



LWVC • NEWSLETTER



THE ZINFANDEL CAPITAL OF THE WORLD *draws 5,000 during ZinFest*



Russel Machado and Richard Lauchland of LDGGA serving wine during the Friday night Vintners Grille at the Lake.

Keith Watts' floating Lodi Arch, winner of the People's Choice Award at the Light Up the Lake Boat Parade.

Lodi wine enthusiasts enjoy great wine at the Saturday ZinFest Wine Festival.

The inaugural Lodi ZinFest – Wine, Food and Fun at the Lake, May 13 – 15, 2005 was a great success, helping to further enhance the image and awareness of Lodi Wine Country. The Vintners Grille at the Lake on Friday was an overwhelming success with a sell out crowd of about 450 attendees. We are already getting requests for more seating next year. The “Light Up the Lake” boat parade was the highlight of the evening with the “people’s choice” award going to Keith Watts for his Lodi Arch Float.

The Saturday ZinFest Wine Festival attendance was 5,000 which included local and regional wine enthusiasts, members of the wine trade, members of the media and Lodi wine enthusiasts from across the country (farthest visitors were from Florida and Ohio). Attendees enjoyed wine tasting from 40 wineries, great food from 11 restaurants, arts & crafts from 30 marketplace vendors, and live music all day. The ZinFest Cooking School was standing room only as 5 chefs and 2 wine experts shared their knowledge of wine and food from 1 – 6 p.m. The Grape to Glass display created by LAVA and the vintage Tractor Garden hosted by San Joaquin Historical Society volunteers dressed in 1920’s inspired garb were favorites among aspiring winemakers.

Members of the media and wine trade were invited to attend the Saturday festival complementary. As a result the number of Lodi features in blogs (online newsletters) has dramatically increased, a number of feature articles both local and in the wine trade have been planned, and interest in visiting Lodi has dramatically increased. We also have seen an increase in the number of wine publications that are separating or highlighting Lodi outside of the Central Valley. ZinFest has increased awareness of Lodi Wine Country in the World of wine.

We are gearing up for next year and will begin the planning meetings in September. If you are interested in serving on a committee please contact the commission at (209) 367-4727.

Commission budget reflects optimism

Based on better crop size and pricing estimates from the past few years, the LWWC board recently passed a budget that provides for increased spending in all program areas - marketing, education and research.

Revenue from assessments for 2005-06 is projected at \$1,100,963 vs. \$998,000 in 2004-05.

Expenses are projected at \$1,083,645, with the following breakdown:

Marketing - \$609,350

IPM/Research - \$187,118

Education - \$65,000

General/Admin. - \$224,176.

“We had held back on a number of our programs due to poor market conditions the last few years” according to commission executive Mark Chandler. “Now it looks like we’re going to have the resources to promote Lodi to its greatest extent.”

Growers wishing to see the entire budget breakdown are welcome to contact the commission office at 367-4727.

“Lodi the new “it” region of California”

- Shaun Green
K&L Wine Merchants

Grower Survey to Define “Old Vine”

The 12 Zins are shipped, the inaugural ZinFest is complete, and now we are looking for another avenue to define the statement “Lodi is the Zinfandel Capital of the World”. We are preparing to release a survey to all Crush District 11 members to determine the number of acres of Old Vines in Lodi including Zinfandel vines.

Lodi is believed to have one of the largest, if not the largest collection of old vines in the state, however the amount of old vines has yet to be determined. As we are seeing more “old vine” designations on wine labels, defining a generally accepted definition of an old vine is valuable in further promoting our wines.



The survey will allow us to determine a generally accepted definition and catalog all varieties over 25 years old. Watch for the survey in the mail in the coming weeks. Our goal is to have the results compiled by the fall in order to utilize the information in current and future promotional activities.

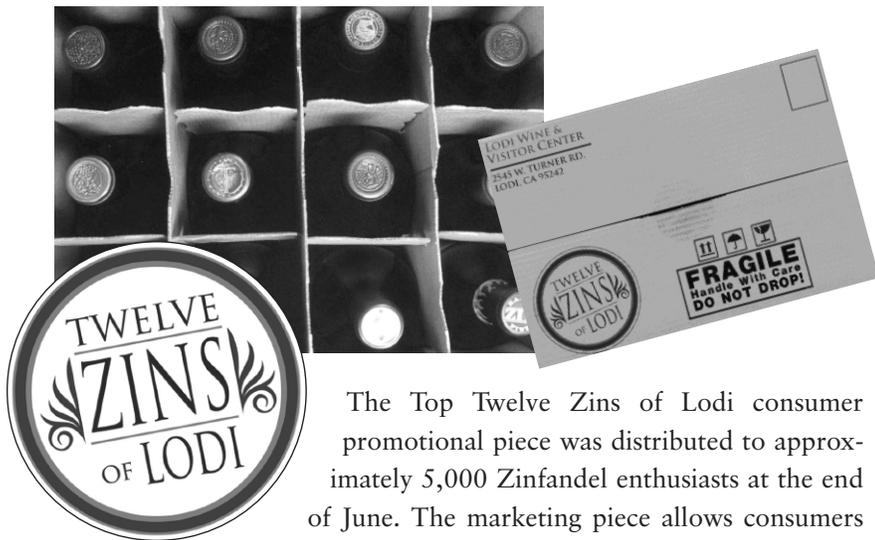
Lodi Growers Assist in the development of Cost Study

