

JAMES GANG GAZETTE



TOBIN
JAMES
CELLARS

VOLUME 29

FALL 2012

It's James Gang Shipment Time

A question I am asked frequently is "I want to save this wine for a special occasion, so how long should I age it?" A difficult question to answer, as each wine has its own life span and is greatly affected by its aging environment. But as I write this, I am reminded of one of my favorite wine stories that has to do with aging and waiting for the perfect moment to open that "special bottle".

The year was 1984, and my wife and I had been married for two years. We were in a (now defunct) Liquor Barn, when my eye caught what had to be an illusion. There on the shelf stood a single bottle of a 1982 Lafite Rothschild. Now this was from the year (1982) that was proclaimed to be the greatest ever produced and from the single greatest producer of its day. I was staring at the holy grail itself. I had read about this wine countless times, extolling its greatness and incomparability with anything that has been, or ever will be, produced. I never thought I would actually ever lay my own eyes on one. I had to have it!

I picked up the bottle and looked at my wife and said, "We must acquire this bottle!" She looked at the \$120 price tag and gave me a look that, to this day, I have never forgotten. The look was of utter incredulity and "are you out of your mind?" followed by, "we make \$100 a week, should we not eat this week?"

I had to think fast, I could not leave that store without that wine. Although leaving without my wife was now becoming a distinct possibility. No amount of glorifying on how this was the greatest wine ever produced would win this argument. So I burst out the best excuse to buy this wine that I could think of in those quick few moments. "But honey, we were married in

1982, and this wine is from 1982, how about if we open this on our 25th wedding anniversary?"

My wife's look went from "I married an idiot," to "now I know why I married this wonderful, hopelessly romantic man!" I could have bought a case of it had they had it! Now mind you, I don't think I ever thought I would open that bottle, but some words cannot be forgotten. We left with that bottle which we stored lovingly and perfectly in our many wine fridges we have owned over the years.

Throughout the 90s, I followed the wine's value at auctions across the nation. It had crept to about \$200 a bottle, a nice increase, but nothing staggering. It was in the early 2000s that I began to notice a significant increase in value as the once remote 25th anniversary began to become a reality. The bottle price was now climbing faster than a hungry monkey going up a tree for the last banana! \$1000, \$2000, \$4000, and finally, \$6000 a bottle as our anniversary approached in the year 2007.

It was then that I began a futile campaign to save the bottle. "Honey, we could sell the wine and take a trip to France and visit the winery for what that wine is selling for now!" She thought for about a half a second and said "No, we must open that wine, on that night. We might put the whole kabosh on our marriage if we don't follow through with our promise." Dammit. The bottle's fate was sealed, or soon to be uncorked.

So we planned a small but special dinner for the two of us in our tasting room for that night. All of our friends knew about our "special" bottle. They all asked if they could have a taste. "Why not join us?" we asked one couple and then another, when suddenly we realized that we had a dinner party of 20 for our 25th anniversary night. Well, something that special needed to be shared, even though I'm not sure if I'm talking about the anniversary or the wine!

The wine was opened that night with much ceremony. Everyone got about an ounce in their glass. We lifted our glasses and praised its nose and color and everything else we could think of before finally taking that precious sip. Did I hear angels sing? Did I weep with joy after finally tasting this treasure? Nope. The wine was good, but really nothing special. What was special was that we were surrounded by all of our most precious friends and family, and got to share something that we had promised to ourselves 23 years ago. And that made me weep with joy.

So sometimes a wine should be saved, but really, we could have drunk anything that night and it would not have mattered. And what that bottle was worth became a moot point, because the only true currency in this world are the things we share with others.

