



LWWC • NEWSLETTER



COMMISSION HONORED WITH *COG Award For Excellence*

The Lodi-Woodbridge Winegrape Commission was selected as the recipient of the San Joaquin County Council of Government's 2002 Regional Excellence Award in the "Development" category. The awards are designed to recognize programs that provide economic benefits on a region-wide basis, and to encourage other private sector entities to emulate their success.

Principal in the selection committee's rationale for honoring the Commission is its unique partnership with the City of Lodi for the Lodi Conference and Visitors Bureau operation – an innovative collaboration that serves both urban and rural interests by combining public and private funding. We proudly note that all the selection committee members were from outside San Joaquin County – one was from Fresno COG, one from Stanislaus COG, and one from Sacramento. This is the third such award we have garnered for this collaboration in recent months, the other two being the "Helen Putnam" and "Savvy" awards of late 2002.

LWWC Reports More Great Press For Lodi

CHANGES IN LODI

"One of the most difficult things to do in this world is change a reputation, but the Lodi wine grape region is doing just that" opened *Changes in Lodi*, a commentary featured in Napa's Press Democrat by syndicated wine writer Dan Berger.

Berger came to Lodi as part of the tasting panel of the 12 Zins competition. He was impressed with the wines coming out of the region and wrote, "In addition to zinfandel, Lodi also grows excellent Syrah, Petite Sirah, and Carignane, and is showing marked improvement with Cabernet Sauvignon and Merlot." He also enjoyed "elegant Viogniers and Sauvignon Blancs."

Overall, the article was a terrific piece for our region. We can add Dan Berger to our growing list of Lodi converts!

LODI, THE OTHER WINE COUNTRY

LA Times writer, Matea Gold, recently wrote a great article about her visit to our region. She came to Lodi on a business trip last summer, and was "surprised by the town's rural charm and picturesque vineyards." So she came back to Lodi, boyfriend in tow, to hang out for a weekend and see exactly what Lodi has to offer.

During their trip, they stayed at the Wine & Roses, dined in and strolled through downtown, jogged around Lodi Lake, and of course did some wine tasting. The couple had a great time. Gold's friend, who initially questioned their trip to Lodi,

later commented, "I wouldn't mind being stuck here for a few more days."

The result was an article boasting of Lodi's "down to earth" allure plastered on the front page of the LA Times' Weekend Escape section in late April. This same article ran in the San Jose Mercury News on June 22. Since then, the Visitor Center has experienced foot traffic as a direct result from the article, and the Conference & Visitors Bureau has sent many visitor packets down South.

THE LOWDOWN ON LODI

In May, Wines & Vines featured a beaming story on the Lodi wine growing region and all of our hard work. The article was six pages in length, and went into great detail about the Lodi Appellation. It starts with a brief synopsis of the region's history, and continues to talk about some of our more recent undertakings, such as the creation of the Lodi Conference and Visitors Bureau and our recent media event, "The 12 Zins of Lodi".

Tina Caputo was moved by her experience here, and learning about all of our accomplishments. The article ends, "With all the effort the Lodi folks are putting into boosting the appellation's image, it's hard to imagine that they won't succeed. Lodi skeptics beware: these folks are on a mission."

Copies of these articles are available at the Winegrape Commission office.

Welcome New Lodi Wine Labels

We are very excited to add the following additions and expansions to the growing list of wineries using Lodi-designated labels.

Delicato Launches Clay Station Line

Delicato released a higher-end product line featuring all Lodi appellation labels. Beginning with the 2001 Clay Station Viognier, Delicato has followed with 2001 Malbec and Petite Sirah, and 2002 Viognier, Pinot Grigio, and Shiraz. The suggested retail price varies from \$13 - \$16 per bottle.

As part of the Commission's ongoing efforts to encourage large wineries to use Lodi-designated labels, Mark

Chandler participated in Delicato's promotional program for Clay Station. His primary duties included educating distributors about the Lodi Appellation through power point presentations at sales meetings.

The fruit for Clay Station comes from Borden Ranch, which is east of Galt. In 1995, the Indelicato family purchased the land, and are now cultivating it for their Clay Station line.

