



LODI - WOODBRIDGE WINEGRAPE COMMISSION

LWVC • NEWSLETTER

MAY 2005



Lodi ZinFest PROMOTING LODI THROUGH NEW AVENUES

Lodi's inaugural ZinFest is coming up quickly. Saturday, May 14, 2005 thousands will descend upon Lodi Lake for the inaugural "Lodi ZinFest - Wine, Food & Fun at the Lake." The festival features over 40 Lodi wineries, a dozen regional restaurants, live music featuring the Lovin' Spoonful!, a consumer Marketplace, a cooking school, wine seminars and displays, and an on-site wine store.

Promotion for this event encompasses print and electronic media in Lodi, Stockton, Sacramento, San Francisco, and Modesto. In the Sacramento area we have coordinated with all the major network television stations to feature cooking demonstrations and food and wine pairing segments during the week prior to the festival. News 10 will also be visiting the Lodi Wine & Visitor Center on Friday, May 6 for "Free Friday" where they will be giving away tickets to the event.

KOOL 101.9 fm in Sacramento has partnered with ZinFest to highlight the event as the "featured" event of the month. Competitions between the DJs and the sales teams are currently underway. Live interviews with "Big" Jim Hall are scheduled for the week of the event including a van stop in Sacramento where more tickets will be given away. KOOL will also be broadcasting live prior to the Lovin' Spoonful! performance.

In the San Francisco market we have partnered with Gene Burns of "Dining Around with Gene Burns", who will be broadcasting live from the event. Gene Burns will also be promoting the event with advertisements

during his show two weeks prior to the festival. Gene Burns, the spokesperson for life's finer things in the Bay Area has taken an interest recently in Lodi wines. Burns interviewed Dave Phillips following their "Best of Show" award at the Chronicle Competition earlier this year. This is a great opportunity to tell the Lodi story to a market that is looking for undiscovered treasures.

In our backyard, you may have noticed that our Hwy. 12 and Hwy. 99 billboards now have "snipes" (banners across the sign) that are advertising the festival. We have placed large gold ZinFest yard signs at key locations in the area. These snipes and yard signs will be in place until after the festival. Posters and brochures are also available at Lodi wineries and we will continue to mail and distribute the brochures and postcards until the event. Watch for the ZinFest tabloid insert in the Lodi News-Sentinel on May 10, 2005. This tabloid will be packed full of information about the festival and Lodi wines.

As a result of the 12 Zins Competition in March we will be welcoming back to Lodi Randy Caparoso, Chief Sommelier at Sea Island Resort in Georgia and Traci Dutton, Beverage Manager and Sommelier at Culinary Institute of America at Greystone. Caparoso and Dutton will be sharing their wine and food knowledge and the ZinFest Cooking School stage with local chefs to prepare delectable dishes paired with Lodi wines. Come join in the fun, and bring your friends and family too!



FRIDAY, MAY 13

Vintner's Grille at the Lake, 6-9 p.m.
Tickets \$50 per person,
\$500 for table of 10

SATURDAY, MAY 14

ZinFest Wine Festival
12noon-8 p.m.
Tickets \$20 in advance, \$25 at the gate

LIVE MUSIC 12 - 8 p.m.
N'Spired
California Cowboys
Flashback Band
The Lovin' Spoonful!

