



LWVC • NEWSLETTER

Unified Wine and Grape Symposium Recap

A record number of 9000+ participants crowded the Sacramento Convention Center January 28-30 for the Unified Wine and Grape Symposium, the largest wine trade show in North America, sponsored by the California Association of Winegrape Growers and the American Society for Enology and Viticulture.

The sponsors are to be congratulated for putting together a tremendous show, from the excellent quality of seminar speakers, to an active exhibit floor and the extensive tasting of wines from some 30 states.

Market Update

Jon Fredrikson presented his annual report of recent wine sales, which can only be called "good news, bad news." The wine market grew by 4% in 2002 (a better performance than 2001) but fully two-thirds of that growth was due to imports from Australia, Chile, Italy and Spain. "Imports are responsible for 25% of wine sales in the US, approaching historically high levels," says Fredrikson "and they're here to stay, driven by globalization and the cross-ownership of wine brands worldwide." Fredrikson also noted that

the US wine market has grown by some 75 million cases over the last decade (about 25%) and could crest over to a new record in the coming year.

Barry Bedwell provided his synopsis of grape acreage statewide. While Lodi has few new acres yet to come into production, the coastal regions have significant acres of Syrah, Cabernet and Pinot Noir to come on line. Acreage removals in the southern Central Valley number in the thousands of acres. According to Bedwell "Lodi grapes under contract should be relatively stable as the fifteen to thirty percent of spot market grapes take the majority of pricing pressure."

Future Trends

Innovations in sales and marketing are helping expand the consumer market for wine. Frustrated by problems in cork quality control, the screwcap closure is becoming more popular with premium wine producers worldwide. Consumers won't have to fumble with a clumsy corkscrew any more!

Also, retail chains such as Costco, Walmart and Target are launching major wine sales efforts, bringing wine into the American mainstream. Wine brands are supporting the efforts with multi-million dollar advertising budgets - market research demonstrates that as wine advertising expenditures rise, so do wine sales (what a concept!).

Lastly, the wine industry is offering unprecedented price discounts, making wine an incredible value. Bronco Wine Company's line of *Charles F. Shaw* wines for \$1.99/bottle (aka "two buck Chuck") has been a runaway hit at Trader Joe's, encouraging even non-wine drinkers to sample the fruit of the vine. So as competition heats up, quality continues to rise, prices continue to fall, and the consumer becomes truly the king of the marketplace.

In addition to the market presentations, many Lodi growers took advantage of standing room only sessions on pest and disease control, contracts, and irrigation. Our own Stuart Spencer moderated a well-attended panel on promoting wine through agri-tourism efforts.

All Lodi growers are strongly encouraged to attend the Unified Symposium for their annual look at the "state of the grapes."

...market research demonstrates that as wine advertising expenditures rise, so do wine sales.

QUALITY ENHANCEMENT PROGRAM, MARCH 12

"Maximizing Quality in Lodi Wines" will be the next subject in the commission's continuing series of grower education workshops. The seminar is set for Wednesday March 12 from 1 - 4pm at the Wine & Roses Garden Ballroom. The program will pair individual growers with winemakers, who will be asked to detail all grape growing and winemaking steps in producing the highest quality wine from a specific vineyard, complete with a tasting the resulting wine. Numerous wine brands will be represented, both large and small. Don't miss out on this opportunity to stay on the cutting edge of Lodi's ever improving quality development in this most competitive marketplace. RSVP REQUIRED - Call Emily at 367-4727.



Lodi Wine Awards - 2003

Congratulations to all the Lodi wineries who showed so well at the recent San Francisco Chronicle Wine Competition! Ask for these wines at your local retailer...

