



# Carina Cellars

## News & Notes



Going Green!

Volume 7, Issue 2

May 2010

### From the Tasting Room...

#### Happy Summer Iconoclasts!

*“Good wine ruins the purse; bad wine ruins the stomach.” ~Spanish Proverb*

Luckily, our delicious wines neither ruin the stomach *or* the purse! We have some wonderful options for both red and white wine lovers in this Summer shipment, as well as a number of fantastic events on the horizon (see page 4)! One of the best ways to stay connected with us is through our **e-newsletters** and **Facebook**...so make sure you are connected with us in one of these ways! (see “Going Green” to the right). This is a great way to receive special deals, invitations and other exciting information, directly to your inbox! We look forward to seeing you soon at either our vineyards in Paso Robles or our lovely tasting room in Los Olivos...and until then, keep drinking good wine!

Cheers! ~The Carina Cellars Team

*David, Joey, Natasha, Carolyn, Ryan and Rochelle*

### 2009/10 Shipment Schedule\*

<p><u>February 2010</u> 6-shipment: 2003 Iconoclast, 2007 SBC Syrah</p>	<p><u>September 2010</u> 6-shipment: 2008 Zinfandel, 2006 Syrah “7 percent”</p>
<p><u>March 2010</u> Regular: 2008 Sibylline, 2007 Grenache</p>	<p><u>October 2010</u> Regular: 2008 Clairvoyant, 2008 Cabernet Sauvignon</p>
<p><u>April 2010</u> Sommelier: 2005 Sunset Ridge Petite Sirah, 2004 Camp 4 Syrah, 2004 Iconoclast Magnums: 2008 Sibylline, 2006 Cabernet Sauvignon</p>	<p><u>November 2010</u> Sommelier: 2004, 2005, 2006 Mourvedre Magnums: 2008 Syrah “7 percent” 2008 Clairvoyant</p>
<p><u>May 2010</u> Regular: 2008 Syrah “7 percent”, REDS: 2006 Halter Ranch Syrah WHITES: 2008 CC Viognier</p>	<p><u>December 2010</u> 2008 Iconoclast 2009 Rosé</p>

#### Iconoclasts!

**We are trying to be more GREEN and are looking to communicate with our club members more via E-NEWSLETTERS and FACEBOOK! This means event invites, artist receptions, special wine deals, etc.**

**Please email**

**Carolyn@CarinaCellars.com**

**or call 805-252-0860**

**to update your email address!**



#### Key:

Green

Regular 4-shipments a year club

Red

6-shipments a year club

Blue

Sommelier club shipments

Purple

Magnum club shipments

\*wines in shipments subject to change based upon availability

## Refer A Friend...Receive a Gift Certificate!

You like the Carina Cellars wines, right? After all, that's why you became an Iconoclast! Over the years you have all helped to spread the word about our lovely Rhone-style wines, and now we'd like to thank you for your efforts! So for each friend you refer to become a fellow Iconoclast member, we will give you a gift certificate towards your next Carina Cellars purchase! Just have your friend mention your name when they sign up for the wine club, and we will send you a gift certificate right away!

### Referral Incentives

Refer 1 friend...\$10 gift certificate

Refer 2 friends...\$12 gift certificate

Refer 3 or more friends...\$15 gift certificate per friend



**For more information visit [www.carinacellars.com](http://www.carinacellars.com)**

## Every Wine Has A Story...Syrah "7 Percent"



Stolpman Vineyard

"You can't make wine from crappy fruit," so says winemaker Joey Tensley. But ask any winemaker what the key to making great wine is, and they will quickly dispel any thoughts that you have to be a great winemaker to make great wine. Of course that helps, but the true secret lies in growing great grapes. The **2008 Syrah "7 Percent"** included in this shipment marks the 7th vintage of this lovely blend, and so I figured we should focus on what makes this wine one of the most beloved in our collection! Tensley modeled this Syrah/Viognier blend after the style