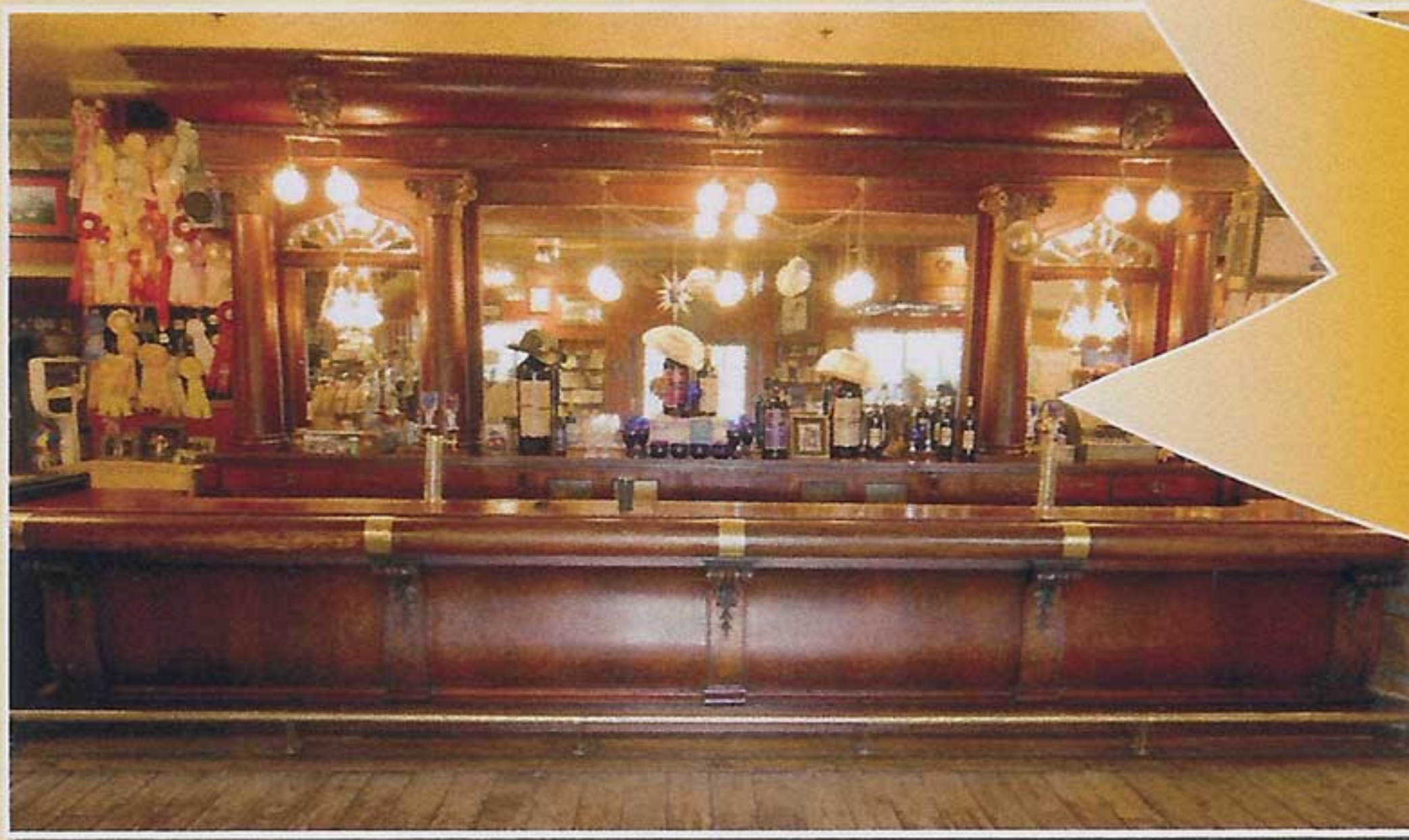
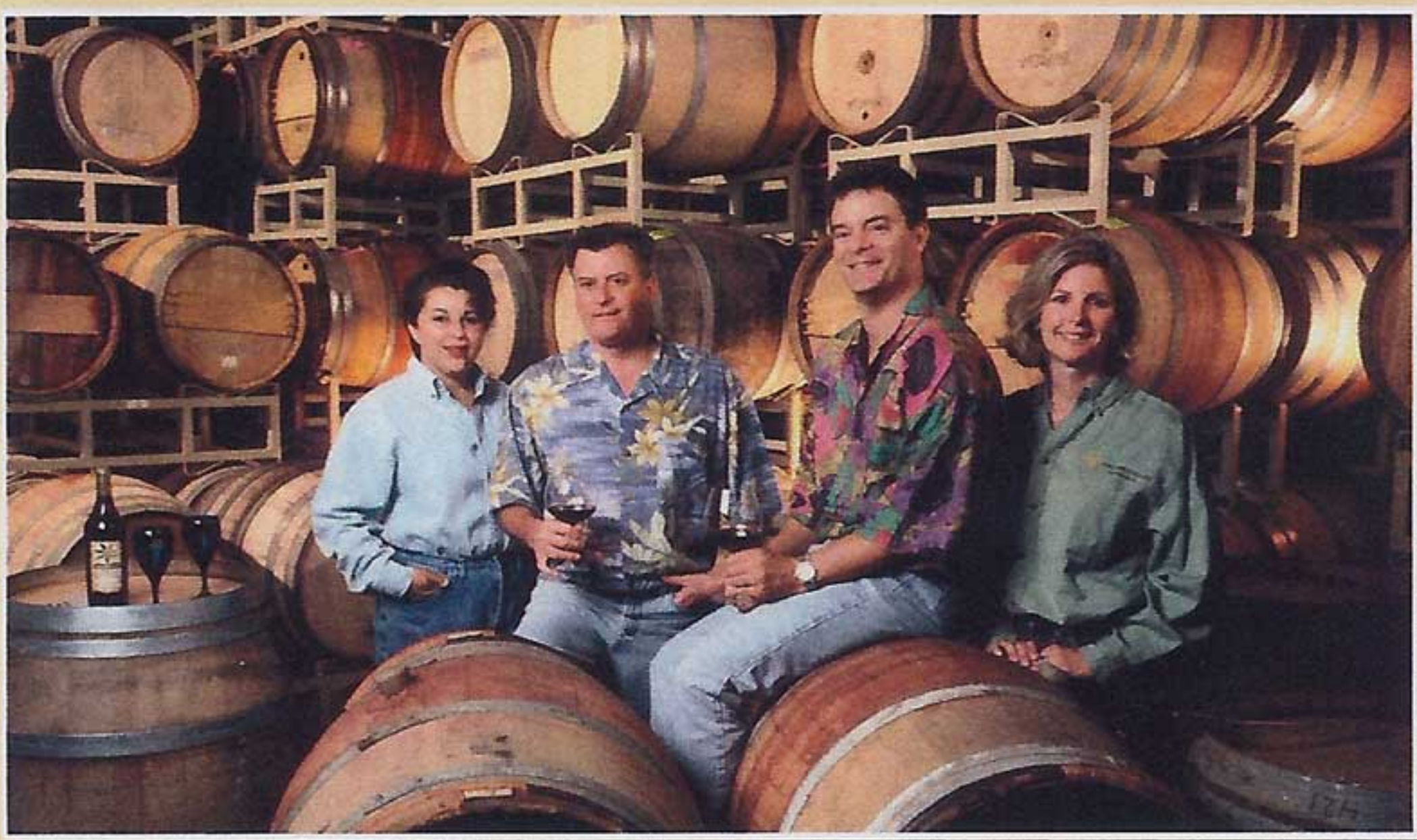
OK, so what's up at the winery? Well, we have the holidays coming up and you know what that means: Gift giving! Give us a call and we'll handle all the details including the card. Who won't love getting a box of wine from us? Small gifts are no problem either.

