



LWVC • NEWSLETTER



Dr. Stan Howell of Michigan State Named Wine Integrity Award Honoree

COLD-CLIMATE SPECIALIST RECOGNIZED BY INDUSTRY PANEL

Dr. Stanley Howell of Michigan State University's Horticulture Department was selected as this year's honoree for the Wine Integrity Award. The award was presented at a special dinner in his honor, sponsored by the Lodi-Woodbridge Winegrape Commission and held at Wine and Roses Inn, on Tuesday, October 14, 2003. There were over 100 growers and industry members were present. Created in 1998, the award honors those individuals who have conducted their careers with integrity while making significant contributions to the world of wine.



According to the selection panel, Dr. Howell was chosen for over three decades of dedication to the expansion and improvement of the Michigan wine industry. Panel member Dan Berger says "In addition to his many viticultural accomplishments, he has resisted tempting offers to 'go west' and has persuaded dozens of MSU graduates to remain in Michigan, to the great benefit of the region's wine industry." Howell was

responsible for creating an undergraduate program of Enology and Viticulture at the university's Institute of Agricultural Technology in 2001.

Howell was instrumental in introducing and advocating Vinifera varieties, against a common belief that the effort was doomed to failure. Riesling, Chardonnay, and Pinot Noir are now widely grown.

In reflection of the award Berger claimed, "A warm-climate wine-growing region honored a cool-climate viticultural researcher the other day and if that's not industry harmony I don't know what is." Congratulations, Dr. Howell!

Previous honorees of the award are Patrick Campbell, Laurel Glen Winery, Glen Ellen, CA (1998); Robert Young, Robert Young Vineyards, Healdsburg, CA (1999); Dr. Walter Clore, Washington State University (2000); Robert Mondavi, Robert Mondavi Winery, Oakville CA (2001); and Dr. Curtis Ellison, Boston University School of Medicine (2002).



Corene, David, Jeanne, Don, Mike, Kristy, and Kevin

Phillips Family Honored with Award of Merit

The Don Phillips Family, operators of Phillips Farms and Michael David Vineyards, were presented with the 2003 Lodi Woodbridge Award of Merit at the Wine Integrity Award dinner. The award is sponsored by the Lodi-Woodbridge Winegrape Commission and recognizes those who have made significant contributions to the Lodi wine community.

Ancestors of the Phillips family homesteaded in the Lodi area nearly

continued next page

from front page

150 years ago, first growing watermelons, then grapes. According to winegrape commission chairman Larry Mettler “for years the Phillips family has provided community leadership, agricultural education, entertainment, and high quality farm produce to an enthusiastic local following. Now they have distinguished themselves by creating their own wine brands, and by promoting all Lodi wines to a national audience.”

What differentiates the Phillips from the rest is their on-going effort to increase awareness of Lodi through promotion of their brand. They have creative labels, professional packaging, and a first rate public relations effort. Furthermore, they travel constantly; at least one member of their family is on the road each week of the month. For their strenuous work, dedication and persistence, the Phillips family – Don, Jeanne, Mike, Kristy, David, Corene and Kevin – was given this honor.

Lodi Wine Country Marketing Committee Making Progress

The Lodi Wine Country Marketing Committee began meeting in July, and it is off to a great start. The Committee updated the Lodi Wine Trail Map to include several new wineries (now totaling 46), and increased its distribution to 100,000. The new distribution markets include Sacramento, the Gold Country, San Joaquin Valley down to Fresno, Napa, Sonoma and the East Bay.

Additionally, the Committee is working with the San Joaquin County Planning Commission to create a Lodi Wine Trail signage program. The Committee plans to improve upon the current program by expanding the Lodi Wine Trail and replacing the existing signs with more up-to-date pieces that will direct visitors to the various wineries in the area. Once the Lodi Wine Country logo is created, it will be included in the artwork of the sign, as well as on a number of other promotional pieces.



Lodi Wine Country Committee Members include:

From the Lodi Appellation

Winery Association (LAWA):

Jeff Hansen, Jewel Fine Wines

Nick Sikeotis, Jessie's Grove

David Phillips, Michael David Vineyards

Unaffiliated Member:

Pat Patrick, Lodi Chamber of Commerce

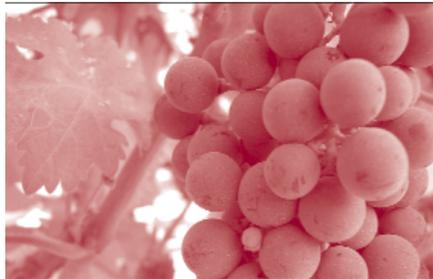
From the Lodi-Woodbridge

Winegrape Commission (LWWC):

Larry Mettler

Keith Watts

Rodney Schatz, Jr.