of the wines from **Cote Rotie** in the northern Rhone region of France. The main component of this blend is **93% Syrah** from **Colson Canyon Vineyard**, located in Tepesquet Canyon inland from Santa Maria. Here, the rocky soil and cool nights are great for growing Syrah. When the temperature drops to about 45 degrees F, all metabolic changes in a grapevine come to a halt. So the grapevine stops the action of converting carbohydrates to sugars and the grapes stop ripening. Since Santa Ynez Valley does get very warm during the day, this nightly "pause" creates balance in the ripening and acidity of the grapes. But don't forget the **7% Viognier** from **Stolpman Vineyard**! Stolpman vineyard has a rich limestone soil which along with the southern exposure to the sun, helps to enriches the vines grown here. By blending this small amount of Viognier with the Syrah, the Viognier tempers sharp tannins, enriches the color and enhances the aromas. Thus a unique blend that ages beautifully and is a must have for your wine cellar! ~Carolyn



Colson Canyon Vineyard

***Fun Fact:*** *If California were a country, it would rank 4th in the world (after France, Italy and Spain) in terms of wine production! We produce approximately 532 million gallons per year!*

## Your March Wine Club Shipment...

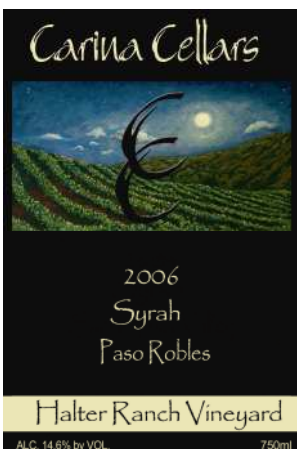
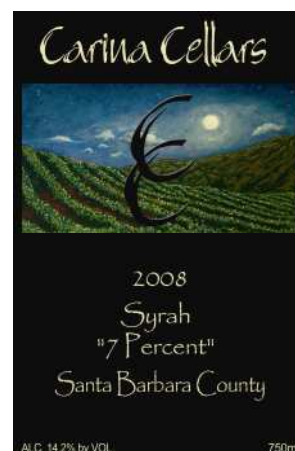
For our white wine lovers, enjoy our **2008 Viognier**, one of our best vintages yet! Crisp acidity and tropical fruit flavors make this a must-drink this summer! For you red wine loves we bring you the **2006 Halter Ranch Syrah**, which has aged beautifully and is drinking superbly! And of course one of our staples, the **2008 Syrah "7 Percent"** for all of our members-this vintage promises to age beautifully for the next 5-6 years, or if you can't wait that long...enjoy now! ~Happy Drinking!

Questions about your wine club shipment? Call wine club manager **Natasha Kummerfeldt** at the Tasting Room: (805) 688-2459.

### *BOTH: 2008 Syrah "7 Percent"*

*7% Viognier from Stolpman Vineyard, 93% Syrah from Colson Canyon Vineyard*  
A clue. Aromas as elegant as a lady's perfume linger with hints of lavender, dried cranberries and fig. But there's something else there- a lingering hint of tobacco and smoke. Perhaps there is more here than meets the eye (err nose). An initial sip: your palate is filled with currants and cacao, and finishes with black cherries and black pepper. Aha! You've solved it: the "7 Percent Solution" in this mystery is the Viognier, co-fermented with Syrah. Elementary, my friend. It's really quite elementary.

*282 cases produced*



### *REDS: 2006 Syrah, Halter Ranch Vineyard*

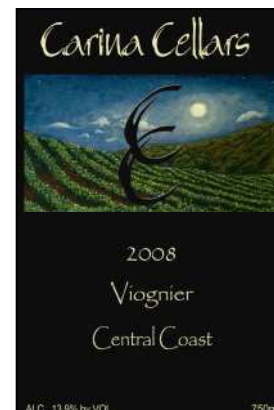
Once you are familiar with that captivating "Paso" nose you will always be able to pick out a true Paso Robles wine. Halter Ranch is located on the west side of Paso Robles, which is in an area known around the world for producing top-quality Rhone varietals. Their 250 acre vineyard sits amidst a historic 900 acre ranch that captures the history and tradition of Paso Robles while showcasing the future of the area as a premier wine growing region. Enjoy the big fruit flavors and firm tannins of this wine with a New York strip steak or marinated lamb shank.

