

CLASSES THAT MIGHT BE OF INTEREST TO YOU THROUGH THE UC DAVIS EXTENSION:

Introduction to Winemaking for Distance Learners
July 1- September 5

Successful Home Winemaking
June 7 (one meeting)

Grapevine Leafroll Disease- An Increasing Problem for California Vineyards
June 10 (one meeting)

Winegrape Irrigation: Principles, Practices and Consequences
July 7 (one meeting)

Winegrapes: Identification and Use
August 11-12

Rootstocks: Identification and Use
August 13 (one meeting)

Introduction to Sensory Evaluation of Wine
June 28-29

These are all very popular courses and it is encouraged that you enroll early.
For more information call 1-800-752-0881 or log onto www.extension.ucdavis.edu.

LODI WINEGRAPE COMMISSION
Crush District 11

This newsletter is published at:
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LODI WINEGRAPE
COMMISSION
2545 W. TURNER RD.
LODI, CA 95242



LODI WINEGRAPE COMMISSION

ADVANCING LODI IN THE WORLD OF WINE

news

MAY 2008



ZINFEST 2008

A WEEKEND CELEBRATING LODI'S ZINFANDEL

Celebrate Lodi's Holy Grail grape during this month's ZinFest- Wine, Food and Fun at Lodi Lake!

FRIDAY, MAY 16 kicks off this celebratory weekend with a Vintner's Grille at the Lake. Lodi Zinfandels paired with a delicious meal prepared by Papapavlos, one of our area's finest restaurants, create the perfect combination. The ZinFest Silent Auction features one-of-a-kind items including an etched three liter bottle of the commemorative Zin adorned with the striking artwork of Vince McIndoe. The



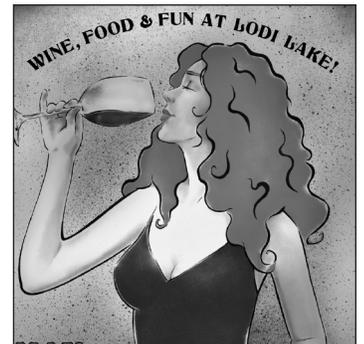
"Light Up the Lake" fireworks show concludes this fantastic evening under the stars.

The menu includes your choice of char-broiled and marinated lamb chops or grilled pistachio crusted salmon filet with a lemon caper buerre blanc served

with au-gratin potatoes and fresh steamed asparagus with aioli dill sauce and a chopped romaine salad.

This evening sells out each year so act quickly if you would like to join us. Tickets are \$75 per person.

A reserved table for 10 is \$750. Call (209) 365-0621 to reserve your dinner tickets. Dress for a casual evening outside by the lake. Rain or Shine!



SATURDAY, MAY 17 Our region's wineries will showcase their premier Zins along with other varietals. Attendees can participate in a variety of interactive events, such as the ZinFest Wine & Cooking School, which will host a number of wine experts and regional chefs preparing delectable Lodi wine-inspired dishes. Other activities include live music at the main stage, artisan crafters and marketplace



vendors, Zin blending classes, and even a highly entertaining juggler, who among other things, will juggle wine bottles and escape being hung upside down in a straight jacket! This is your opportunity to taste award winning wines from 50 of Lodi's wineries.

You will discover the bounty of the historic Lodi Appellation while tasting everything from Albarino to Zinfandel! The region's best restaurants and caterers will serve up tasty dishes that pair well with the various wines. Don't forget to take home that delicious, hard-to-find wine you tasted! Let the knowledgeable staff of the ZinFest Wine Shoppe guide you to your favorite wines.

ZinFest Wine Festival tickets are \$35 in advance and \$45 at the gate. Lodi Wine Country encourages designated drivers. Their tickets are offered at \$10 each.

The festivities continue on **SUNDAY, MAY 18** when wineries open their doors and invite visitors to taste barrel samples, tour private cellars, learn blending techniques and celebrate the end of another wonderful ZinFest weekend!

The ZinFest Committee is always seeking the assistance of growers and other members of the winery community for assistance with this ever-growing event. If you are able to help with the preparations and/or tear down of the event, please contact Courtney Storm at (209) 367-4727 or courtney@lodiwine.com.

For more information, please visit www.zinfest.com or call (209) 365-0621.

GRAPE MARKET CONTINUES TO IMPROVE IN 2008

The overall California grape market is moving from oversupply to balanced or even short in some varieties. This season's bunch counts seem strong, but set is not yet complete, and the recent frost had a definite impact, particularly on white varieties.