Market Wrap-up

Fully 25% of the wine sold in America today is imported, an historic high. What makes this cycle different from previous ones is that today our largest domestic producers are also our largest importers. This is a structural change in the market that could make our recovery slower and softer than any of us would like.

Is there a turnaround imminent? Some people think so. Thousands of acres of vines have been removed in the south Central Valley. With this reduction in supply, wine broker Bill Turrentine thinks that the bulk market will tighten up next spring. The improving economy and exchange rate will help create demand for California wine, too.

Studies show the American wine market is growing at about 6% per year, and will increase from 245 million cases annually to 300 million cases by 2010. This increase in demand will require the

equivalent of a million tons of grape supply, and we will get our fair share of the business.

Wine Market Council reports an increase in core consumers, and that the newly 21 crowd is showing a strong propensity to adopt wine as a part of daily life. Innovative packaging for premium wine such as screwcaps and bag in the box are making better wines more accessible to a wider audience.

As for Lodi, our recognition continues to grow, as reported on the next page. At the Wine and Visitor Center we are responding to more requests than ever. We see pioneering wineries large and small venturing out into the marketplace with Lodi label wines. This kind of investment will help our market grow long-term, and with all our shoulders to the wheel our fortunes will certainly improve.

A sigh of relief can be heard around the district as one of the longest and most difficult harvests on record limps into history.

Even though a light crop usually means firmer prices, ample bulk wine inventories prevented Econ 101 from kicking in. Virtually every variety, except for Cabernet Sauvignon (of course!) was short. While there was some improvement at the bottom end of the market, for most growers just breaking even was a welcome prospect.

In addition to our domestic oversupply situation, imported wines continue to make gains in the US market.

Lodi Wines Are Getting Great Reviews

TRY ZINS, CABS FROM PEIRANO

Bob Hosmon, syndicated wine writer from Florida, authored an article praising Lodi's own Peirano Estate on their 1998 Primo Zinfandel, 1998 Old Vine Zin, 1999 Heritage Collection Zin and 2001 Heritage Collection Cabernet Sauvignon. As part of the "12 Zins of Lodi" tasting, Hosmon had an opportunity to try these, and several other Lodi wines. He stated that Peirano Estate's wines are "exceptionally fine and, considering the quality in the bottle, unbelievably low priced." He went on to include that Lodi has "some of the best red wines made in America." Kudos to Peirano!

DAN BERGER'S VINTAGE EXPERIENCES

Dan Berger had another opportunity to sample some of Lodi's finest at our recent Integrity award dinner. In his October 23rd edition of *Vintage Experiences*, Berger included several of them in his tasting notes. Under the "Exceptional" category, he listed Kreig's Kellar's 2001 Syrah, Sonora Winery & Portworks' 2002 Verdelho and L'Uvaggio di Giacomo's 2002 Barbera Rosé. The 2001 Earthquake Syrah by Michael David Vineyards, 2000 Mettler Cabernet Sauvignon, 2000 Jessie's Grove "Westwind" Zinfandel and 2001 Bargetto Rauser Vineyard Zinfandel all received "Very Highly Recommended" mentions.

LOW PRICES, RAISED EXPECTATIONS

Wine writers Dorothy J. Gaiter and John Brecher with the Wall Street Journal did a

tasting of 50 Zinfandels under \$20 to "get an overall impression of how Zinfandel is doing these days." In their past experiences, they found inexpensive Zins to be "hot, sweet and generally unpleasant." This time, their experience was a little more enjoyable.

"Lodi is a s a grape-growing region south of Sacramento. And if you've never tasted the wines made from fruit grown here, you are missing out on some of the best red wines made in America."

-BOB HOSMON, wine columnist syndicated in 173 markets.

Of the 50 wines, they featured the top eight. The "Best of Tasting" went to a wine that was "Plummy, earthy and dense, filled with 'stuff.' Chewy and dark. The real thing." Well, the 'real thing' is Jessie's Grove "Vintner's Choice" 1999 Old Vine Zinfandel! As you may know, the winery has sold out and it can only be found on store shelves throughout America.

Ravenswood 2000 Lodi Zin also received honorable mention with a "Good/Very Good" rating. Of the other six wines listed, three contained a good portion of Lodi fruit: 2000 Cypress by J. Lohr Winery, Francis Coppola 'Diamond

Series, Red Label', and 2002 Joel Gott Wines.

