

WILDHURST

Vineyards



Volume 14, Number 2

June 2006

Origin of Quality

On May 11, 2006, we finished our bottling season for the 2005 whites and the 2004 reds. I'm pleased to report that it all went smoothly and the wines are showing very good potential. I hope you enjoy them.

There are many important factors necessary to the production of premium wines. However, one of those factors is more important than any of the others, and that is the quality of the fruit used to produce the wines. Pretty much any winemaker can complete the process of fermentation, but not one of us can truly be successful at it unless we have high quality fruit to work with. This is fact, not fiction!

As a winemaker, I'm lucky. I have Myron and Brent Holdenried managing vineyards owned and operated by the Holdenried ranches. They are tireless in their efforts to provide Wildhurst with top-notch fruit, picked and delivered with utmost care and commitment. I'd like to thank them both for the great fruit and for making my job a "breeze" to do.

This year our Sauvignon Blanc program grew tremendously. This required Wildhurst to source fruit outside the Holdenried

estate. Once again, I want to emphasize that fruit quality is the dominating factor behind any well-made wine. This opens the door to thank all of the growers from whom Wildhurst purchased fruit, and to remind them that when they sip our Sauvignon Blanc, they will know that their commitment to growing quality fruit contributed to the pleasure and enjoyment of all who embrace Sauvignon Blanc from Wildhurst.

Finally, I would like to thank our tasting room staff, because without their enthusiastic and tireless efforts to make the wines available to the public, there would be no need for estate-grown grapes. Nor would there be a canvas to express my passion for winemaking.

Thanking you for your support, and wishing you all the best,
Mark Burch
Wildhurst Vineyards Winemaker

Summer White Sale!

3 days only!
June 16-18

'04 Reserve Sauvignon Blanc
\$75 per case
to Wine Club Members only


'04 Mackinaw Sauvignon Blanc
\$50 per case

'04 Plunkett Creek
Sauvignon Blanc
\$85 per case


Available only at the Tasting Room
Limited Quantities - No Presale Orders

Open Daily 10-5


Featured Wines for June

 **2005 CHARDONNAY, LAKE COUNTY** - A stand-alone Chardonnay with lemon drop and lime characteristics. Sweet vanilla with a steely varietal punch laced with smoky oak and tropical fatness that carries deep into the finish. Composed of 100% Chardonnay, with 100% of the fruit from Holdenried vineyards. Seventy-five percent aged 5 months in American oak.

Retail: \$14 Aging potential: 3 years Cases produced: 17,000

 **2005 GEWÜRZTRAMINER, MENDOCINO COUNTY** - This next-to-bone dry style offers up dry spices misted with orange blossoms and apricot. The extremely big fruit indicates ripeness and gives way to a fleshy center, turning complex and sophisticated for its finale. Composed of 98% Gewürztraminer and 2% Muscat Canelli, with 98% of the fruit from the Stipp vineyards in Mendocino County and 2% from the Dorn vineyards in Lake County. No barrel aging.

Retail: \$12 Aging potential: 3 years Cases produced: 281

 **2004 CABERNET SAUVIGNON, LAKE COUNTY** - Blackberry and anise lead a pleasant mineral tone. Heavily-bodied with rich spice; earthy with a burst of fleshy fruit and smoky oak, finishing with powder-dry tannins. Composed of 93.7% Cabernet Sauvignon and 6.3% Syrah, with 100% of the fruit from the Holdenried vineyards. Aged 12 months in American oak.

Retail: \$16 Aging potential: 5 years Cases produced: 3,286

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

Photos: Marilyn Ferrante. Editor: Wilda Shock. Printer: Calistoga Press, Kelseyville.

Girls Just Wanna Have Wine

On April 21st the Wildhurst Tasting Room was brimming with happy women wearing an interesting array of gorgeous shoes. Oh yeah – and they were drinking wine, too.

“Girls Just Wanna Have Wine” was our first event for women only. Many in attendance were wine club members; we were happy to see so many new faces, too.

A special “thank you” to Bonnie Frese of Private Harvest for generously providing a beautiful table of hors d’oeuvres greatly enjoyed by all. Private Harvest products are always for sale in the Tasting Room. Wildhurst provided the strawberries and chocolate, and the wine, of course. New spring merchandise for home and outdoor entertaining was on display and available for purchase.

As for the shoes, there was a contest for “Best Shoes While Drinking Wine.” What fun! The three categories were, “The Sexiest Shoe,” “Best Vintage Shoe,” and “Most Original Shoe.” The judges, Marilyn Holdenried, Valerie Ramirez and Marilyn Ferrante, had a tough task selecting the winners as there were so many great shoes on parade.

