

“EXTENDED FAMILY”



Wine Club News

WILSON CREEK WINERY & VINEYARDS
“Quality Wines & Quality Times!”

August/September 2002

Issue 7

ON BEHALF
OF THE
WILSON FAMILY...

We are in the midst of exciting times at Wilson Creek. In this newsletter we want to share some of what's happening at the winery, and with the Extended Family Wine Club. We hope you take advantage of some of the freebies inside, and enjoy reading some of the fun content. If you can, stop by the next few months to check out harvest time and taste some of the grapes off the vine. Also, join us for our upcoming Wine Club events (the Sunset Vine Tasting, and Sunset BBQ) and the large "Sunset Jazz Concert in the Vines" on September 14th (that's a lot of sunsets there, but they are beautiful out here!), and our BIG Harvest Party/Grape Stomp on October 12th.



**WE SERVED OUR GOLD MEDAL,
BEST OF CLASS WINNER
ALMOND CHAMPAGNE TO
ARNOLD SCHWARZENEGGER**

We recently poured wine at Arnold Schwarzenegger's restaurant for his birthday. We also did some personalized labels for him to benefit his charity for kids (an after school program). Left to right: Jenifer Wilson, Arnold, Libby Wilson Johns, and Craig Johns. More pictures on our web site.

“BLIND DATE”
FILMED AT WILSON
CREEK

The popular network show “Blind Date” was filmed at Wilson Creek recently. The young couple met here on their blind date and tasted wine, crushed grapes (30 pounds Thompson seedless table grapes by the way), helped bottle wine, and of course did the Almond Champagne with Chocolate Body Frosting. It will air on TV (Fox) in January. We'll keep you posted.



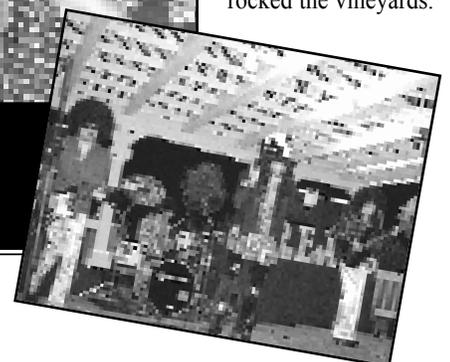
**WE'RE BRINGING HOME THE GOLD
AND LETTING THE GOOD TIMES ROLL!**

OUR 70S
PARTY WAS A
BLAST!

Here is some of the funky attire.



Below:
The Superfreaks sure
rocked the vineyards.



SOUND INVESTMENT ADVICE

From a fellow Wine Club member, Howard Kelly (via email) If you had bought \$1,000 worth of Nortel stock one year ago, it would now be worth \$49.00. With Enron, you would have \$16.50 of the original \$1,000. With WorldCom, you would have less than \$5.00 left. If you had bought \$1,000 worth of Budweiser (the beer, not the stock) one year ago, drank all the beer, then turned in the cans for the 5 cent deposit, you would have \$107.00. Based on the above, my current investment advice is to drink heavily and recycle. Editor's note: I guess this would be a way to keep your investment portfolio liquid... har.



Pam



Christy

NOTE FROM YOUR WINE CLUB COORDINATORS, PAM AND CHRISTY

"In an effort to minimize delays in your wine shipments, we ask that you contact us at the winery

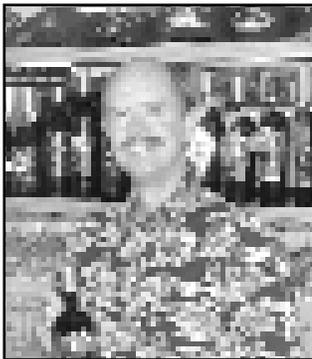
with any upcoming change of address, change of credit card, or new expiration date. By the way, we're both fun, and we promise we won't bite!"