And remember, the bash of the year is coming up in March. I know ZinFest in March seems like a long way off, but our two-day event sells out very early every year. Please call and book your tickets as soon as possible. We turned a lot of people away last year. 2013 Zin Fest is Friday and Saturday, March 15th and 16th. It is such a blast!

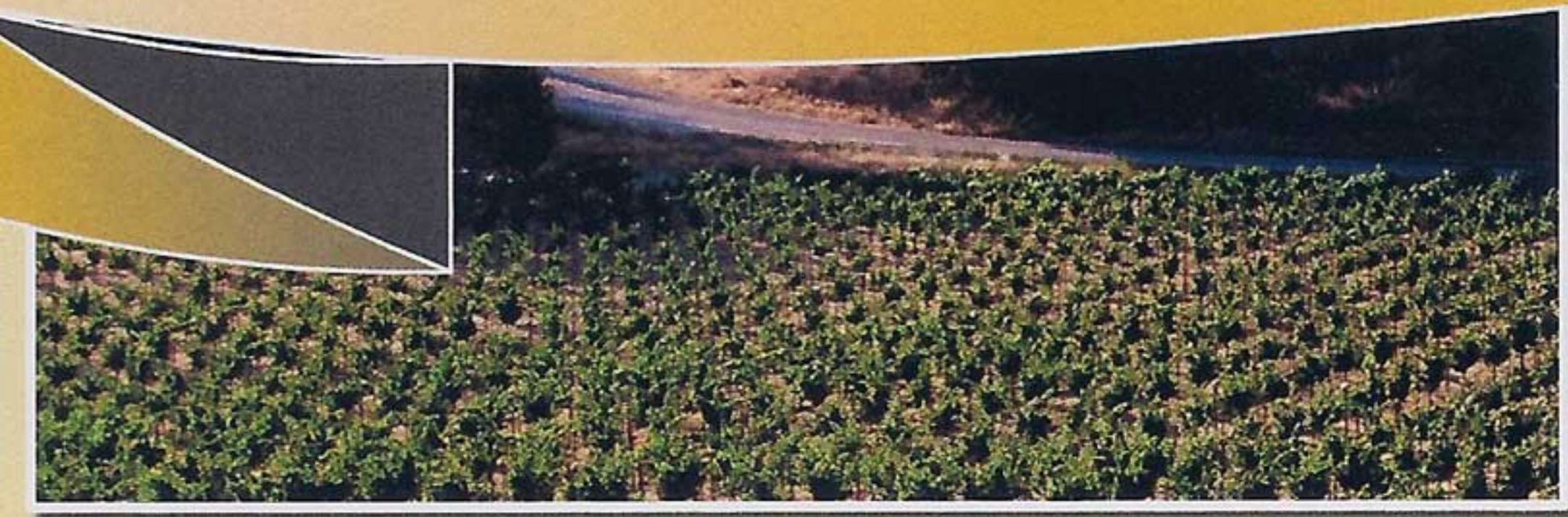
Now dig into this box! Our absolute best wines are in here, but don't wait for 23 years to open them, they are tasting great now! And remember to share them with those you love to be with; they will taste even better. Enjoy!

