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28 - 30  
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**LODI-WOODBRIDGE  
WINEGRAPE COMMISSION**  
Crush District 11

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# LWVC • NEWSLETTER



## “LODI STEALS THE WINE STAGE”

*San Francisco Chronicle*

Add Sonoma-based wine writer Linda Murphy to the list of Lodi wine converts. Her recent three-day visit to Lodi yielded a feature article dubbed "The lowdown on Lodi" which ran on the front page of the San Francisco Chronicle Wine Section, Wednesday October 23.

The headline on Murphy's article declared "Wild West ranching town powers up to grow world-class grapes" while the text recounted Lodi's history for value wines, and followed its rise to prestige wine region and tourist destination.

Murphy's whirlwind tour included visits with dozens of Lodi winemakers from biggies such as Woodbridge to boutiques like Grand Amis, and everything in between. The story highlighted about 15 Lodi selections, which the author referred to as "approachable, fruit-driven, and reasonably priced".

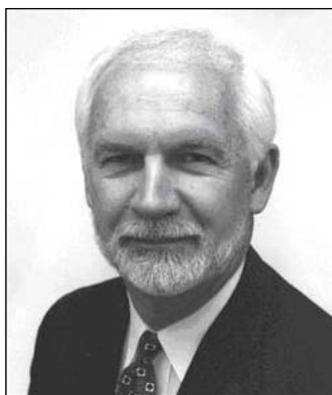
As usual Michael David Vineyards was a favorite stop, where the humorous "Seven Deadly Zins" label caught the writer's attention and made its way into the story. "The exposure improved our tasting room traffic the next

weekend," said Dave Phillips "but more importantly it really opened doors in the Bay Area and Marin, where I picked up a lot of retail wine accounts the following week."

Murphy, originally a Central Valley girl raised in Visalia, proclaimed "I had no idea there were so many wineries in Lodi!" She promises a follow-up trip to Lodi, perhaps around the Spring Wine Show.

On a side note, the San Francisco Chronicle recently launched a completely new "WINE" section, which will run each Thursday. It is the first dedicated weekly wine section in the nation, which editor Michael Bauer justifies by observing, "wine is a core component of our economy and tourism, and contributes to our Northern California culture and lifestyle. This section is product of many years planning - finally the timing was right." On behalf of Lodi, Mark Chandler recently met with Bauer and the Chronicle's editorial staff, who are excited about receiving more regular Lodi wine news. Hats off to the Chron!

## *Integrity Award Honors Wine-Health Researcher*



**DR. R. CURTIS ELLISON**  
Boston University Medical School

Dr. R. Curtis Ellison of the Boston University Medical School has been selected as the 2002 Wine Industry Integrity Award honoree. The award was presented at a special dinner held in Dr. Ellison's honor at Wine & Roses Hotel on Monday, October 28.

Created and sponsored by the winegrape commission since 1998, the award honors individuals who have conducted their careers with integrity while making significant contributions to the world of wine.

Dr. Ellison is best known for his research on what is known as "The French Paradox." He was the key American scientist interviewed on the subject of wine and health on CBS's "60 Minutes" program in November 1991. Red wine sales in America increased by 40% immediately thereafter. Dr. Ellison also appeared on a follow-up "60 Minutes" segment in November 1995, emphasizing again how moderate alcohol consumption improves health. According to the selection committee Dr. Ellison has been tireless in presenting his findings to the government, the medical community, the press and the public despite both personal and professional sacrifice. > > > > > > > > continued

continued from page 1. This year's selection panel was chaired by wine writer Gerald D. Boyd, and included fellow wine writer Dan Berger, also James Trezise, Executive Director, New York Wine and Grape Foundation, Michaela Rodeno, CEO, St. Supery Winery, Larry Stone, MS, Rubicon Restaurant, Patrick Gleeson, Executive Director, American Vineyard Foundation, and David Lake, MW, Northwest Operations, Canandaigua Wine Company. All but one of the panel members attended the awards dinner, along with nearly 200 wine community leaders.

Previous honorees of the award are Patrick Campbell, Laurel Glen Winery, (1998); Robert Young, Robert Young Vineyards (1999); Dr. Walter Clore, Washington State University (2000); and Robert Mondavi (2001).

The award and celebration dinner generated several articles in the wine and general press. The California Wine and Food website ran a feature article by wine veteran Dan Clarke, and Dan Berger used it as the subject of his weekly column in the Napa Register. Several wine industry publications were on hand and will publish follow-up stories.

## *John and Gail Kautz Named Lodi - Woodbridge Merit Honorees*

Citing over 40 years of service to agricultural causes the Lodi Woodbridge Award of Merit for 2002 has been awarded to John and Gail Kautz of Kautz Ironstone Vineyards in Lodi. The award was presented to the Kautzes prior to the Wine Industry Integrity Award at Wine & Roses Hotel in Lodi on Monday evening, October 28.

According to Tom Hoffman, winegrape commission chair "the towering accomplishments of John and Gail Kautz have left an indelible stamp on the Lodi wine and viticulture scene." The Kautzes have been farming in the Lodi district for over 50 years and have expanded their operation from row crops to thousands of acres of premium winegrapes. They have successfully integrated their winegrowing operation to create an internationally recognized award-winning wine brand.

