



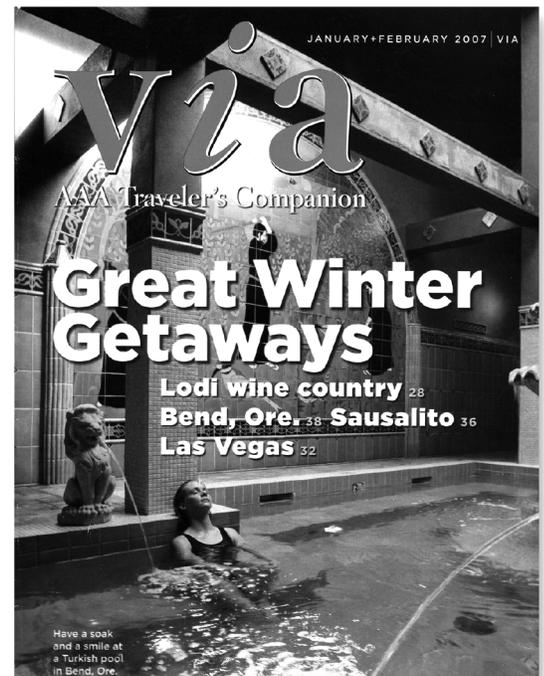
## *Helping to Promote Lodi*

*Via Magazine* is shining a bright light on Lodi, and encouraging readers to visit and experience our beloved home. In a feature article in the January/February 2007 issue, *Via*, the AAA Travel Companion magazine, considers Lodi to be a great winter getaway, as well as the “Best Unsung Wine Region.”

The magazine reaches over 3.1 million AAA members throughout the northwestern United States. LWWC Executive Director, Mark Chandler anticipates continuing expansion in local tourism as well as wine tourism in our area. “We are already receiving calls and expect a big jump in wine visitors this spring and summer.”

Much attention was given to the revitalization of our area. “These days, face-lifted, spruced up, and tapping into its enormous viticultural resources, (Lodi) is thriving as never before.” This is indeed an exciting time for locals and those of us in the wine tourism industry.

The complete story can be found in the January/February issue of *Via Magazine*.



## *SAN FRANCISCO CHRONICLE Devotes Wine Section to Lodi*

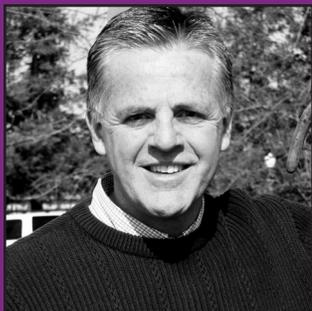
Starting off Lodi's New Year on a high note, the January 5, 2007 San Francisco Chronicle Wine Section was dominated by four separate articles devoted to Lodi wines. Chronicle staff writer W. Blake Gray spent a couple of days touring Lodi Wine Country in mid December and came away impressed by the wines and the people.

In his feature article, titled “Lodi Revival,” Gray noted that Lodi is the “backbone of the California wine grape-growing industry.” He was most impressed with the new generation of Lodi growers who are launching their own labels. A synopsis of wine reviews, as well as a sumptuous recipe paired with Lodi Zinfandel rounded out the Lodi coverage.

“It is a very exciting time to be receiving all of this press,” notes LWWC Program Manager Stuart Spencer, “We have been working hard to build this new image and really brand Lodi; it is great to see our efforts flourish.”



## LODI WINEGRAPE COMMISSION BOLSTERS ITS MARKETING TEAM



The Lodi Winegrape Commission opens the New Year announcing the addition of two new members to its marketing team. Wine industry veteran Michael Perry assumes the role of Lodi Wine and Visitor Center Manager and newcomer Courtney Storm will be the Events Manager.

"We are upping our game in response to increasingly competitive forces in regional wine marketing" explains Mark Chandler, Executive Director of the Lodi Winegrape Commission. "We are delighted to have such talented people join our team. Michael and Courtney will allow us to expand our consumer outreach, both at the Wine Center and through many regional wine events we sponsor."

Michael Perry began his wine career in 1983 managing retail sales at Wente Vineyards, then moved on to run the Livermore Winegrowers Association for five years. He was also Executive Director of the Santa Barbara Winegrowers Association for two years, opened the Ridge Winery tasting room in Sonoma, and most recently handled the Visitor's Center for Franciscan Winery in Napa. Michael feels that "the Wine and Visitor Center is a great fit for my skill set and I am delighted to help move Lodi forward in the world of wine." More information about Michael can be found in the Saturday, January 6, 2007 News Sentinel.