ZINFEST COOKING SCHOOL
12:45 - 6:15 PM

Melissa Smith *Japanese Ingredients*

Claudia Pruett & Traci Dutton
Homemade Pasta

Mark Chandler
12 Zins Tasting Session 1

Kristyne Starling *Delectable Pastries*

Mark Chandler
12 Zins Tasting Session 2

John Hitchcock & Randy Caparoso
Asian Fusion Foods

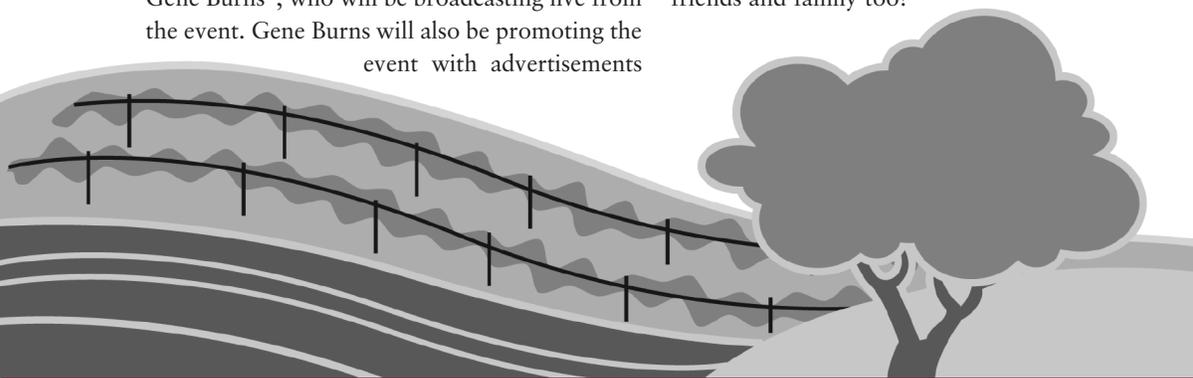
Mark Chandler
12 Zins Tasting Session 3

Emily Kendall *Easy appetizers*

SUNDAY, MAY 15, 2005

Special Events at
Participating Wineries

For more information and tickets
www.zinfest.com
or call (209) 367-4727.



“Legends of California”

HONORS ORIGINAL LWWC BOARD

The seventh annual “Legends of California Wine” award was bestowed upon the original commissioners and alternates of the Lodi Woodbridge Winegrape Commission at a dinner in their honor at the Lodi Grape Festival Pavilion on Saturday, April 16. The event is sponsored by the San Joaquin Historical Society and the Micke Grove Zoo.

“The formation of the winegrape commission is a story of visionaries who in 1991 forged a dynamic organization that would be instrumental in making the Lodi Viticultural Area the leading producer of varietal winegrapes in California” according to the Legends award selection committee.

On hand to be honored at the festivities were numerous original board members including Brad Lange, Mike Manna, Larry Mettler, Steve Felten, Jerry Fry, John Graffigna, John Ledbetter, Tom Stokes, Jerry Ferrero, Steve Kautz, James Renton, Tony Racco, Rod Schatz, and Ms. Sandy Kirschenmann representing her late husband Alan.

Brad Lange provided a retrospective of the commission’s early successes, and current Chairman Larry Mettler outlined the ongoing activities of the commission. A surprise recognition was presented to Executive Director Mark Chandler for his role in helping move the district forward.

Following the awards ceremony two-time state champion auctioneer Joe Gates of Rio Vista presided over a spirited live auction featuring Lodi appellation wines. The silent and live auctions raised a total of over \$100,000 for the Museum and Zoo.

Congratulations, and well done, to all!

12 Zins of Lodi” Named



The “Top 12 Zins” of Lodi have been named. The panel of seven wine experts arrived on March 28, 2005 for their journey through the Zins of Lodi. Monday night included a “Zinless” dinner featuring non-zinfandel Lodi wines. The judges had the opportunity to try many Lodi wines and visit with the vintners. The tasting on Tuesday, March 29 consisted of 45 Lodi AVA Zinfandels from which the top 12 zinfandels were chosen.

Participating on the panel were: John Bauccio, Wine Manager, Ferry Plaza Wine Merchant, San Francisco; Randy Caparoso, Chief Sommelier, Sea Island Resort, Georgia; Dan Clarke, Writer, California Wine & Food, Sacramento; Traci Dutton, Beverage Manager/Sommelier, Culinary Institute of America at Greystone, St. Helena; Burke Owens, Associate Curator of Wine, Copia, Napa; Leslie Sbrocco, wine writer, author, TV host, Sonoma; Tim Teichgraeber, Writer, Minneapolis Star Tribune.