Above: Taffy and Merlot pose with Gerry and Rosie Wilson and the directors of Animal Friends of the Valley

DOUBLE DOG DONATIONS

Wilson Creek recently donated \$2500 to the Animal Friends of the Valley. The proceeds were from a "fun-raiser" as we hosted a "Joey and Maria's Comedy Italian Wedding" and from the sale of our 2000 Double Dog Red "Old Vine" Zinfandel. Remember, we donate \$1 for every bottle sold to Animal Friends of the Valley. Here, Taffy and Merlot pose with Gerry and Rosie Wilson as a check is given to the directors of the organization.



INTERVIEW WITH WILSON CREEK BAR- TENDER,

"J.R."

We have been blessed with an unusually gifted wine server. His name is "J.R.". We feel he has one of the best palates in Temecula

Valley. Here is your chance to get to know J.R. Say "hello" to him when you visit us!

HOW DID YOU GET INVOLVED WITH WINE?

In the early 1970's I was the Restaurant manager for a Cask and Cleaver Restaurant. I went through extensive wine-oriented training. Back then, California wine was just beginning to show it's muscle by beating French Cabernets in a Cabernet Sauvignon tasting (which really upset the French at the time). Then, a bottle of Stag's Leap Cabernet sold for \$10. Now a bottle of similar Stag's Leap Cabernet sells for over \$150. By the way, in the early 70's there were only about 20 wineries in Napa. Now there are over 240.

WHAT HOOKED YOU INTO LOVING WINE?

I love to golf, and back in the 1970's my wife and I traveled to golf and taste wine. I still do. My first wine was a Louis Martini. Editors note: I (Mick Wilson) have played many rounds of golf with J.R. He may not look very athletic, but this boy can play golf, but he is so dang humble about it. He has about a six handicap and can actually "steer" the ball. I play "military golf"... you know, right, left, left, right, left, J.R. just hits it long and straight... ticks me off ☺.

WHAT IS YOUR APPROACH TO WINE?

I choose a wine by what food I will pair it with. My favorite is a

great Pinot Noir. My home cellar has many different wines, but predominately it is full of Pinots and Cabs. My approach is to try many different wines and just pay attention to what your palette says. Editors note: Who wants to go to J.R.'s house?

HOW DID YOU LEARN SO MUCH ABOUT WINE?

I read stuff like Wine Spectator, but I get a lot of information off the internet about wine. I just dive in and dig it up. Wine is a hobby I slowly picked up. I also learned a lot about wine from a friend of mine who was the winemaker at San Pasqual Winery (now Orfila Winery in Escondido). I try to learn from people in the industry as much as possible. For example, at one winery, I tasted samples of one varietal with various levels of oakiness. Another time I tasted one wine with various levels of tannic acid so I can discern tannin in wine. I simply learn by tasting, asking questions, digging, tasting, asking, etc.

HOW DID YOU DEVELOP THIS AMAZING PALETTE?

I drink a lot of wine ☺.

WHY DO YOU LOVE BARTENDING?

I love talking with people and getting to know them. I like finding out what people like, and matching wines to their taste.

WHY WORK AT WILSON CREEK?

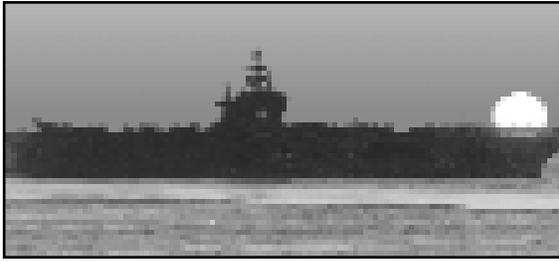
I love the energy level. There's an aura about this place. The Wilsons are always trying to improve, learn, get better, and grow. I like that!

ANY ADVICE FOR WINE CLUB MEMBERS?

Learn all you can from books or the internet on winemaking. The more you know about the process of winemaking, the more you enjoy wine. Don't be afraid to expand and try new wines. Go outside of your comfort zone; you never know, you may find you like a wine you never thought you would. Above all, have fun! Editor's note: We are brainstorming about doing some inexpensive "Wine Appreciation" classes late on Saturday mornings at the winery such as a Wine 101, 201, 301... about 90 minutes each. We'll keep you posted on price and dates.



