

LODI WINE & VISITOR CENTER PASSPORT WINE CLUB



There is no better way to promote our high quality Lodi wines than word of mouth. From a very modest beginning with approximately 150 members, the Wine & Visitor Center's Passport Wine Club has grown to nearly 600 enthusiastic supporters! Gross revenue has gone from \$7,000 to \$25,000 per quarterly shipment. Of equal importance, our members tout the quality of Lodi fruit and wines to their friends which increases demand through our Wine Club, at stores and restaurants. Stop by the Visitor Center today for more information and to see what makes this comprehensive Lodi Appellation wine club so unique.

GRAPES NEEDED:

Bogle Winery is looking for 250 tons of Petite Sirah and 200 tons Old Vine Zinfandel, preferably in 25 ton lot minimums. Contact Chris Smith, Winemaker, at 916-744-5700 x112.

Agajanian Vineyards are seeking 500 tons White Zin, 200 tons Syrah, 400 tons Cabernet Sauvignon (preferably Clements area) and 150 tons Merlot (also Clements). For more info call Dan Garcia at 916-425-6656.

LODI WINEGRAPE COMMISSION Crush District 11

This newsletter is published at:
2545 W. Turner Rd. Lodi CA 95242
Reproduction of any part of this newsletter must have the approval of the LWC. This newsletter and previous newsletters can be downloaded from our website: lodiwine.com

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2545 W. TURNER RD.
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LODI WINEGRAPE
COMMISSION



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ZINFEST 2008

ANOTHER SUCCESSFUL EVENT FOR LODI WINE COUNTRY

The 4th annual ZinFest proved to be another great success. Although temperatures were hot, it was a beautiful day at Lodi Lake! Guests were welcomed from all over California as well as throughout the country including Ohio, Michigan, Georgia and Pennsylvania!

The temperature in Lodi being over 100 degrees was the biggest challenge faced by event staff. Preparations for these conditions included misting stations for guests, extra ice and water, additional shade structures, etc. In light of the heat, the economy, gas prices and the ticket price increase of \$10, we still had approximately 6,500 people at the festival, which is comparable with attendance in 2007.

The Vintner's Grille Dinner on Friday, May 16 saw 650 people. Papapavlo's of Stockton served delicious lamb chops and salmon dishes which paired nicely with a variety of outstanding Lodi wines. Dancing to the sounds of n'Spired and a spectacular fireworks display made this an unforgettable evening under the stars.

The Sunday Winery Open Houses welcomed about 1,500 people throughout the day. Wineries hosted special activities at their locations. Great wine sales were reported among our local wineries.

ZinFest continues to be the leading marketing effort of the Lodi Winegrape Commission. This effort elevates Lodi in the world of wine, and attracts consumers to Lodi wines and Lodi Wine Country. ZinFest would not be possible without the hundreds of dedicated volunteers that contribute time, effort and money to the cause. Thank you to our dedicated growers, staff and volunteers who spent countless hours to make ZinFest a hit!



Kyle Lerner, Ed VanDiemen, Bruce Fry

ELECTION BRINGS NEW FACES TO COMMISSION

Several new faces will be serving on the winegrape commission as a result of the recent election. Newly elected Commissioners include **Steve Borra** and **Brad Goehring**. Newly elected Alternate Commissioners are **Robert Caffese**, **Craig Ledbetter**, **Kyle Lerner**, **Matthew Perman** and **Kevin Phillips**. We thank all these individuals for stepping up and we look forward to their service. Please feel free to contact these growers with your questions and concerns as we move into our new year of operations.

Retiring from the commission are Past Chair **Jonathan Wetmore**, and Commissioner **Larry Mettler**. Non-returning Alternate Commissioners include **Anne Matson**, **Mike Wackman**, **Sandy Kirschenmann** and **Kim Bronson**. We thank them all for leadership and guidance these past few years.

