

UNWINED Wine Club October 2008 Release The South Central Coast of California Santa Barbara and San Luis Obispo County – “Below the Grade”

The California South Central Coast area was first planted over 200 years ago by Spanish missionaries. This area consists of the southern portion of San Luis Obispo County (“below the Cuesta Grade”) and all of Santa Barbara County, areas made famous by the movie “Sideways.”

There are two major areas in the southern **San Luis Obispo** area: Edna Valley and Arroyo Grande Valley. **Edna Valley**, located east of the town of San Luis Obispo, is famous for its Chardonnay and Pinot Noir. This east-west oriented valley shadowed by volcanic mountains is a distinct Central Coast microclimate benefitting from black humus and clay-rich soils, cooling Pacific Ocean winds and morning fog cover.

Arroyo Grande Valley, while the home of few wineries, has many vineyards because of its diversity of microclimates. At the mouth of the valley where fog reaches the vineyard, grapes are grown for distinctive, nervy sparkling wines. In the moderate mid-valley area, Chardonnay and Pinot Noir do well. Above the fog line, vineyards produce great Zinfandel, Petite Sirah and Rhone varietals.



Santa Barbara County has been on the fast track to viticultural stardom. Its three AVA’s are the Santa Maria Valley, Santa Ynez Valley and Santa Rita Hills.

Santa Maria Valley’s east-west orientation allows Pacific fog and breezes to permeate the valley creating a long growing season. The low annual precipitation and warm California sun gives it a unique climate for viticulture.

Santa Ynez Valley has the greatest concentration of wineries in the county. The western section is influenced by the moderating effects of the Pacific Ocean. The eastern section, with its higher altitudes and north-south oriented canyons, has higher diurnal temperature fluctuations, ideal for the cultivation of Syrah and other Rhone varietals.

Santa Rita Hills AVA is one of California’s premier cold-climate viticultural areas, producing world-class Chardonnay, Pinot Noir and an ever increasing amount of cool-climate Syrah.

Wine Selections (the numbers indicate suggested tasting order)

Flight Club

All Whites

1. 2007 Sauvignon Blanc, “Sybarite” Margerum Wine, Santa Ynez Valley
2. 2007 Pinot Gris, Bishop’s Peak, Santa Barbara County
3. 2005 Chardonnay, Tolosa Winery, Edna Valley
4. 2007 Chardonnay, Costa de Oro, Santa Barbara County

All Reds

1. 2005 Pinot Noir, Byron Winery, Santa Maria Valley
2. 2006 Syrah, Ojai Vineyard, Santa Barbara County
3. 2005 “El Chupacabras” Rhone Blend, Travieso Winery, Santa Barbara County

Select Club

Red/White

1. 2007 Chardonnay, Costa de Oro, Santa Barbara County
2. 2005 “El Chupacabras” Rhone Blend, Travieso Winery, Santa Barbara County

All Reds

1. 2005 Pinot Noir, Byron Winery, Santa Maria Valley
2. 2005 “El Chupacabras” Rhone Blend, Travieso Winery, Santa Barbara County

Datasheets on these wines can be found on-line at www.UNWINEDshop.com

Margerum Wine Company

2007 Sauvignon Blanc “Sybarite”, Santa Ynez Valley, Santa Barbara County



This wine is crisp and clean with aromas of grapefruit and pear, and continuing flavors of the grapefruit, melon, green grass, fruit cocktail and minerality.

This is a blend from 4 high quality vineyards in Santa Ynez Valley: Grassini, Vogelzang, Purisma

Mountain and McGinley (formerly Westerly), a blend that results in a very Loire Valley style Sauvignon Blanc. The wine is fermented in stainless steel tanks.

SYBARITE is derived from Greek Sybarites, from Sybaris, an ancient Greek city noted for the luxurious, pleasure-seeking habits of many of its inhabitants.

Varietal: 100% Sauvignon Blanc

Appellation: Santa Ynez Valley

Winemaker: Doug Margerum

Website: www.margerumwinecompany.com

Cases produced: 850

Maturity: Ready to drink now or next 1-2 years

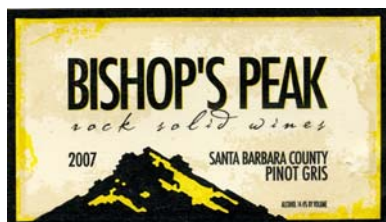
Food Pairing: Grilled tuna, trout, Cheese Tortellini

List Price: \$19.95

Club Price: \$17.96

Bishop's Peak Winery

2007 Pinot Gris, Santa Barbara County, California



This Pinot Gris offers fragrant aromas of grapefruit, pineapple and honey, with a subtle nuttiness. Smooth and rich on the

mid palate, it finishes with refreshing acidity and vibrancy. This Alsatian-style wine is a perfect aperitif on a warm day.

Bishop's Peak Winery is part of the Talley Family Vineyards. The Talley family choose Bishop's Peak to convey their commitment to the production of hand-crafted wines that express the diverse wine growing conditions of California's Central Coast.