Pamela Bordisso won “most original” for her images of the Tasting Room managers on one shoe and Wildhurst wine bottles on the other. Second place went to Donna Thomas for having the “sexiest shoes,” and Anni Borghesani won third prize for the “best vintage shoes.”

Mark your calendar for the next “Girls Just Wanna Have Wine” event on November 17th. More details will be coming later in the year.

Thank you to all the participants, and to the staff at Wildhurst for a fun evening.

Marilyn Ferrante
Tasting Room Staff



The winning shoes



Martha Casa, Birdie Guerrero,
Mari Perez and Chayito Mosqueda



Anni Borghesani, Donna Thomas,
and Pam Bordisso

Garlic-Roasted Orange Roughy with Mashed Potato Crust

Ingredients

2 pounds baking potatoes (about 4),
peeled and cut into chunks
1/2 cup Wildhurst 2005 Chardonnay
1 1/4 tsp. salt
1/2 tsp. fresh-ground black pepper
4 Tbsp. butter, at room temperature

1/2 cup heavy cream, light cream, or milk
2 pounds orange roughy fillets,
cut to make 4 pieces*
2 tsp. cooking oil
4 cloves garlic, minced

Instructions

Heat the oven to 450°F. Put the potatoes in a medium saucepan of salted water. Add the wine. Bring to a boil and continue boiling until tender, about 15 minutes. Drain the potatoes and put them in the saucepan along with 3/4 tsp. of the salt and 1/4 tsp. of the pepper. Mash the potatoes over very low heat, gradually incorporating the butter and cream.

Rub the fish with the oil and sprinkle with the remaining 1/2 tsp. salt and 1/4 tsp. pepper. Put the fish in a large roasting pan, sprinkle with the garlic, and then spread the mashed potatoes over the fish. Roast until the fish is nearly done, 8-10 minutes for 3/4-inch thick fillets.

Heat the broiler. Broil the fish until the mashed potatoes have a golden brown crust, about 2 minutes.

Roasted banana squash or fire-grilled crookneck squash would make a wonderful accompaniment to this dish. Serve with a bottle of our 2005 Wildhurst Chardonnay.

*Fish alternatives: Use other relatively thick, white-fleshed fillets in place of the orange roughy. Good choices include grouper, haddock, cod, red snapper, and turbot.

Serves: 4

Bon Appétit!
Chef Don Bocca

Wildhurst Celebrates 15 Years

The year 2006 represents the fifteenth anniversary of Wildhurst Vineyards Winery. Continuing in business for 15 years is remarkable in such a volatile, competitive and dynamic industry.

Before Prohibition, Lake County had thousands of acres of grapes and at least 28 wineries. With the onset of Prohibition, the vineyards were abandoned and pear or walnut orchards were planted in their space. Now, we are seeing the reverse – pears and walnuts out, and grapes back in. We, fifth-generation pear farmers, stepped out of the Pear Box, and planted our first wine grapes in 1966. Three Kelseyville pear farmers planted grapes that spring, and are considered to be the pioneers of the re-emergence of the grape industry in Lake County.

After selling our grapes to Parducci Winery, Barney Fetzer, and Jess Jackson for many years and just being a part of “the blend,” we believed there was a need for more recognition of Lake County wines. We also believed that this was an opportunity to be more vertically-integrated in the agricultural business – an important consideration. We felt that this was our chance to become a part of the growing “wine country” lifestyle and market.

So, partnering with the four Collin brothers, also in the ag business, we pooled our monies, put on armored coats of courage, and jumped into the risky business of organizing Wildhurst Vineyards Winery in the spring of 1991.

We hired a young woman winemaker who would work under the tutelage of Jed Steele. We leased the Lower Lake Winery from the Stuermer family, and STARTED. Interestingly – after our first crush that fall, we found that we had made more cases of wine than we could ever drink by ourselves. So we had to start marketing, and the Tasting Room became more important as an outreach program to our customers.

We stayed in the Lower Lake area for 5 years, but it was with limited success. We needed to rethink our whole business. Where did we fit in the new “visitor game” that was coming to Lake County? Location is so important for a retail business. The IOOF Hall in Kelseyville, owned by the Borghesani family, was available and we were willing to renovate the downstairs area for a retail visitor center. And besides, Kelseyville was becoming

an attractive town. It made sense to be in a location which already had existing events, a festival, and a marketing strategy.