*234 cases produced*

### *WHITES: 2008 Viognier, Central Coast*

Reminiscent of a sunny day at the fair: playful and full of bright summer flavors, this Viognier skips happily across your palate as you inhale aromas of fragrant spring flowers, lemon ices, and cotton candy. You release your inner child and take a sip, enjoying a palate full of pineapple, honeysuckle and melon. Hints of vanilla and orange blossom linger, reminding you of your first ride on the Ferris wheel - how your heart caught in your chest and your excitement grew with each successive round. Go ahead, take another sip-life really *can* be that simple!

*158 cases produced*



**Re-Order These Wines in May and Receive an Additional 5% OFF!**

# Upcoming 2010 Events!

For event details visit [www.carinacellars.com](http://www.carinacellars.com) or call Carolyn at 805-252-0860

## The Wine Closet features Carina Cellars!

Thursday May 6 from 5-8pm  
2423 Ventura Blvd. Camarillo, CA

Join Carolyn Turner as she pours some Carina Cellars favorites & new releases!

## Winemaker Dinner at David's House!

*(Paso Robles Wine Festival is also this weekend)*

Friday May 21 from 7-9pm. \$95.00  
Rancho del Cielo: 3525 Adelaida Rd. Paso Robles, CA  
*Intimate 5-course meal paired with new release and library wines*

**Only 15 spots available! RSVP to Rochelle: [Rochelle@carinacellars.com](mailto:Rochelle@carinacellars.com)**



## Taste of the Nation

Sunday May 23 from 3-6pm. \$65.00

Montecito Country Club: 920 Summit Rd. Montecito, CA

Join Carina Cellars and many other local wineries and restaurants at this fundraiser to help end childhood hunger. 100% proceeds go to "Share Our Strength"

## Downtown Santa Barbara Art & Wine Tour

Thursday May 27 from 5:30-9pm. \$55.00 for Tour, \$35 for "after party"  
Downtown Santa Barbara, CA

Wine Tour is from 5:30-7:30pm, and various wineries and restaurants will be paired with a store in downtown Santa Barbara. The after party will be from 8-9pm at the Sunken Gardens at the Courthouse. Live music and Silent auction!

## Twilight on the Terrace

Saturday June 5 from

Hearst Castle: 750 Hearst Castle Rd. San Simeon, CA

Tickets: \$125.00 by April 30, \$175.00 after April 30

Stroll the esplanade and terrace at Hearst Castle while sipping Carina Cellars wines and enjoying tasty treats! Winemaker Ryan Saccomano will be pouring with owner David Hardee

## Santa Barbara Wine Festival

Saturday June 26 from 2-5pm. \$65 museum members. \$80 non-members

Santa Barbara Natural History Museum: 2559 Puesta del Sol. Santa Barbara, CA  
Join Carina Cellars and several other local wineries and restaurants for a beautiful afternoon strolling along the creek.

## Canary Hotel features Carina Cellars

Monday August 9 from 5:30-8pm.

Canary Hotel: 31 W. Carrillo St. Santa Barbara, CA

Come taste Carina Cellars, and dine on delicious hors d'oeuvres on the rooftop of the Canary Hotel-panoramic views of Santa Barbara and sunset included!

## Contact Carina Cellars:

2900 Grand Ave. #A  
Los Olivos, CA 93441  
Open daily 11am-5pm  
Phone: 805-688-2459  
Fax: 805-688-0795  
[info@carinacellars.com](mailto:info@carinacellars.com)

### Rancho Del Cielo

3525 Adelaida Rd  
Paso Robles, CA 93446  
Open Fri-Sun 11am-5pm  
Mon-Thurs by appt  
Phone: 415-309-2046  
Fax: 805-277-7724  
[ryan@carinacellars.com](mailto:ryan@carinacellars.com)

**Visit Us on the Web at**  
[www.carinacellars.com](http://www.carinacellars.com)

**Follow us on Facebook!**  
[www.facebook.com](http://www.facebook.com)