Panel member Leslie Sbrocco sums it up – “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.”

Currently, the wines are being collected for mailing to select wine writers. A limited number of these cases will also be made available for sale to the general public through the Lodi Wine & Visitor Center.

Dan Clarke, panel member and writer for “California Wine & Food” and “Taste California Travel” was the first to publish the results, the day after the competition. Media releases announcing the winners have been sent and articles are being planned.

Watch for future articles on the 12 Zins in the next few months.

12 ZINS OF LODI

Jessie’s Grove
2003 “Earth, Zin,
& Fire” Zinfandel -- \$15.

Jessie’s Grove
2002 “Westwind” Zinfandel -- \$19.

Klinker Brick
2002 Old Vine Zinfandel -- \$15.

Michael–David
2003 “Earthquake” Zinfandel -- \$25.

Macchia
2003 “Fernandos Vineyards -
Voluptuous” Zinfandel -- \$20.

Macchia
2003 “Mischievous”
Zinfandel -- \$14.

Macchia
2003 “Noma Ranch –
Outrageous” Zinfandel -- \$18.

Macchia
2003 “Soucie Vineyard –
Generous” Zinfandel -- \$18.

St. Amant Winery
2003 “Marian’s Vineyard”
Zinfandel -- \$24.

Talus Collection
2003 Zinfandel -- \$9.

Valhalla Cellars
2002 “Mohr-Fry Ranches”
Old Vine Zinfandel -- \$25.

Wynelands Estates
2002 Old Vine Zinfandel -- \$18.

CALIFORNIA STATE FAIR – AGRICULTURAL HERITAGE CLUB SEEKING APPLICATIONS The California State Fair is accepting applications for induction into the California Agricultural Heritage Club, previously known as The 100 Year Club. The club was established to recognize families, business and special agricultural interests that have maintained a financial responsibility in agriculture for at least a century. Special recognition was added in 2001 for those who have continued their operation 125 and 150 years. This is another opportunity to promote Lodi’s old vines in the Agriculture community. If you are interested in applying please visit www.bigfun.com or contact Stephanie at the commission at (209) 367-4727.

Recent Press...

The Independent Consumer's Bimonthly Guide to Fine Wine - Robert M. Parker, Jr.'s *The Wine Advocate* is arguably one of the most influential wine critics in the world, to date few Lodi wines have been reviewed in the publication. In the February 2005 issue three wines from Lodi's Bokisch Vineyard were reviewed. The 2003 Albarino, 2002 Graciano and 2002 Tempranillo were featured with rave reviews about the new exciting Spanish varieties that are being produced in Lodi.

"Lodi Rules" Sustainable Certification Begins Pilot Testing - LWWC was featured in WINE BUSINESS ONLINE for the formal introduction of the "Lodi Rules for Sustainable Winegrowing" program during the February breakfast meeting. Ted Reiger, writer for WBO attended the meeting and prepared the synopsis of the program. Interest in Lodi Wine Country and the Lodi Rules! program has increased as a result of the article with various feature articles in the works.

Stuck on Lodi - Peggy Spear, a writer for The Contra Costa Times, recently visited Lodi Wine Country after watching the movie "Sideways". Spears created her own version of "Sideways" utilizing the San Francisco Chronicle Wine Competition Winners as a reference to which wineries she toured. Spear returned to the East Bay that day with a

whole new view of Lodi Wine Country, and saw it as an up and coming competitor to the better known wine regions. Spears is considering returning to Lodi for the inaugural ZinFest.

Awash in Wine - An article by Bruce Spence in The Record focused on the 6% increase in California wine sales compared to last year. 2005 grape prices are expected to be up between 10-25 percent this harvest, which is great news for Lodi winegrape growers as the market is balancing itself after years of over supply. Featured in the article were Jerry Fry, Mohr-Fry Ranches, and Steve Felton, Klinker Brick Winery.