We moved the wine production to our pear packing facility on Benson Lane, and in 1998 constructed a new building which made it more efficient to have all the farming operations in one place. By this time, we were starting to win some serious awards and needed to get smarter about selling our wines.

We continued to produce wine and share space at the Maryka pear packing shed, clearing all wine and barrels out of the cold storage rooms for the pear season. This year, 2006, we have just sold our pear packing equipment and the packing house is no longer in operation. The end of an era. The cold storage building is now the official permanent barrel and case storage facility for Wildhurst. We have grown from 4,000 cases of production to 75,000 cases. We now produce wines for custom clients as well as for Wildhurst.

In the past 15 years we have been blessed with some very dedicated and innovative staff members who have contributed significantly to Wildhurst success. Kathy Redman, our first winemaker, now is Kathy McGrath and lives in Napa with husband, Mike, and daughter, Molly. Nicole McPherson created our wine club and brought new awareness of the winery and the Tasting Room. She lives in Sutter Creek and continues in the wine marketing field.

Mark Burch, who came to us in 1997, has been passionately committed to the Wildhurst success with his long hours of dedication to making great wine. Pam Irwin, our office manager, keeps us all on our toes, making certain we make the right decisions. Our experienced Tasting Room staff, Valerie Ramirez, Don Bocca, Marilyn Ferrante, Shirley Malone, Cheryl Herrick, James Austin, and our newest member, Joy Owens, are so important to us – representing Wildhurst to the public, telling the story of the farming of the grapes and the making of the wines.

Again, we owe so much to the dedication of these people, and to the loyalty of our customers. Here’s a toast to the next 15 years!

Myron and Marilyn Holdenried



Some More Serious Wine Awards

Wildhurst scored big in the 2006 **Los Angeles County Fair** Wine Competition with a Gold medal award and Best of Class for its 2005 Chardonnay, and a Silver medal for its 2004 Cabernet Sauvignon, both featured wines for this summer quarter. This year’s competition received 3,793 wines from 982 wineries. There were a total of 106 Best of Class awards, 250 gold medal awards, and 964 silver medals granted to wines from all varietals from all over the world.

The **Sonoma-Marin Fair** announced its selection of the 2005 Wildhurst Lake County Reserve Sauvignon Blanc to receive a Gold, Best of Class award in this competition open to all commercial wines made with grapes grown in Sonoma, Napa, Mendocino, Lake, Humboldt, and Solano counties. The Gold Medal award-winning wines will be featured at the annual Wine Gala of the fair.

Congratulations to Mark and the Wildhurst winemaking team!

WILDHURST

Vineyards

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

ADDRESS SERVICE REQUESTED

Wildhurst Supports Community

June 17 - 4th Annual Lake County Home Winemakers Festival, Main Street, Kelseyville, 12:30-4:30 p.m. Sponsored by the Clear Lake Performing Arts and the Kelseyville Business Association. Taste wine from amateur winemakers; music and food. Call 707-277-7076 for more information.

July 20, August 24, September 29 - Kickin' in the Country, Main Street, Kelseyville, 7-10 p.m. Sponsored by and benefit for the Kelseyville Business Association. Street dancing, food, wine, beer. Free admission. Call 707-278-0129 for more information.

July 29-30 - 2nd Annual Lake County Wine Adventure. 10 a.m.-5 p.m. \$25 per person includes a logo glass and Adventure pass. Sample award-winning Lake County wines and mouth-watering hors d'oeuvres at each of the 18 participating wineries, in addition to barrel tastings and winery tours offered at some locations. More details at www.LakeCountyWineTours.com, or call 707-998-4471.



September 23 - Wildhurst Vineyards Harvest Party for Wine Club members and guests to celebrate another successful year; barbecue and fun under the oaks on the Holdenried Ranch, 2-6 p.m. Dessert competition. Call 707-279-4302 for information and reservations.

September 30 - Kelseyville Pear Festival, downtown Kelseyville, 9 a.m.-4 p.m., annual community event with parade, Pear Pavilion, arts and crafts, food, music, pear competitions, tractor and farm equipment exhibits. Presented by the Kelseyville Business Association; call 707-279-9022.

October 21 - 7th Annual Lake County Wine Auction, Buckingham Golf & Country Club, Kelseyville, 5 p.m. Benefit charity event presented by the Lake County Wine Alliance, \$100 per person. For tickets and more information, call 866-279-WINE.

November 17 - "Girls Just Wanna Have Wine." Ladies night out. Release of Wildhurst non-vintage Port. Call 707-279-4302 for details.

www.wildhurst.com • 1-800-595-WINE