Varietal: 100% Pinot Gris

Appellation: Los Alamos Vineyard, Santa Barbara County, California

Winemaker: Leslie Mead and Brian Talley

Website: www.bishopspeak.com

Case production: 357

Maturity: Ready to drink now or through 2009

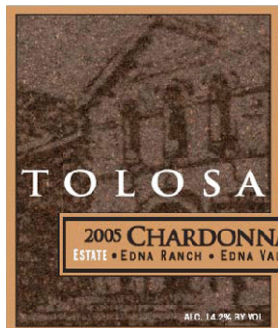
Food Pairing: Fragrant cheeses and a pear salad with candied walnuts

List Price: \$17.95

Club Price: \$16.16

Tolosa Estate Wines

2005 Chardonnay, Edna Ranch, Edna Valley, San Luis Obispo County



Light white gold in color, this wine is viscous in the mouth and shows rich crème brûlée and lemon curd flavors. It has a lime-zest acidity with tangerine and peach cobbler flavors and elegant oak tones in the background.

Tolosa Estate has chosen the grapes for this wine among their hundreds of acres of Chardonnay grapes in the heart of the Edna Valley. The grapes were harvested by hand and whole-cluster pressed before fermentation in French oak cooperage. It was then held in stainless steel tanks before bottling. This is a blend of 2/3rd malolactic fermented juice with 1/3rd non-ML juice.

Varietal: 100% Chardonnay

Appellation: Edna Valley, San Luis Obispo County, California

Winemaker: Larry Brooks

Website: www.tolosawinery.com

Case production: 5,210

Food Pairing: Grilled shrimp, Sea scallops, Grilled trout

List Price: \$19.95

Club Price: \$17.76

Costa de Oro Winery

2007 Chardonnay, Santa Rita Hills, Santa Barbara County, California



This wine displays fig, pear and citrus aromas with brown baking spices. In the mouth, the wine is richly textured with flavors of apple, pear and nutmeg, finishing with notes of lemon and caramel.

This wine comes from the Zotovich vineyard in the Santa Rita Hills appellation. The grapes were whole clustered pressed and put in French oak barrels for fermentation. The wine underwent full malolactic fermentation and was then aged in barrels for 11 months.

Costa de Oro is a long-time vegetable grower in Santa Maria Valley who started growing grapes and making wine over 20 years ago.

Varietal: 100% Chardonnay

Appellation: Santa Rita Hills, Santa Barbara County, California

Winemaker: Gary Burk

Website: www.cdowinery.com

Case production: 1000

Maturity: Ready to drink now or next 3-4 years

Food Pairing: Chowder, Caramelized onion tart, Fettuccine

List Price: \$23.95

Club Price: \$21.56

Byron Wines
2005 Pinot Noir, Bien Nacido Vineyard, California



This Pinot Noir displays vivid aromas of rose petal, violets, and red plum accented by

hints of perfume and brown spice. The flavor profile has a core of dark cherry with hints of earth and forest floor, backed by a smoky-toast finish.

Byron Vineyards was founded in 1984 by winemaker Ken Brown, the founding winemaker from Zaca Mesa. During a period of time in which Byron was owned by Robert Mondavi, they built a gravity fed multi-level winery, designed by the same architect who designed the Opus One winery and the Transamerica pyramid. The gravity flow replaced pumping, resulting in a more complex, dynamic, smooth wines. The Bien Nacido vineyard is a fruit source for many of the area's finest wineries.

Varietal: 100% Pinot Noir

Appellation: Bien Nacido Vineyard, Santa Maria Valley, Santa Barbara County, California

Winemaker: Jonathan Nagy

Website: www.byronwines.com

Case production: 988

Maturity: Ready to drink now or over next 2-4 years

Food Pairing: Veal Scaloppini, Seared Duck Breasts

List Price: \$27.95

Club Price: \$25.16

Ojai Vineyard
2006 Syrah, Santa Barbara County, California



This Syrah is ripe and concentrated with plum, wild berry, blackberry and spice, including cedary notes that firm up on a long finish.

This wine is produced from a blend from all of the Ojai Syrah vineyards where strict viticultural practices result in low yields and high quality fruit. A small amount of Grenache and Mourvedre have been added to give this wine greater complexity and aromatics.

Ojai Vineyard is a small family run winery that has been making handmade wines since 1983.

Varietal: Syrah with small amounts of Grenache and Mourvedre

Appellation: Santa Barbara County, California

Winemaker: Adam & Helen Tolmach

Website: www.ojainevyard.com

Maturity: Ready to drink now or over next 3-4 years

Food Pairing: Rib eye and grilled meats

List Price: \$29.95

Club Price: \$26.96

Travieso Wines

2005 “El Chupacabras” Rhone Red Blend, Santa Barbara County



This Rhone Blend has a pleasant nose of smoky caramel and blueberry with notes of herbs and spices. The good balance is attributed to the Mourvedre and co-fermented Viognier.

Travieso wines are a favorite of UNWINED customers and this blend of Rhone varietals shows the complexity that can come from Santa Barbara County. Robert Parker awarded this wine 91 points.

“El Chupacabras” means “The Goat-Sucker” in Spanish. This whimsical theme is typical of the naming of all the Travieso wines.

Varietal: 45% Syrah Westerly Vineyard, Santa Ynez Valley; 33% Syrah Los Tres Burros Vineyard, Los Alamos; 17% Mourvedre Westerly Vineyard, Santa Ynez Valley; 5% Viognier, Dry Creek Valley

Appellation: Santa Ynez Valley and Los Alamos, Santa Barbara County, California

Winemaker: Ray Sliter

Website: www.traviesowinery.com

Case production: 250

Maturity: Ready to drink now or over next 2-4 years

Food Pairing: Grilled lamb chops, Stir-fried Beef

List Price: \$29.95

Club Price: \$26.96