Ms. Courtney Storm is a 2003 graduate of California State University at Chico with a degree in Recreation and Parks Management. She has a thorough background in event management, interior design and merchandising. "My goal is to set Lodi apart through a series of creative and exciting wine events" she claims. "This is an exciting time to be in Lodi and to be promoting Lodi wines."

## WINES & VINES *features Lodi* *"Boutique Wineries"*

A handful of our local wineries were highlighted in the January 2007 issue of Wines & Vines Magazine. The author of the article, Larry Walker, selected five wineries due to their "small production and their success in establishing a niche in a competitive wine market." Featured were D'art Wines, Klinker Brick Winery, Lucas Winery, Ripken Vineyards, and Vino Con Brio.

D'art Wines certainly qualifies as a boutique winery in that the owner/winemaker, Dave Dart is in complete control of all things D'art. He and his wife, Helen, "take care of the vines, make the wine, design the labels and hand sell the finished product."



**KLINKER  
BRICK**  
WINERY

Klinker Brick's Steve and Lorie Felten were featured as 5<sup>th</sup> generation growers. Noted was the fact that Klinker Brick is edging out of the boutique category with 12,000 cases produced annually. New President, Lynne Whyte Barnard assures continued growth.

David Lucas was distinguished as a modern pioneer in Lodi wine production, starting production in the late seventies. Lucas has focused on the ability to "pay attention to the vineyards, keep it small and market directly to the consumer."

With multi-varietals and bottlings, Ripken Vineyard and Winery focuses on having "No Boring Wines." Madelyn Ripken Kolber notes that the family "wanted to concentrate on truly small handcrafted wines" all of which are estate grown.

For about twenty years, Vino Con Brio's Mike Matson sold most of his grapes to wineries in other areas. Until, as daughter Anne puts it, "my dad got very frustrated. He was proud of the quality of Lodi grapes and took the leap into winemaking." Now the wines are geared toward people who are open minded about wine and enjoy trying new types, and most importantly the wines are enjoyable.



Regarding Lodi's boutique wineries, Walker concludes "by staying small, they can adapt quickly to trade and consumer demand."

# Wine Industry Poised for MAJOR SHIFT



Creative packaging innovations like screwcaps and lively non-traditional brands are adding excitement to wine, attracting new consumers.

DESPITE CHALLENGING TIMES AND A DISMAL MARKET FOR MANY LODI WINEGRAPES IN RECENT YEARS, A SHIFT MAY BE IN THE MAKING...

**Yes**, we will continue to deal with intense competition from imports, which are at an historic high of 30% of market share.

**Yes**, it will take at least another season to absorb the tsunami of wine produced from the vast 2005 crop.

**Yes**, the consolidation of major buyers and their dominance on this district continues to suppress upward price movement.

However, with a note of cautious optimism, industry leaders point to a number of factors that indicate a change is in the wind.

At the recent Unified Symposium, Jon Fredrikson noted that in 2006 over 300 million cases of wine were sold in the U.S. The U.S. is now the third highest per capita wine consumer, recently surpassing Germany. Within 3 years, the U.S. will be the largest wine market in the world.

John Gillespie of Wine Market Council cited recent research that indicates that core wine consumers (more than one glass of wine per week) now outnumber marginal drinkers. All adult demographics from Boomers, to Generation X, to Millennials are all embracing wine as a casual social beverage as well as a mealtime accompaniment.

Creative packaging innovations like screwcaps and lively non-traditional brands are adding excitement to wine, attracting new consumers.

According to Fredrikson "wine is taking a monumental step forward" in becoming a part of American life and culture.

As the market grows, it also grows more competitive, especially in the under \$10 per bottle segment. The good news is that at \$10 per bottle and up wines are enjoying buoyant growth.

While Lodi grows its reputation and quality it will get its fair share of the business at all price points.

*Mark Chandler*

LODI WINEGRAPE COMMISSION'S  
14TH ANNUAL SPORTING CLAYS "FUN" SHOOT  
Thursday, May 10, 2007  
Birds Landing Hunting Club, Birds Landing, CA  
Contact the Lodi Winegrape Commission at (209)367-4727



ZINFEST 2007  
MAY 19, 2007

Tickets are available now!  
\$25 in advance and \$35 at the door

- over 40 Lodi wineries pouring their finest
- arts, crafts and specialty items
- great regional restaurants
- exciting entertainment throughout the day

VINTNERS' GRILLE AT THE LAKE  
Friday, May 18, 2007 6-9pm

Tickets: \$75 per person or \$1000 for a reserved table of 10. *Attendance is limited.*

For more information, please visit  
[www.zinfest.com](http://www.zinfest.com)  
or call the Lodi Winegrape Commission  
at 209.367.4727

**LODI-WOODBRIDGE  
WINEGRAPE COMMISSION**  
Crush District 11

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