DOUBLE GOLD, BEST OF CLASS

BLUSH WINES	
Sutter Home, 2001 White Merlot	4.99
MERLOT	
Delicato Family, 2001 Merlot	7.99

GOLD, BEST OF CLASS

OTHER WHITE	
Baywood, 2000 Symphony	10.00
PETITE SIRAH	
Bear Creek Winery, 2001 Petite Sirah	17.99
SYRAH/SHIRAZ	
Delicato Family, 2001 Shiraz	7.99

DOUBLE GOLD

PETITE SIRAH	
Bogle Vineyards, 2001 Petite Sirah	10.00

GOLD

CHARDONNAY	
Leaping Horse, 2001 Chardonnay	4.99
ZINFANDEL	
Watts Winery, 2000 Zinfandel/Pescador Vineyard	15.99
SYRAH/SHIRAZ	
Windmill Estates, 2001 Syrah	11.00
OTHER RED	
Watts Winery, 2001 Cab Sauv/Cab Franc "Dos Amores"	15.99
PORT	
Woodbridge, 1995 Port/Portacino/Lot #595	20.00

SILVER

BLANC DE NOIR, ROSE SPARKLING, OTHER	
Weibel Vineyards, N/V Almond Champagne	6.99
CHARDONNAY	
Ironstone Vineyards, 2001 Chardonnay	9.99
Forest Glen Winery, 2001 Chardonnay	9.99
RIESLING	
Olde Lockeford Winery, 2002 Riesling	10.00
VIOGNIER	
Thomas Coyne, 2001 Viognier	15.00
PINOT GRIS	
Montevina, 2001 Pinot Grigio	9.00
Late Harvest White	
Baywood Cellars, 2000 Late Harvest Symphony	18.00
OTHER WHITE	
Olde Lockeford Winery, 2001 White Blend/Albarino	14.00
Ironstone, 2002 Symphony/Obsession	7.99
Weibel, N/V Green Hungarian	5.99
ZINFANDEL	
Windmill Estates 2001 Zinfandel	11.00
Bear Creek Winery, 2001 Zinfandel	15.99
Woodbridge, 2000 Zinfandel	14.00
Michael-David, 2001 Zinfandel	17.00
Klinker Brick Winery, 2001 Zinfandel	24.00
Starry Night, 2001 Zinfandel	16.00
PETITE SIRAH	
Clayton, 1999 Petite Sirah	9.99
SYRAH/SHIRAZ	
Michael-David, 2000 Syrah	15.00
Olde Lockeford Winery, 2001 Syrah	14.00
Van Ruiten-Taylor, 2000 Syrah	12.99
Pavona Wines, 1999 Syrah/Purple Peacock	12.00
Tantalus, 2000 Syrah/Terra Alta Vineyards	16.00
OTHER RED	
Van Ruiten-Taylor, 2000 Cab-Shiraz	11.99
MERLOT	
Jewel Collection, 2001 Merlot	9.99
Windmill Estates, 2001 Merlot	11.00
CAB FRANC/ALL OTHER BORDEAUX	
Watts Winery, 2001 Cabernet Franc	24.99
ITALIAN OTHER VARIETALS	
Cosentino Winery, 2001 Dolcetto/Celle Vineyards	25.00
RHONE OTHER VARIETALS	
Incognito, N/V Rhone Blend	22.00
CABERNET SAUVIGNON	
Woodbridge, 1999 Cabernet Sauvignon/Twin Oaks	12.00
Delicato Family, 2001 Cabernet Sauvignon	12.99
Windmill Estates, 2001 Cabernet Sauvignon	11.00
Jewel Collection, 2000 Cabernet Sauvignon	9.99
RED MERITAGE/BORDEAUX BLENDS	
Woodbridge, 2001 Red Meritage/Cherokee Station	8.25