TAKING INVENTORY OF OUR ASSETS - KEITH WATTS, NEW CHAIRMAN

I am very excited about being your new Chairman for this upcoming year. I have been on the board for nearly two terms totaling sixteen years and have seen a lot of progress in that time. The first thing that always strikes anyone who has ever attended a commission meeting is the way that Lodi growers have been able work together with common goals and values, effectively charting the way for Lodi to break the old perceptions and create a new demand for Lodi fruit.

The Lodi Winegrape Commission is recognized as the epitome of a successful marketing commission. Our commission, under the leadership of Executive Director Mark Chandler, has been responsible for hundreds of positive media stories and has brought statewide recognition to the Lodi region as the leader in IPM and sustainable farming practices. Cliff Ohmart's Lodi Rules for Sustainable Wine Growing certification program is nothing short of awe inspiring. While the market is demanding more environmental labeling, Lodi is leading the way in developing sustainability standards and certification. We are the envy of every other grape region. **Change doesn't happen overnight.** This organization has worked hard for its achievements. Many days are spent on the road traveling to wine shows, industry meetings, and conventions across the country, in order to tell the public, winery representatives, and the media why Lodi is the next greatest wine region in the world. The Winegrape Commission's original mission statement is: "To serve the common interests of all Lodi-Woodbridge Crush District 11 winegrape producers and to enhance the profitability of winegrape production through promotion, research, and education." The commission leadership always strives to follow our mission statement and has participated in multiple strategic planning meetings in order to best achieve our goals. We realized that leveraging our dollars through public relations with wine writers and media creates more awareness than paying for ad space. We also realized that helping promote local wineries increases the number of local wineries, which leads to more demand for



our fruit, better outreach for the Lodi wine region, and ultimately increased prices for all of our fruit.

The commission has promoted Zinfandel as our region's trademark varietal through events like Zinfest and The Twelve Zins of Lodi. Having the reputation of growing the best Zinfandel grapes in California will give us special identity that separates us from the bulk market and raises the prices for all the different varieties grown in Lodi. Zinfest, which draws people from all over the country would not take place without the efforts of our dedicated staff – Mark, Stuart, Courtney, Anna, Sherry, Renee, and Michael. This event is a tremendous undertaking that brings additional funds back into the commission bank account while entertaining and educating thousands of new visitors to Lodi and illuminating Lodi as a quality wine region. These people that make this happen deserve our special thanks.

In addition to carefully allocating our resources for the greatest impact, our commission brings in additional dollars to promote Lodi. Cliff and Mark have brought in both research and marketing grants in excess of \$1.25 million. Mark and Stuart have engaged the local wineries through the Lodi Wine Country Marketing Committee to bring in additional funds from the wineries to increase tourism to Lodi through such events as Winter Wine Wander, Wine & Chocolate, and the recent directional signage that gives Lodi a wine tourism look and feel. All of these deliver additional media coverage and promotion of our region.

There are many more accolades that can be given to describe how important the Lodi Winegrape Commission is to Lodi's future success. I am grateful we have the devoted team of Mark, Stuart, and Cliff that has led the way for nearly two decades. I hope we all can take the time to visit the LWC offices and Visitor Center. We can take a look at the archive of articles written on behalf of Lodi's wine region and give thanks to the people who work hard to improve our own businesses. I'd like to thank you for allowing me the opportunity to take part in such a successful organization.

WINE WRITER WHO LOVES LODI ZIN

Randy Caparoso is well known wine writer/sommelier who has become a friend of Lodi wine. He has been to Lodi many times and is one of our most popular guest wine experts at ZinFest. Randy's most recent article on Zinfandel bore the provocative title "Is Lodi Making California's Best Zinfandel?" Randy expounded on his discoveries from his tasting travels here, and described the many attributes that led him to conclude "Lodi Zinfandels rule." This is one of the best stories ever written about Lodi Zins. The full article is posted on Randy's wine blog at <http://randycaparoso.blogspot.com>.