THE STENNIS NEAR AFGHANISTAN



YOU CAN WIN A TRIP ON THE OFFICIAL WILSON CREEK HOT-AIR BALLOON



**WIN A
FREE HOT-AIR BALLOON RIDE
FOR YOU AND A FRIEND!**



The Temecula balloon company “A GRAPE ESCAPE” graciously gave two FREE balloon rides to a lucky Wine Club member. We will draw names in a month, to see which Wine Club member won. Yes, you and a guest can come! Only Wine Club members can enter the drawing.

No purchase necessary. Enter your name online at www.wilsoncreekwinery.com. One entry per Wine Club member. The winner will be announced in the next newsletter. Online entries only.

THIS IS WORTH OVER \$300!

A Grape Escape can be reached at www.agrapeescape.com and 800-965-2122

WILSON CREEK WINE WORLD TOUR

Remember we bottled a 1998 Mourvedre for the Nuclear Aircraft Carrier USS JOHN C. STENNIS? They just came back from a six-month deployment to Operation Enduring Freedom. The Chief Engineer (a wine and cigar lover) took two cases of the Mourvedre to give out to dignitaries when the carrier arrived in foreign ports. When the officers of the STENNIS visited our winery recently, they shared what ports our wine has visited. The Chief Engineer exchanged our wine with the French Captain, Admiral, and Chief Engineer aboard the French Nuclear Aircraft



LAKE
ELSINORE
STORM
BASEBALL
TEAM

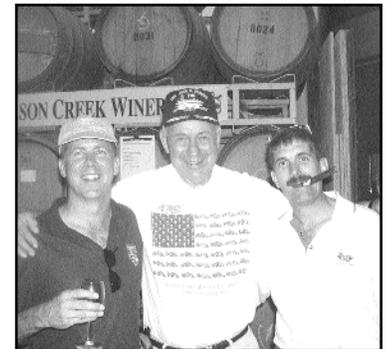
Left: We have partnered with the minor league baseball team, the Lake Elsinoire Storm. Here, the team and their management is tasting in our barrel room during a dinner and wine tasting after a home game.



Above: Libby Wilson Johns and Deanna serving the Lake Elsinoire Storm

OFFICERS
AND A
GENTLMAN

Right, left to right: Captain J. "Mac" McDonnel, Commanding Officer USS JOHN C. STENNIS CVN 74, Gerry, and Executive Officer Miller.



Carrier CHARLES DE GAUL (yes, they liked it). The STENNIS also gave Wilson Creek wine to dignitaries in Hong Kong, Singapore, Perth Australia, and Hobart Tasmania. In Tasmania they gave Wilson Creek wine to the Governor of Tasmania and to the Tasmanian Wine Cellar, the largest distributor of wine in Tasmania. As you can imagine, it is a big deal when an Aircraft Carrier comes into a foreign port (1092 feet, 24 stories from keel to the top, 4.5 acres of floating American authority, with over 70 tactical aircraft and 5200 people on board). Wow! We hope to bottle another wine for the STENNIS soon.



Mick Wilson, and Deanna (in charge of our Distribution and Private labels) are on the bridge of the USS JOHN C. STENNIS with the San Diego skyline in the background. Again, public relations is tough, and we have to make a lot of sacrifices 😊.

SPECIAL OFFER

Enjoy a full-day pass on a fleet of luxury shuttles that circle Temecula Valley's beautiful wineries. The NEW Grapeline Wine Country Shuttle is offering Wilson Creek Wine Club members a 2 for 1 discount through the end of September. To reserve your seats call: 909.693.LINE (5463)



WILL CALL UPDATE

If it is more convenient to pick up your shipment at the winery every other month, you may call to be put on our "Will Call" list. Simply call us at the winery during business hours from 10-5PM at (909) 699-9463 and we will put you on our "Will Call" list where you can pick up your shipment every other month at the winery. When you visit us, take advantage of your discounts and free tasting for you and three guests. Once you are on our Will Call list, we will inform you via postcard when the shipment is ready. The next shipments will be approximately on these dates: October 15th, December 15th, February 15th etc.