BRONZE

CHARDONNAY	
Olde Lockeford Winery, 2001 Chardonnay	10.00
Woodbridge, 2000 Chardonnay/Twin Oaks	12.00
Woodbridge, 2001 Chardonnay	8.25
Delicato Family, 2001 Chardonnay	7.99
Michael-David, 2001 Chardonnay/Seven Heavenly Chards	17.00
VIOGNIER	
Rosenblum Cellars, 2001 Viognier/Ripken	15.00
Windmill Estates, 2001 Viognier	11.00
Olde Lockeford Winery, 2001 Viognier	12.00
Incognito, 2001 Viognier	22.00
PINOT GRIS	
Woodbridge, 2001 Pinot Grigio	8.00
Forest Glen Winery, 2001 Pinot Grigio	12.00
LATE HARVEST WHITE	
Castle Vineyards, 2000 Late Harvest Viognier/Ripken	15.00
Woodbridge, 1998 Late Harvest Muscat	14.00
BLUSH WINES	
Sutter Home, 2001 White Zinfandel	4.95
ZINFANDEL	
Clayton, 2000 Zinfandel	15.99
Abundance Vineyards, 2000 Zinfandel/Mencarini	12.00
Napa Ridge Winery, 2000 Zinfandel	8.99
Woodbridge, 2000 Zinfandel	6.25
Klinker Brick Winery, 2000 Zinfandel	24.00
Grands Amis 2000 Zinfandel	18.00
Starry Night, 2000 Zinfandel	16.00
PETITE SIRAH	
Clayton, 1999 Zinfandel	27.99
SYRAH/SHIRAZ	
Starry Night, 2000 Syrah/Terra Alta Vineyard	20.00
Sable Ridge, 2000 Syrah/Terra Alta Vineyard	22.00
OTHER RED	
Fenestra Winery, N/V Red Table "True Red", Lot 15	8.99
Joseph Narcizo, 2001 Alicante Bouschet	25.00
MERLOT	
Ironstone Vineyards, 2000 Merlot	9.99
Joseph Narcizo, 2001 Merlot	12.00
Michael-David, 2000 Merlot	20.00
BARBERA	
Woodbridge, 1999 Barbera	14.00
Charles B. Mitchell, 2001 Barbera	19.00
RHONE OTHER VARIETALS	
Jessie's Grove, 2000 Carignane	14.85
Starry Night, 2001 Rhone Blend "Adara"	14.00
CABERNET SAUVIGNON	
Olde Lockeford Winery, 2001 Cabernet Sauvignon	14.00
Leaping Horse, 2000 Cabernet Sauvignon	4.99
Turning Leaf, 2001 Cabernet Sauvignon	8.00
Michael-David, 2000 Cabernet Sauvignon	24.00
Mettler Family, 2000 Cabernet Sauvignon	24.00

Alphabet Soup WHO REPRESENTS WHOM ON THE LOCAL WINE AND GRAPE SCENE

Local growers and vintners support a variety of local associations to best serve their interests on a region wide basis. To help clarify their respective roles here is a synopsis of the organizations:

LODI DISTRICT GRAPE GROWERS ASSOCIATION (LDGGA)
established 1952

Phone 339-8246 Website ldgga.org

Mission Statement "to serve the political interest of growers in District 11 on local, state and federal issues"

Primary Activities advocate on land use issues, hold member breakfasts with policy makers, educate the public about viticultural practices, fund grape cost study with farm advisor, conduct grower workshops, provide scholarships, annual meeting and banquet.

Officers President: Bruce Fry, Vice President: Bob Lauchland, Secretary: Dale Carlson, Treasurer: Rob Kammerer

Board Members Kyle Lerner, Tom Murphy, Diego Olagaray, Bill Stokes

LODI WOODBRIDGE WINEGRAPE COMMISSION
(LWWC) Crush District 11 - established 1991

Phone 367-4727 Website lodiwine.com

Mission Statement "To serve the common interests of Lodi wine-grape producers and to enhance the profitability of winegrape production through promotion, research and education."

Primary Activities advertising, marketing and public relations to increase demand for Lodi winegrapes, grower education programs, viticultural research, integrated farming program, operate Lodi Wine and Visitor Center and Lodi Conference and Visitor Bureau. **Officers** Chairman: Tom Hoffman, Vice-Chair Bruce Fry, Secretary: Paul Verdegaal, Treasurer: Larry Mettler **Board Members** Keith Watts, Brad Lange, Mark Shimosaki, Tony Fuso, Jonathan Wetmore; Alternates: Kim Bronson, Jim VanRuiten, Brad Goehring, Gus Young, Gary Patterson, Alan Kirschenmann, Richard Lauchland, Craig Rous, Kurt Kautz.

LODI APPELLATION WINERY ASSOCIATION (LAWA)
established 2000

Phone 368-4793 Website lodiwines.com

Mission Statement "Working together we will create worldwide recognition for the wines and wineries of the Lodi Appellation."

Primary Activities promotion of wines and wineries of Lodi through events, advertising, publicity and tastings **President** Mike Phillips **Board Members** Greg Burns, Craig Rous, Brad Alderson, BettyAnn Spenker, Lance Randolph, Dave Lucas, Jackie Baysinger, Todd Ziemann.

These associations have a high degree of cooperation on numerous issues and events. Feel free to contact them with ideas and concerns appropriate to their missions.