BUDGET INDICATES STEADY COURSE FOR 2008/2009

Commission members took a peek into the crystal ball at their June 24 meeting and came up with the following budget items: **1.** Maintain the assessment rate at .45% of gross value (same as last year). **2.** Income is projected to be \$1,209,063 (up slightly from the previous year's \$1,198, 463). **3.** Expenses are projected to increase from \$1,183,968 to \$1,256,518, leaving a budgeted shortfall of \$52,445. As in previous years, cost savings and/or revenue from outside sources and special events such as Zinfest are expected to cover the deficit.

Expenses by category shows that \$641,690 is dedicated to marketing (51% of total), \$65,600 to education (5% of total), \$261,793 to research (21%), \$287,535 to general and administrative (23%).

Growers are invited to stop by the commission office for a copy of the budget or to have their questions answered. Fully audited financial statements from fiscal year 2007/2008 will be available by the end of August.

BAREFOOT® CALIFORNIA ZINFANDEL *now* BAREFOOT® LODI ZINFANDEL

Barefoot Wine & Bubbly is announcing the upcoming release of Barefoot “Lodi” Zinfandel, which will be available this September 2008. Barefoot Wine, currently the fastest growing popular brand from California, is adding the Lodi appellation (American Viticulture Area) to the front label of Barefoot Zinfandel to communicate a message of quality and value. Barefoot Zinfandel is now the #1 selling popular Zinfandel nationally.

With information provided by the Lodi Winegrape Commission, Barefoot will embark on an education and sampling journey, in order to increase the awareness and popularity of Lodi wines. “We have a large, dedicated team of Barefooters across the nation, who can now pour Barefoot Lodi Zinfandel at events,” stated Steve Wallace, Managing Director of Gallo’s Direct to Consumer group. “It’s the perfect opportunity for us to talk to wine enthusiasts about the Lodi growing region in a one to one format.”

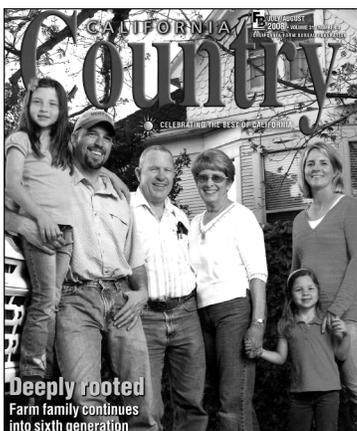
Barefoot Lodi Zinfandel will be available nationally September 1st, and will be line priced along with the other Barefoot California varietals at approximately \$6.99 for the 750ml bottles and \$12.99 for 1.5L bottles.

Growers should look for the announcement of a special launch of Barefoot Lodi Zinfandel at Wine & Roses on September 11. For more information please visit: www.barefootwine.com.



FRY FAMILY FEATURED IN CALIFORNIA COUNTRY

The current issue of California Country, a California Farm Bureau Federation Magazine celebrates the six generations on the Mohr-Fry farming family in a fantastic seven page spread. The family farms 720 acres of winegrapes in Lodi that include about 12 varietals. They sell the crops to 20 wineries throughout the state and beyond. Mohr-Fry Ranches is proud to be certified under the Lodi Rules program, where their winegrapes have been grown using a range of sustainable practices that result in continual improvement of all aspects of their farming operations. The wineries that purchase their grapes often win impressive awards. The family is proud to have built their business on a foundation of integrity and fairness to all. Jerry Fry and sisters Alfreda Andrews and Gayle Tully were raised to value the importance of integrity from a young age. Their mother, Marian who passed away last year, was the matriarch of the family and taught her children to be honest in life and in business. In 2000, Jerry was awarded the Lodi Winegrape Commission Award of Merit for his contributions in the world of Lodi wine.



Also mentioned in this spread, “Eat, drink and be merry with the right combination of food and wine,” an article outlining winemaker, Stuart Spencer of St. Amant and his recommendations of wine and food pairings for the summer grilling season. Read helpful tips on how and what to pair with everything from hamburgers and hot dogs to grilled peaches over vanilla ice cream. For a copy of the full article, please contact Sherri Cascaden at sherri@lodiwine.com or (209) 367-4727.