FOR CRUSH DISTRICT 11

The University of California Cooperative Extension has released the 2005 Sample Costs to Establish a Vineyard and Produce Wine Grapes in Crush District 11. The report illustrated the estimated costs for this region to develop a vineyard and produce grapes for the first 3 years. The study is intended as a guide to production decisions, determining potential returns, preparing budgets and evaluating production loans. By incorporating the production practices considered practical for the crop (Cabernet Sauvignon) and the area it produces an accurate depiction of the costs associated with the establishment and production of grapevines. Grower cooperators include: Dale Carlson, Larry Mettler, Brad Goehring, Matthew Perman, Joe Valente, Bruce Fry, and Ernie Dosio. For the complete study visit www.cost-studies.ucdavis.edu/ for the printable version.

The 12 Zins of Lodi

MAILED TO ZINFANDEL ENTHUSIASTS



The Top Twelve Zins of Lodi consumer promotional piece was distributed to approximately 5,000 Zinfandel enthusiasts at the end of June. The marketing piece allows consumers to purchase one of the 120 limited release mixed cases of the twelve Zins. The Lodi Art Department designed the mailer to resemble a case box of the twelve Zins complete with a view from the top of the mixed case. The consumer piece is also featured on the Twelve Zins website, www.zinsoflodi.com, where consumers can interact with the mailer and electronically purchase their case.

Wine Appreciation Classes

AT THE WINE & VISITOR CENTER

- SOLD OUT! -

The LWWC is excited to offer its first series of wine appreciation classes. Each class will explore a topic and a wine variety to uncover the fascinating differences among wines and how they are enjoyed. Heather Pyle, class instructor, winemaking consultant and instructor at SJ Delta College will cover topics including winegrape growing, fermentation, oak and aging, wine styles, wine and food, and other areas of interest. These classes are geared toward those interested in wine from novices to experts. Basic tasting technique will be taught throughout the classes. The cost is \$60 for LWWC and Lodi Wine Country Members and \$100 for the general public. All classes will be held at the Lodi Wine & Visitor Center.

This session is from July 6 – August 10, 2005. Future classes are being considered and all those interested in learning more about this intriguing subject are encouraged to contact the commission for details.

Fuso to Lead

NEW LWWC BOARD

At its June 17 meeting the Lodi Woodbridge Winegrape Commission elected Anthony Fuso of FFG Farming as its Chairman for the 2005-2006 fiscal year, which began July 1.

Fuso has served as vice-chair the last two years and is ready for the leadership role.

“I’m delighted to serve as chairman as we continue to carry Lodi’s message forward throughout the country and the world” says Fuso. “This is an exciting time as we see the rapid development of small wineries that are helping to enhance our quality image.”

Joining Fuso will be Jonathon Wetmore of Round Valley Ranches as Vice-Chair, Keith Watts of Watts Vineyards as Secretary, and Joe Valente of Kautz Farms as Treasurer.

Returning to their posts as commissioners are Mike Manna and Bill Stokes. Returning alternates are Markus Bokisch, Richard Lauchland and Gary Patterson. Robert Pirie is a newly elected alternate to the board.

The commission board and staff would like to extend a big THANK YOU to outgoing Chairman Larry Mettler for his leadership during his two years as board chair.

“This is an exciting time as we see the rapid development of small wineries that are helping to enhance our quality image.”

- ANTHONY FUSO

UPCOMING EVENTS:

PRIMOVINO AT WOODBRIDGE WINERY

August 6th, 2005, 4 - 10 p.m.

Information: (209) 365-2839 or www.woodbridgewines.com

TOPICS IN WINE ANALYSIS: Color and Tannin Measurement

August 26, 2005

Information: U.C. Davis Extension www.extension.ucdavis.edu

GRAPE FESTIVAL & HARVEST FAIR

September 15 - 18, 2005

Information: Grape Festival (209) 369-2771 or www.grapefestival.com

Whether you're seeking an elegant Zin or one that packs a power punch, Zinfandels from Lodi rank among California's best. Not only is there a range of styles to choose from, the price-to-quality ratio of Lodi Zins is unmatched. Uncork and enjoy."

- LESLIE SBROCCO, WINE WRITER, TV HOST

LODI-WOODBRIDGE WINEGRAPE COMMISSION

Crush District 11

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Keith Watts - Secretary
Joe Valente - Treasurer

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Brad Lange
Bill Stokes
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