Advertising Campaign

Most growers remember our impressive "Zins of Lodi" advertising campaign that ran for quite some time. With so much recognition being paid to all Lodi wines, not just our wonderful Zins, we created this eye-catching new campaign to run in trade and consumer media.

The ad lists complimentary quotes from many notable wine writers and critics around the country, from Robert Parker to Dan Berger. There's no denying it, "lights are shining on Lodi wines."

Lights are Shining on LODI WINES

"There's a whole new face on Lodi"

James Halliday - author of *The Wine Atlas of California*

"... suddenly Lodi has buzz..."

Steve Heimoff - *Wine Enthusiast Magazine*

"Lodi... a slew of excellent wines, startlingly good, getting major awards..."

Dan Berger - *On Wine*

"A revelation - Lodi Viognier is a triumph, Syrah a treat, Zin exactly what Zin should be! Great prices."

Jay McInerney - *House and Garden Magazine*,
at a recent tasting of Lodi wines.

"Finest effort yet - flamboyant, muscular, smooth fruit bomb... great stuff."

Robert Parker - on Turley 1999 Dogtown Zinfandel

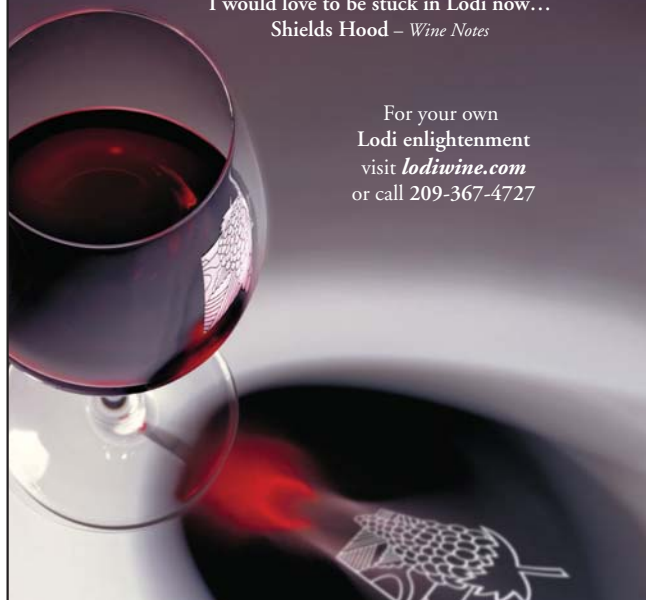
"Tastes great, less crowded... worth going out of your way."

Marlene Goldman - *SF Gate*

"I would love to be stuck in Lodi now..."

Shields Hood - *Wine Notes*

For your own
Lodi enlightenment
visit lodiwine.com
or call 209-367-4727



CLASSES AND EVENTS

- March 12 QUALITY ENHANCEMENT PROGRAM
1-4pm Wine & Roses Garden Ballroom, RSVP required: 367-4727.
- March 28 & 29 LODI SPRING WINE SHOW
Lodi Grape Festival Grounds, call 369-2771 for tickets.
- May 8 10TH ANNUAL SPORTING CLAYS TOURNAMENT
Bird's Landing, call 367-4727 for tickets and info.
- May 17 & 18 VINES TO WINES
sponsored by LAWA, call 368-4793 for ticket info.

UC DAVIS EXTENSION COURSES OF INTEREST

- March 18 & 19 FUNDAMENTALS OF TABLE WINE PRODUCTION - Dr. Jim Lapsley, \$465.
- April 2-June 11 INTRODUCTION TO WINEMAKING FOR DISTANCE LEARNERS
Dr. Doug Adams; \$600.
- April 26 CLONAL ASPECTS OF WINEGROWING - Dr. Deborah Golino; \$210.
- April 26 SUCCESSFUL SMALL SCALE WINEMAKING
Dr. Jim Lapsley & others; \$140.
- May 3 & 4 INTRODUCTION TO SENSORY EVALUATION OF WINE
John Buechsenstein; \$475. *Highly Recommended*
- May 17 NEW WORLD RHONES: A REPORT CARD - John Buechsenstein; \$275.

*For registration and information on any of these courses log on to
www.extension.ucdavis.edu or call 800-752-0881.*

LODI-WOODBRIDGE WINEGRAPE COMMISSION Crush District 11

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