Well, that's all for now, and as usual, I hope to see you soon in the tasting room!

Lance



All this for



James Gang Wine Club Selections

1. 2010 Zinfandel, Dusi Vineyard

\$38.00 per bottle

80+ -year-old vines! Dry farmed and head trained. Dusi—There is no substitute. Always one of the best Zinfandels we do all year. Zin aficionados can pick a Dusi blindfolded because of its consistently unique flavors. This 100% Dusi bottling is a tradition at Tobin James; our first was a 1985 vintage! Rich, thick, and jammy, this will improve in a few years, but it is certainly ready to enjoy now. As always, we have a small supply remaining, so call for re-orders.

2. 2010 Primitivo, James Gang Reserve

\$38.00 per bottle

What is Primitivo? Why it's Zinfandel, of course. This is the Italian clone of Zin that originated in Italy. According to DNA tests, it is the same as Zinfandel so we can bottle it as Zin or as Primitivo. However, you cannot bottle Zinfandel as Primitivo unless it is this clone. There are only nine vineyards of Primitivo in our appellation, so since we are fortunate to have this special grape, we believe it should be bottled by itself. This is a blend of three of these Primitivo vineyards. Rich, ripe and over the top, this fruit bomb also has a delicious spicy and peppery finish. Enjoy with big foods or spicy dishes. This wine is ready to drink now or will age for a few more years. Only 100 cases remain and they will go quickly.

3. 2009 Cabernet Sauvignon/Syrah, James Gang Reserve

\$38.00 per bottle

The perfect blend! We chose 60% of our most perfect Cabernet Sauvignon and 40% of our best Syrah. These were combined to produce the most luscious wine this side of Australia. The Aussies innovated this particular blend, but it excels so well in Paso, we knew it would be perfect. This is a big wine so pair it with rich flavored dishes. It's a wine with great structure as well so it is a very ageable wine. Tasty now, but it can be cellared for years. Sorry, no re-orders; the club got every bottle.

