignon Blanc**. Mark has worked hard to understand and predict how this varietal is to be produced. It is a blend of the same vineyards in Big Valley and Upper Lake year in and year out. Consistency is the most remarkable asset of this wine.

Also, with this bottling is the re-introduction of our **Riesling**. This varietal is grown on our home ranch near Clark Drive in Kelseyville. We have been growing Riesling grapes in the vineyard

since 1971 and delivering them to Kendall-Jackson Winery since Jess Jackson started the winery in Lakeport. We had a nice crop this year and put up 336 cases of our own wine to be available for sale only in the Tasting Room.

I reviewed my message from a year ago, and the wine industry has not changed...in fact, it has become more competitive. Wine prices have fallen and there continues to be excellent quality for a price. You don't see the acres of grapes being planted all over the state like 15 years ago because the returns aren't there and *California has a major water shortage*.

At Wildhurst, we use sustainable growing practices. In order for these sustainable methods to work, we need

close-to-normal rainfall. We do minimum tillage and drip irrigation, but the vines still need water. It is good to see Kelsey Creek running full and Clear Lake filling up. We seem to be a little ahead of average on our rainfall which means the water aquifers are filling up. This is all good news for the coming year.

Valerie Ramirez has some great events coming up, including a **murder mystery dinner** upstairs above the Tasting Room. This is a new event and the old building will be a great spot for a mystery!

Let's raise a glass to a great 2010!

Myron Holdenried

News from the Tasting Room

As the first quarter of the year comes to an end, I can say without any doubt that the next three are going to be full of fun events and surprises, starting with the murder mystery dinner and our next "Girls Just Wanna Have Wine" gathering. Look at our calendar in this newsletter or visit www.wildhurst.com for all the details.

As you're planning your vacation this year, we'd like to remind you that no matter how close to home it may be (even backyard BBQ's), remember to take a bottle (or two) of Wildhurst wines. Share your story and the fun you had, along with a photograph of you sipping Wildhurst wine. Send to us via email at info@wildhurst.com. We'd love to hear from you!

Wildhurst is still recycling your corks as part of a "Green" initiative to reduce energy usage and conserve our precious resources. We ask that you save your used, natural wine corks and bring them to the Tasting Room and we'll take care of the rest.

I must tell you how much we appreciate your loyalty to Wildhurst. So many of you have been Wine Club members for

over fifteen years. This certainly has become a win, win relationship for all of us. As Mark continues to produce award-winning wines for our enjoyment, we get to build wonderful friendships with you! We hope to see you soon. Until then...

Cheers!

Valerie Ramirez
Tasting Room Manager



Valerie Ramirez, Tasting Room manager, pours Wildhurst wines at the 4th annual Lake County Wine & Chocolate benefit for the Lake Family Resource Center.

Girls Night Out

Join us in the Wildhurst Tasting Room on Friday, April 16, 5-8 p.m., for "Girls Gone Wild." Dress in your favorite animal print for our next "**Girls Just Wanna Have Wine**" event. Bring your friends, sisters, mothers, daughters, and co-workers for an evening of fun, with a contest for "best animal print while drinking wine." Reservations recommended; call 707-279-4302; \$7 per person at the door.

Riesling is Versatile

Riesling is a great food-pairing wine! Ethnic foods that tend to be on the spicy side are a perfect accompaniment. If you like a fruit and cheese plate for dessert, a large variety of soft and hard cheeses – mild and strong – will pair well. Riesling makes a terrific dessert companion.



www.wildhurst.com


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ADDRESS SERVICE REQUESTED

Special Events - Wildhurst Supports Community

Sunday, March 21 – Kelseyville Olive Festival,
Kelseyville Olive Mill, 11-5, www.kelseyvilleolivefestival.com.

 **Saturday, May 29 – Wildhurst Release Party,** 4-7 p.m. Join us in the Courtyard of the Wildhurst Tasting Room, free to Wine Club members, \$10 for guests. Call 707-279-4302 for information.

Thursdays, June 17, July 15, and August 19
Kickin' in the Country street dance,
downtown Kelseyville; www.visitkelseyville.com.

Saturday-Sunday, July 24-25
7th Annual Lake County Wine Adventure,
countywide; www.lakecountywineries.org.

 **Saturday, September 18**
Annual Wildhurst Wine Club Harvest Party;
call 707-279-4302 for reservations.

Friday, September 24
Kelseyville Pear Festival kick-off,
with cowboy singer Dave Stamey and
barbecue; call 707-279-4302.



Saturday, September 25
18th Annual Kelseyville Pear Festival, 9a.m. - 4p.m.;
www.kelseyvillepearfestival.com.

Sunday, September 26
2nd Annual People's Choice Wine Awards;
www.lakecountywineries.org.

Saturday-Sunday, October 9-10
Steele Wines Harvest Festival; www.steelewines.com.

Saturday, October 16
11th Annual Lake County Wine Auction;
www.winealliance.org.

Friday, November 5
First Friday Fling,
Main Street Gallery, Lakeport;
www.lakecountyartscouncil.com.

Friday, November 12
"Girls Just Wanna Have Wine"
Wildhurst Tasting Room; call 707-279-4302.

Friday, December 3 – Christmas in the Country,
downtown Kelseyville; www.visitkelseyville.com.