A Dozen Lodi Zins - Dan Clarke of Taste California Travel wrote about judging the "Top 12 Zins" of Lodi. Clarke along with seven colleagues were tasked with finding the top 12 Zinfandels of the 45 Lodi Zinfandels entered into the competition. This article is the first article published on the "Top 12 Zins" competition. Clarke is a Sacramento based writer for Taste California Travel and California Wine & Food both online publications. To Clarke's surprise Lodi is only 30 minutes from Sacramento and has many great wines and wineries to visit. Look for future articles on Lodi as a tourist destination in upcoming editions as Clarke in planning to attend ZinFest and wineries on Sunday.



Grape Expectations - This article by Bruce Spence of The Record features five local wineries that are making names for themselves locally, statewide and nationally. Each winery talked about marketing the wine and how their wineries have grown physically and in success over the years. The article sheds a positive light on Lodi winemakers and also talks about the competition in the wine-world. With wine sales at a record high, these wineries are trying to keep their wine on the shelves and at the same time spreading the word of their wine and Lodi to farther regions. Featured in the article are Michael & Dave Phillips, Michael-David Vineyards; Steve Felton, Klinker Brick Winery; Tim Holdener, Macchia Winery; Jeff Hansen, Jewel Collection Winery; and David Lucas, The Lucas Winery.

Lodi "In Wine Country" - Barb Moffit, host of "In Wine Country" a wine and lifestyle show on NBC 11 in San Jose visited Lodi Wine Country for a glimpse into the newest fine wine destination after hearing of the area through numerous articles and wine awards over the past few months. Moffit visited the Lodi Wine & Visitor Center in April to tape footage for an upcoming fall show featuring Lodi Wine Country. The lasting impression of LWC on a couple from San Diego, California was the hit of the visit, when they raved about numerous repeat trips to Lodi because of the great wines and most importantly the people.

Delta College – Lodi Campus?

Discussions are under way to expand the number of campuses and programs of San Joaquin Delta College. Prospects for these additional ventures were made possible by the passage of Measure L in 2004. A Lodi campus is envisioned with curriculum focused on viticulture/enology, hospitality, culinary arts and tourism development. The program would help provide a skilled workforce for the burgeoning local wine industry and its associated businesses such as restaurants, bed and breakfast inns, and hotels.

A search committee has been formed to seek out an appropriate site in the Lodi area, and the winegrape commission is assisting their efforts. Up to 100 acres is required for the site, preferably along the Highway 99 corridor between Lodi and Galt. A land sale to a community college district has numerous tax benefits, and there is no penalty for selling land covered by Williamson Act contracts.

Opportunities to interact with college officials for input on the curriculum are also being planned at the Lodi Wine and Visitor Center. Those interested in selling land, or contributing to the process are encouraged to contact Mark Chandler at 367-4727.

UPCOMING EVENTS:

Every Day Compliance for Winery & Brand Owners at UC Davis, May 10, 2005

For information visit: www.extension.ucdavis.edu

Lodi ZinFest - Wine, Food & Fun at the Lake, May 13 - 15, 2005

For information visit: www.zinfest.com

Wine & Sausage Festival, June 12, 2005

Information: Wine & Sausage Festival 367-1374

TRADE LEADS - MAY 2005

Royal Wine Corp is seeking 5-6 loads of Cabernet Sauvignon and 2 loads of Petite Sirah. Please contact Peter Stern at 805-983-1560.

Jessie's Grove Winery is seeking 4 loads younger red Zinfandel and 2 loads Petite Sirah. Contact A. J. Maley at 327-3238.

Hahn Estates is looking for the following varieties, in lots of 100 tons or greater: Syrah, Pinot Grigio, Petite Sirah, and Pinot Noir. Please call Kevin Phillips at 329-0574 for more information.

LODI-WOODBRIDGE WINEGRAPE COMMISSION

Crush District 11

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