Overall, the duo was pleased to see Zinfandel has turned around. They wrote, "With concern and care, American winemakers can still make a powerful, fruit-filled Zinfandel, even for \$20 or less. This is a noble grape and it can make a noble wine. Don't settle for less."

PARKER, WINE ENTHUSIAST RATE LODI ZINS

Robert Parker reviewed nine Lodi Zinfandels that all scored 86 or higher. Robert Biale's 2001 Spenker Vineyard Zinfandel received a 90 with comments including "soft and luscious, with enough acidity to provide enjoyment over the next 2-3 years." Turley Cellars' 2001 Dogtown Vineyard Zinfandel scored 91 points and possesses "jammy aromas of black cherries and plums...fleshy flavors with loads of fruit, glycerin and pleasing tactile sensations." Other wines listed are: Bogle Vineyards 2001, Old Vine Reserve Zin (87), Cosentino Winery 2001 Cigarzin (87) and The Zin (88), Klinker Brick 2001 Old Vine Zin (88), J. Lohr Winery 2001 Bramblewood (87), Michael David Vineyards 2001 Seven Deadly Zins (87), and Laurel Glen 2002 !ZA ZIN (86).

Wine Enthusiast tasted 300 Zinfandels and most of them to have "voluptuous textures, plush tannins and plenty of subtlety and curves." 22 Lodi Zins ranked in the 80s, with "Best Buys" going to Mokelumne Glen 2001 Zin, Paradis 2001 Cask Reserve, and Talus 2001 Zinfandel. Good job!

The Grape Escape

Mark Chandler and Kelli Mettler worked a booth for the Lodi Wine & Visitor Center at the first-ever Grape Escape. The inaugural event was held on October 11, 4 p.m. – 9 p.m. at Raley Field in Sacramento. Lodi wineries showed tremendously to the crowd of over 2500 people. The event was co-hosted by the Sacramento Conference & Visitors Bureau, and eight participating counties: San Joaquin, Yolo, Calaveras, Amador, Placer, Sacramento, El Dorado and Nevada. Stay tuned for next year's date.

UPCOMING EVENTS:

NOVEMBER 20	NOVEMBER 28-30
GROWER HOLIDAY RECEPTION	HOLIDAY OPEN HOUSE (Open to the Public)
LWWC	Lodi Wine & Visitor Center,
209-367-4727	209-365-0621

Taste of Lodi 950 people attended this year's Taste of Lodi on October 5. 76% of the attendees were from outside of Lodi, while 60% of them were from outside of San Joaquin County. There were 30 wineries and 13 restaurants on the grounds of Wine & Roses. CRC Jazz Orchestra performed throughout the day, and KFBK's Chris Lane was emcee for the event. Black Tie Gourmet and School Street Bistro provided chef demonstrations. Several writers and media personalities attended the affair and were pleased with its success.

LWWC Hosts International Visitors

The week of October 6 was quite busy around the Visitor Center. We had visitors from all over the world, all leaving with a new and positive outlook on Lodi. The week began with five well-known wine writers Talus brought in from Canada. They attended the Taste of Lodi, toured the region and wineries. The writers enjoyed their stay at Wine & Roses, and dined at several local restaurants. They were extremely impressed with the wines of Lodi, and Commission staff has already received positive feedback.

Furthermore, Mark Chandler entertained a member of the Australian Wine & Research Board, while Stuart Spencer hosted a wine tasting for wine buyers from South America. A handful of wineries volunteered their time to pour for the group and the tasting was quite successful. At the end of the week, the Wine Institute brought a group of trade visitors from Sweden through the Visitor Center for education about our region.



**LODI-WOODBRIDGE
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 LWWC. This newsletter and previous newsletters can be downloaded from our website: lodiwine.com

COMMISSIONERS

Larry Mettler - Chairman
Anthony Fuso - Vice Chairman
Jon Wetmore - Treasurer
Keith Watts - Secretary
Tom Hoffman
Paul Verdegaal
Brad Lange
Bill Stokes
Mike Manna

ALTERNATES

Brad Goehring, Jim VanRuiten,
Gary Patterson, Kurt Kautz,
Kim Bronson, Gus Young,
Alan Kirschenmann, Markus Bokisch,
Richard Lauchland

RETURN SERVICE REQUESTED

2545 W. TURNER RD.
LODI, CA 95242



PRSRVT STD.
U.S. POSTAGE
PAID
PERMIT #269
STOCKTON, CA