4. 2009 Syrah, Silver Reserve

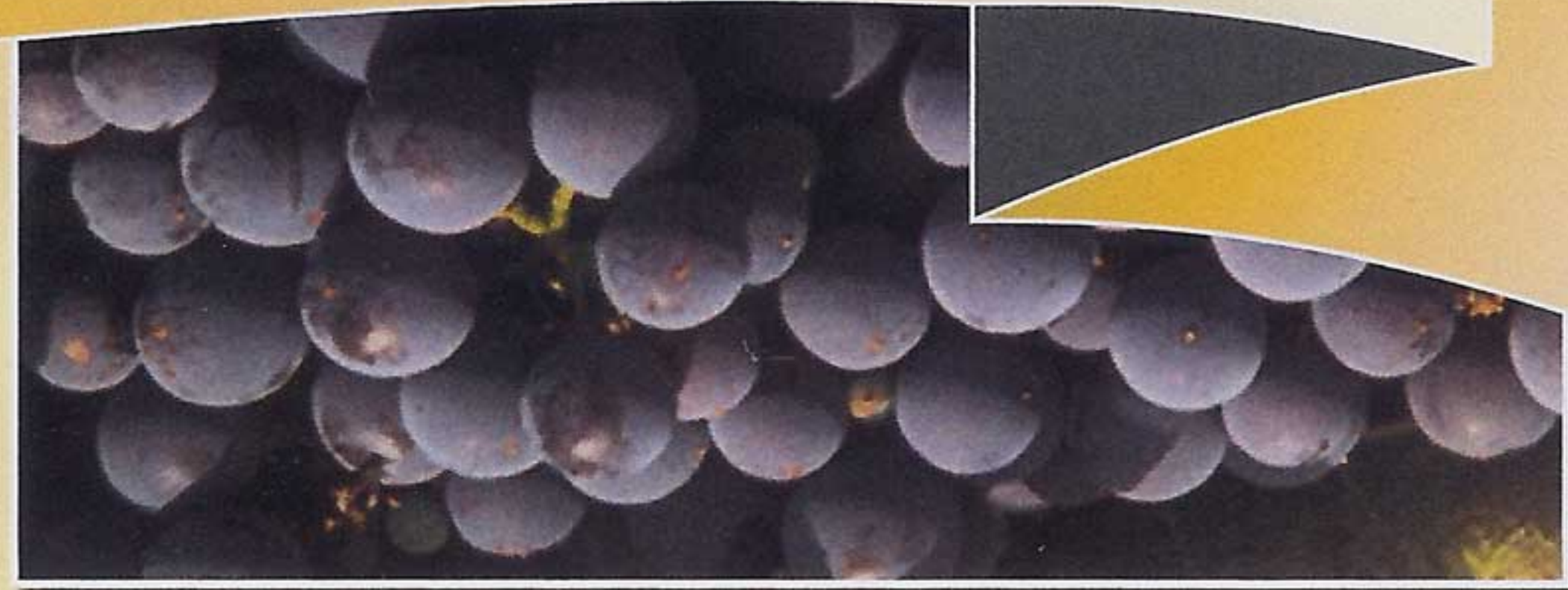
\$48.00 per bottle

Ah, the Silver Reserve Syrah! Always one of the best wines we make, the 2009 is no exception. This wine exhibits all the qualities that a classic Syrah should have: graceful layers of fruit interlaced with hints of spices and herbs. A long, lingering finish completes this perfect Syrah. The wine tastes amazing, but as with any great Syrah, it will continue to improve in the bottle for 4 to 6 years. But why wait? You're not cheating yourself by enjoying it now. Try it with herb-rubbed lamb. Sorry no re-orders available, we are sold out.



Join us on Facebook

\$155⁰⁰!!



5. 2009 Cabernet Franc, James Gang Reserve

\$38.00 per bottle

Always one of our more popular wines, we saved enough to send to our wine club members. You will be overwhelmed by the incredible up-front fruit with gobs of cherry, blackberry, and a huge finish of chocolate, espresso and vanilla, with gorgeous ripe tannins. This wine will age beautifully for years to come, but is ready to drink now. A very versatile food wine, it pairs well with pasta, chicken, or thick grilled steaks.

6. 2009 Merlot, Silver Reserve

\$48.00 per bottle

Merlot got a bad rap several years ago because of the movie "Sideways." What a shame! It is true that back in the 90s, a lot of large wineries jumped on the fast growing popularity of Merlot and produced some pretty mediocre wines, but some of the best and most expensive wines in the world are made from Merlot. We had been making a single Merlot for years when we looked at the 2009s and discovered we had a few vineyards that produced a wine even more extraordinary than our wonderful "Made in the Shade" Merlot. We bottled this incredible expression of Merlot so that everyone can experience what a great Merlot should taste like! Ready to drink now, but will hold and maybe improve a bit over the next 5 to 8 years. Pair with rich and full flavored dishes. Enjoy!

7. 2011 Chardonnay, Radiance

\$16.00 per bottle

Wow! That's what you will say after your first swallow. This gorgeous Chardonnay is a big fruit bomb. Ripe pineapple, banana, pear, kiwi, and green apple explode in your mouth! This wine has so much fruit in it you will want to put an umbrella in it. But for all its outsized flavors, the wine pairs wonderfully with all the dishes you'd expect a Chardonnay to match with: fish, pastas, chicken, or even try it with Thai and other spicy dishes. The big fruit flavors pair exceptionally well with hot and spicy foods. This wine is ready to drink now, so pick the perfect meal and enjoy. We have plenty left for re-orders, so stock up.