Talus and Woodbridge Expand Lodi Labels

Talus is taking an exciting step and has added another Lodi label to its collection. The 2001 Zinfandel joins a 2000 Shiraz in the Lodi product line for the winery. There are 20,000 cases that will be distributed nationally, and the suggested retail price is \$9.

Over the past few years, Talus has increased the percentage of Lodi grapes used in its wines. The Commission is hopeful that the winery will continue to take further steps in increasing its Lodi-labeled products.

Also, Woodbridge by Robert Mondavi is now showcasing its *Select Vineyard Series*, a distinct line of wines featuring Lodi's wonderful flavors and complexity. The collection includes Red Dirt Cabernet Sauvignon, Ghost Oak

Chardonnay, Clay Hollow Merlot, and Fish Net Creek Old Vine Zinfandel.

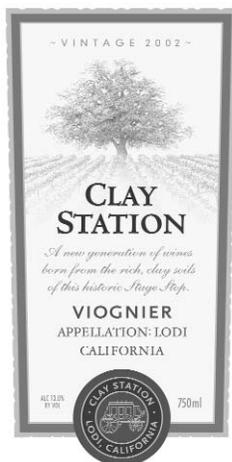
Peirano Estate Vineyards Unveils New Line of Lodi Wines

Peirano Estate recently introduced a limited-production line of Lodi appellation wines. The *Heritage Collection's* first series of releases includes a Chardonnay, Viognier, Merlot, Shiraz, Cabernet Sauvignon and Old Vine Zinfandel. Future vintages will include Sauvignon Blanc, Petite Sirah and Barbera. The *Heritage Collection* retails for \$15 - \$19 per bottle. Swing by the winery and check it out today!

Leaping Horse Galloping Along

In February, Ironstone Vineyards released another Lodi appellation line, called Leaping Horse. The line includes a Chardonnay, Cabernet Sauvignon, Merlot and White Zinfandel, and sells for \$4.99 per bottle. Since its release, domestic consumption of Leaping Horse has been catching like wild fire.

Distributed in all 50 states, the brand sold just under 200,000 cases. The Cabernet and Merlot have both scored "Best Buy" in Wine Enthusiast magazine, and the quest has just begun. It is our hope that this will bring many more people to Lodi wine.



LWWC-LAWA form Joint Committee

That's right, you heard it! The Lodi-Woodbridge Winegrape Commission and the Lodi Appellation Winery Association are now pooling resources to create a joint marketing committee. The committee will consist of seven members: three from each organization and one unaffiliated member. Pat Patrick of the Lodi Chamber of Commerce has agreed to serve in this spot.

The committee's goal is to develop a single marketing message for "Lodi Wine Country" and to streamline many of our efforts. The Commission's regular marketing committee will also continue its broad-market promotion and advertising activities.



LODI-WOODBRIDGE
WINEGRAPE COMMISSION



LODI
APPELLATION
Winery Association

LODI-WOODBRIDGE WINEGRAPE COMMISSION Crush District 11

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TRADE LEAD Mike Langer with Daly Creek Winery in Anamosa, Iowa is interested in purchasing bulk wine in 55-gallon drums. He is interested in dry reds, dry whites, sweet whites, and white zinfandel in 500-700 gallon quantities. Call: (319) 462-6166



TWELVE ZINS WRAP-UP

Tough Competition Forces Judges to Select 13 Wines, or a “Vintner’s Dozen”

A panel of seven leading wine experts recently gathered at the Lodi Wine and Visitor Center to “blind taste” through 57 Lodi AVA Zinfandel wines to select the top twelve. Ultimately 13 wines were chosen, creating a “Lodi Vintner’s Dozen.”

Participating on the panel were: Bob Hosmon, syndicated writer in 173 markets nationwide; Bruce Cass, Pacific Rim Wine School and contributor to the Oxford Companion to Wine; Mike Dunne, Wine & Food Editor, Sacramento Bee; Leslie Sbrocco, freelance writer for Bon Appetit, Redbook and others; Chris Davies, publisher of Wine Country Network; Darrell Corti, owner of Corti Brothers Markets in Sacramento; and Dan Berger, syndicated wine writer and publisher of Vintage Experiences.

Panel members were impressed with the quality of the wines. Dan Berger’s comments on one of the offerings was typical “ripe but not over-ripe, an elegant claret aroma, with good acidity and graceful structure, an excellent value.”