PRIVATE LABELS GETTING GREAT FEEDBACK

As many of you know, we can now do private labels for our Almond Champagne. All the legal information is on the back of the bottle, so you can have us put anything you want on the front of the bottle.

You can send us a company logo or any other picture (well not any picture☺). We can scan most anything, except the actual people, cars, animals and small babies (the light hurts their eyes, har). So far, within only 3 months of doing private labels, we have done labels for music groups, Navy ships, Marine and Air Force brass, a member of Congress, Hollywood stars, many businesses, fundraisers, charity organizations, city mayors, political candidates, restaurants, large hotels, weddings, yahdeedah. There is a one-case minimum, and the cost of the labels varies on the amount you order (from \$3 - \$5/label). In September we may be able to do personalized labels for Almond Champagne "splits" (small, 187 ml. bottles). Call us at the winery or check out the web site for samples.

OHHHHH, THAT'S WHAT HAPPENED!

We get a lot of crazy stuff happening when it comes to our Wine Club shipment. We got a call from a member who said they did not get their June shipment. We checked the UPS shipping records, and it appeared that we did indeed ship the wine. Well, the members never got the wine. So we got a tracking number from UPS and found out someone signed for it. We called the members and said that a "Suzanne" signed for it. All we heard was silence on the phone, and then a big, "Ohhhhh, that's what happened!" What happened is that their daughter (22 years old) signed for the package and drank the wine while the members were gone for two days. We don't know what happened to the daughter☺. We got a chuckle out of it, but you can also see why we need an adult signature on the shipment, so minors cannot get the wine. So if you didn't get a shipment from us, ask around the house first☺.

ROSIE'S RECIPE

I adapted this from an Australian Grenache recipe.
It is relatively easy.

In Australia, Grenache has become a very fashionable wine and is used a lot in cooking. The low tannin levels of this Grenache make for a perfect combination with the mild chili flavors of the food. I have a rule of thumb about cooking with wine: If it is not good enough to drink, it is not good enough to use in cooking. This Grenache is great for both☺.

GRENACHE FILLET STEAK with parmesan and chilies

- Black pepper
- 4 slices fillet steak (about 6-8 oz. each)
- 11/2 ounces unsalted butter
- 6- 8oz Grenache wine
- 4 oz parmesan, shaved
- 1-2 fresh, large red chilies, finely sliced
- 2 tablespoons flat-leaf parsley leaves
- Boiled potatoes, mashed with a little butter and milk until creamy

Grind black pepper coarsely on both sides of fillet steaks. Heat butter in a heavy-based pan until nut-brown. Add steaks and cook over medium to high heat for 3-4 minutes on each side, or until cooked to your liking. Remove steaks from pan and rest in a warm place for 5 minutes. Meanwhile, add wine to pan and stir over medium heat, scraping the residue from base of pan. When slightly reduced, pour sauce over steaks and top with parmesan, chili and parsley. Serve with creamy mashed potatoes. Serves 4.

MORE FREE GOODIES!!!

TWO FREE BASEBALL TICKETS

Wilson Creek Wine Club Day at the Ballpark
Wednesday night, August 28th, 7:05PM

Check out this Wine Club perk: Because of our partnership with the minor league baseball team, the Lake Elsinore Storm, Wine Club members can attend this game (with great box seats) for FREE. No purchase necessary, or any gimmicks like that. It's FREE. Hello! FREE. No strings attached. If you want to get a jump on this offer, you can reserve your tickets online ONLY at: www.wilsoncreekwinery.com. You will see the button to click on – email us your name and email address and we will send you a email confirmation. It's that easy! Two tickets per Wine Club membership. You can then pick up your tickets at the winery or at the Storm ballpark "Will Call" window. Directions to stadium on our web site.

We will also have a private Wilson Creek press-box where you can taste some Wilson Creek wines for FREE.