Local planting has been virtually nil the last 5 years, with the exception of recent plantings of Riesling, Pinot Noir and Pinot Grigio. Cabernet and Merlot prices have strengthened, but still do not represent sustainable levels. Pinot Grigio is strong, Chardonnay has improved, Sauvignon Blanc is steady, but White Zin has softened. Red Zinfandel wine sales are growing steadily, providing pricing strength.

Imports still comprise about 1/3 of wines sold in the US. However, many large California appellation wine producers are increasing their activity in Lodi as their coastal contracts expire, adding further demand to the local market. Generally a short market is predicted for the next 3 – 5 years.



WINE STUDENTS LEARN ABOUT LODI

Executive Director Mark Chandler has recently conducted a series of Lodi wine seminars to college level wine classes. On March 19 Cal Poly San Luis Obispo Wine and Vit majors learned about the LODI RULES program, and tasted 6 wines bearing the certification logo. Then on April 16 Santa Rosa Junior College students tasted through a dozen Lodi varieties, and were amazed at the broad range of offerings. Instructor Tom Simoneau says "the in depth information was a hit, and the students are still talking about Lodi." The very next night students at Las Positas College in Livermore received an update on Lodi wines and tasted a handful of recent vintages.

"It's important to reach out to these future wine leaders early in their careers to create a positive impression about Lodi" asserts Chandler. "Each audience left fully informed about Lodi, and eager to come taste more of our great wines."

LODI'S NEW GENERATION WINEMAKERS DRAW MEDIA ATTENTION



MADELYN RIPKEN KOLBER

According to the current issue of San Joaquin Magazine “the blood of Lodi’s next generation of winemakers runs Zinfandel red, with a hint of old vine tradition and a suggestion of modern techniques.”

Author Tammy Hansen told the story of many

Lodi families whose offspring, unlike previous generations, are returning in droves to participate in wine-making, marketing and tourism development.

Here are a few quotes from the Lodi winemakers featured in the story:

“You have to be up for a challenge. There’s a certain business savvy that’s part of the industry.”

ANNE MATSON, VINO CON BRIO.

“Wine is a constantly changing thing. It’s that alchemy that fascinates me.”

SHAUN MACKAY, HARMONY WINEYLANDS.

“It’s really fun to be involved right now, with so many wineries popping up all over Lodi.”

MADELYN RIPKEN KOLBER, RIPKEN WINERY.

“I wanted to do something that hadn’t been done yet.”

RYAN PIERCE, SIQUERIA WINE COMPANY.

“The number one thing you’ve got to do is never bottle a bad wine.”

ADAM METTLER AND KEVIN PHILLIPS, MICHAEL-DAVID VINEYARDS.

“Everybody has learned to check their emotions at the door.”

MARISSA LANGE, LANGETWINS WINE ESTATES.

Kudos to the new generation – we expect great things to come!

DELTA COLLEGE CULINARY BANQUET PAIRS LODI WINES

The ever growing Delta College Culinary Arts Program held its Scholarship Banquet “A Tribute to California” at the Stockton Country Club the evening of Sunday, April 6. Some 120 community supporters enjoyed the delectable menu that featured Lodi wines with each course.

Mark Chandler opened the program with a presentation on Lodi’s grape industry, and introduced the wine/food pairing choices.

Chef Paul Trout’s innovative menu offered a quail with jalapenos appetizer, smoked artichoke soup, pomegranate glazed duck salad, smoked trout and Dungeness crab chile relleno, lamb sirloin entree, and strawberry crème dessert.

Featured Lodi wines during the evening included Lucas Winery Zinfandel, Earth Zin and Fire Zinfandel, Talus Pinot Grigio, Uvaggio Barbera Rosato, LangeTwins Sauvignon Blanc, St. Amant Zinfandel, Michael David Incognito Viognier, Mettler Petite Sirah, and Ironstone Symphony.

The students did an excellent job with meal preparation and service. The Culinary Arts Program was initiated in 1979 with 9 students enrolled – today there are over 150 per semester.

A fine culinary future in the County is assured in the hands of these talented and enthusiastic young people.

LODI WINES HOBNOB WITH CA MILLE

Some 78 priceless vintage racing cars participating in the “California Mille”- an annual thousand mile rally through Northern California - made their way to downtown Lodi on Monday, April 28 for a lunch stop at the Cellardoor wine tasting room. School Street never looked so good! The event began the previous day in front of the St. Francis Hotel, where Lodi wines were poured for over 1000 people checking out the vintage cars. Dinner wines for each night of the 5 day tour were donated by Michael David Winery, Jessie’s Grove Winery, Van Ruiten Winery, Peltier Station, and LangeTwins. Hats off to Vice Mayor Phil Katzakian for hooking us up with this exciting event!