While all the wines were from Lodi appellation grapes, some of them were produced by wineries based in other California regions.

The wines will be sent as a mixed case to approximately 30 wine writers throughout the United States. Along with the wine, the Commission will include information on the Lodi Appellation and recent press coverage the region has received. The goal is to educate the media and public about the rise of the Lodi wine region.

BARGETTO WINERY 2001
“Rauser Vineyard” Zinfandel, \$12.

ROBERT BIALE VINEYARDS 2001
“Spencer Vineyard” Zinfandel, \$33.

BOGLE VINEYARDS 2001
Old Vine Zinfandel, \$18.

CLAYTON 1999 “Estate Vineyard”
Old Vine Zinfandel, \$20.

KENWOOD 2001 Old Vine Zinfandel, \$11.

KLINKER BRICK 2001 Old Vine Zinfandel, \$24.

LAUREL GLEN VINEYARD 2002 “IZA ZIN”
Old Vine Zinfandel, \$18 .

MACCHIA 2001 Zinfandel, \$14.

MICHAEL DAVID VINEYARDS 2001
“7 Deadly Zins” Old Vine Zinfandel, \$16.

ST. AMANT WINERY 2001 “Marian’s Vineyard”
Old Vine Zinfandel, \$24.

TALUS 2001 Zinfandel, \$9.

WATTS WINERY 2000 “Pescador Vineyard”
Old Vine Zinfandel, \$16.

WINDMILL ESTATES 2001
Old Vine Zinfandel, \$10.



Lodi Prominent in Wine Competitions

Mark Chandler served as a judge in this year’s Los Angeles County Fair “Wines of the World” competition. There were more than 87 judges to sample 3,832 entries from 237 wineries. The event was a great success for our region; Lodi scored over 100 medals, including 11 gold medals. Additionally, Mark also judged in the California State Fair competition. There were over 100 Lodi entries, and 22 gold medals awarded to the region. *Congratulations!*

**UPCOMING EVENTS
AND CLASSES**

AUGUST 21- DECEMBER 8

FOOD 30:
WINES & WINEMAKING
Delta College,
476-7997 to register.

SEPTEMBER 18-21

GRAPE FESTIVAL
& HARVEST FAIR
Lodi Grape Festival Grounds,
369-2771.

OCTOBER 5

TASTE OF LODI
Lodi Conference
& Visitors Bureau,
365-1195 for tickets
or tasteoflodi.com

OCTOBER 14

INTEGRITY AWARD DINNER
LWWC,
367-4727

New Budget and Board of Directors

At the Commission's June 23 meeting, the budget was set for the 2003-2004 fiscal year. A balanced budget was passed with revenue matching expenses at \$863,866. Board members felt that these were conservative estimates, similar to the previous year, however they are optimistic that market conditions will improve. The assessment rate was unchanged at .45% of gross value.

Due to the recent election, please welcome our new board of directors:

<i>Chairman</i> Larry Mettler	<i>Vice-Chair</i> Tony Fuso	<i>Secretary</i> Keith Watts
<i>Treasurer</i> Jonathan Wetmore	<i>Commissioner</i> Tom Hoffman	<i>Commissioner</i> Paul Verdegaal
<i>Commissioner</i> Brad Lange	<i>Commissioner</i> Mike Manna	<i>Commissioner</i> Bill Stokes
<i>Alternate</i> Brad Goehring	<i>Alternate</i> Jim VanRuiten	<i>Alternate</i> Gary Patterson
<i>Alternate</i> Kurt Kautz	<i>Alternate</i> Kim Bronson	<i>Alternate</i> Gus Young
<i>Alternate</i> Alan Kirschenmann	<i>Alternate</i> Markus Bokisch	<i>Alternate</i> Richard Lauchland

Chairman's Message *It has been exciting and rewarding to see how LWWC has developed since those first concept planning meetings several years ago. It has been wonderful to work with a great staff and with growers who see a need and have a vision to move forward. As I assume the role of chairman, we have again the challenge of low prices to deal with, but we also have a more favorable challenge – that of interaction with our many new and successful wineries. Together, I feel we can move forward in promoting Lodi as a premium area of outstanding grapes and wine and of course wine growers.*

– LARRY METTLER, CHAIRMAN

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WINEGRAPE COMMISSION



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