John was instrumental in the establishment of the winegrape commission's district wide integrated pest management program and was an early proponent for the establishment a world-class wine and visitor center to



show off Lodi's premium wine industry. Gail has been a 4-H leader for over 25 years.

In receiving the award the Kautzes emphasized the importance and satisfaction of creating an enterprise that involves the entire family.

The Lodi Woodbridge Winegrape Commission created its Award of Merit in 1998 to recognize individuals who have made significant contributions to the local viticulture community. Previous honorees include past commission chair Joe Cotta, former farm advisor Jim Kistler, Lodi grower Jerry Fry, and nurseryman Richard Ripken.

# 12

## *What are the 12 Best Zins in Lodi?*

We all know that Lodi stands tall in the world of Zinfandel wine. At last count there were over 50 Lodi appellation Zins on the market!

To help generate a national message about the high quality of Lodi Zinfandel the commission's marketing committee has come up with a unique strategy. With the help of our public relations agency the commission will be gathering a group of well-known wine experts and writers to come to Lodi to conduct a blind tasting of all Lodi Zins to select the very best. Then several cases of those "12 Zins of Lodi" will be sent to leading wine writers nationwide for their tasting and story writing. While writers frequently receive wine samples from individual brands, we think receiving a mixed case of Lodi's best will be an irresistible story idea.

The event is to be held in mid-April. Wine experts such as Andrea Immer from New York, Darrell Corti of Sacramento, and Ronn Weigand of Napa are on the list, which will total six or seven influential people in wine. Having them come to Lodi for the tasting, as well as touring the district and an overnight stay at Wine & Roses Hotel should help create a positive impression of Lodi.

We encourage all growers and wineries to submit their wines for this exciting special event. If you have commercial wines made from your grapes, please contact us ASAP! Call Stuart Spencer at 209-367-4727. A toast to Lodi Zins!

## Lodi Appellation Expansion Approved

The Bureau of Alcohol, Tobacco and Firearms recently approved an expansion of the Lodi Appellation to take in contiguous acreage south and west of the original boundaries set in 1986. The area covered by the appellation increases by 17% and includes over 10,000 planted vine acres.

The change was effective November 4. It will help growers and wineries meet the continuing demand for Lodi labeled products. According to Bill Stokes, president of Lodi District Grap growers, and leader of the expansion effort "Lodi is a great AVA, as demonstrated by the number of great wines being produced here. Everyone benefits from this expansion - Lodi growers, Lodi wineries, and wine consumers. We have expanded the appellation to its full potential without compromising the integrity of the original AVA."

## Taste of Lodi Draws 700

Some 700 wine enthusiasts basked in beautiful sunshine sipping Lodi wine on the grounds of Wine & Roses at the first ever "Taste of Lodi" event the last Sunday in October. Co-sponsored by the Lodi Conference and Visitor Bureau, Jewel Winery and Wine & Roses Hotel and Restaurant, the event featured 21 local wineries, a dozen restaurants, and live smooth jazz.

According to some event-goers it was the best wine event ever held in Lodi. "The event drew visitors in from all over the Central Valley and the East Bay, some even as far away as Reno," according to Nancy Wilkinson of the Lodi Conference and Visitor Bureau. "It really helped get the word out about what a high quality place Lodi is to come visit."

Mark your calendars - organizers are busy at work planning "Taste" II for next October. Good work, and congrats to all!



## WINE & VISITOR CENTER Launches New Outreach Efforts

The Lodi Wine and Visitor Center is right on target in meeting its tourism and revenue goals. Nevertheless manager Kelli Mettler and staff are gearing up for even greater outreach. Here are some of the efforts on tap:

### FRIDAY NIGHT "WINE LIVE"

These monthly gatherings at the center give consumers an extra opportunity to learn a little more about wine and food, and to pick up a bottle or two to take home or give to friends. The events run from 5 to 7 p.m., and draw up to fifty sippers/shoppers.



### HOLIDAY OPEN HOUSE

The three days of Thanksgiving weekend offered a variety of activities including a book signing by Elaine Corn, a Sacramento food & wine writer, live music, and a

cheese tasting. Last minute Christmas shopping was brisk!

### CONSUMER NEWSLETTERS

Both electronic and print versions help keep visitors up to date on recent wine releases, let them know about up-coming events in the world of Lodi wine, and showcase unique Lodi gift baskets for sale.



### LODI WINE LOVERS CLUB

...a fantastic opportunity to receive two bottles every six weeks of high quality, handmade, hard to find Lodi appellation wines. Customers can have them shipped direct to home or friends, or pick them up at the Center - a great way for everyone to



stay current with the ever-changing local wine scene.



### UPDATED DISPLAYS

A new wine and food matching guide graces one of the walls of the center, and the corner under the massive staircase sports a display of dozens of old grape box ends with their unique art form - is your family label among them? (Thanks to the MacKenzie and Gillespie families for this contribution!).

### EVENTS, EVENTS, EVENTS!

Receptions, wine education, wine and food pairings, and cooking demonstrations are all on tap for coming months...stay tuned!