8. 2010 Dessert Wine, Charisma

\$20.00 per bottle

The 2010 Charisma! This is quite the unique dessert wine. This year's blend is Late Harvest Barbera and Late Harvest Zinfandel. We fermented the grapes on the skins for 36 hours and then pressed off. The juice then ferments icy cold to give it creamy strawberry, raspberry, guava, mango, nectarine, peach, and a "bazillion" other tropical flavors too numerous to mention. So just chill this wine way cold (the colder, the better) and enjoy on a sunny afternoon or as the perfect companion with lighter style desserts. Try with sorbet, ice cream, cheesecake, or even apple pie. All bottles come with our logo sun bottle stopper. It is ready to enjoy now.

Our gift to you!

Retail Value \$21.95

Of course there is more. When a sample was sent to us to sell in the tasting room, we knew it had to be a wine club gift! This beautiful bowl can serve many purposes, but we just hope it will adorn your table for many years to come.

Wines Available for Purchase

**In addition to club selections. Remember – 20% discount on a case or more (mixed welcome!)
Free Shipping in California!**

| | | | |
|------|------------------------|--------------------------------|---------|
| 2009 | Sauvignon Blanc | Sundance | \$14.00 |
| 2010 | Chardonnay | James Gang Reserve | \$25.00 |
| 2009 | Syrah Rosé | Paradise | \$16.00 |
| 2009 | Chateau Le Cacheflo | Mediterranean Blend | \$11.50 |
| 2009 | Sangiovese | Primo | \$18.00 |
| 2009 | Merlot | Made in the Shade | \$16.00 |
| 2010 | Zinfandel | Ballistic | \$18.00 |
| 2008 | Zinfandel | James Gang Reserve | \$28.00 |
| 2009 | Zinfandel | French Camp Vineyard | \$38.00 |
| 2010 | Zinfandel | Silver Reserve | \$48.00 |
| 2009 | Zinfandel | Fatboy | \$55.00 |
| 2009 | Cabernet Sauvignon | Notorious | \$18.00 |
| 2009 | Syrah | Rock-N-Roll | \$18.00 |
| 2009 | Syrah | James Gang Reserve | \$55.00 |
| 2008 | Petite Sirah | Bodacious | \$25.00 |
| 2009 | Tempranillo | James Gang Reserve | \$38.00 |
| 2009 | Barbera | Bella Bella | \$32.00 |
| 2008 | Schist | Portuguese Blend | \$32.00 |
| 2009 | Malbec | James Gang Reserve | \$38.00 |
| 2008 | Cabernet Sauvignon | James Gang Reserve | \$28.00 |
| 2010 | Tanat | Palindrome | \$32.00 |
| 2008 | Meritage | Estate Private Stash | \$48.00 |
| 2009 | Riesling | James Gang Reserve | \$12.00 |
| 2010 | Muscat | Dream Catcher | \$12.00 |
| 2009 | Late Harvest Zinfandel | Liquid Love | \$18.00 |
| NV | California Champagne | Dream Weaver | \$12.00 |

**WE HAVE
4 ROOMS LEFT!**

**WE'RE CRUISIN'
IN TAHITI IN 2013**

Call the winery at (805) 239-2204
and ask for Monica if you have
any questions.

See you on board!



The Holidays Are Coming!

Why not send the perfect gift that is guaranteed
never to be returned!

Tobin James Wine!!!

Call our "gift line" at (805) 239-2204

Business owners: Tobin James can send wine
to your favorite clients!

A truly unique gift they'll remember you by!

JAMES GANG FESTIVAL

Friday, March 15, 2013

& Saturday, March 16, 2013

Call (805)239-2204 for reservations.

BOOK NOW!!

**SPECIAL
HOLIDAY PRICE
\$115+**



Call us for our

**HOLIDAY 6 PACK
SPECIAL**

Includes gift! (805)239-2204

Created by MenuClub.com

YOU ARE
INVITED...
16TH ANNUAL



TOBIN
JAMES
CELLARS



JAMES GANG FESTIVAL

Tobin James Cellars, 8950 Union Road, Paso Robles, CA 93446

(805) 239-2204 • www.tobinjames.com

YOU ARE INVITED.....

16TH ANNUAL



TOBIN JAMES CELLARS

JAMES GANG FESTIVAL

Friday, March 15, 2013 OR Saturday, March 16, 2013

7:00 p.m. until 10:30 p.m. at Tobin James Cellars

8950 Union Road, Paso Robles, CA

- Friday - \$85.00+ per person OR Saturday - \$95.00+ per person
 - Advance ticket purchase required.
 - Phone the office during business hours
M-F 9 a.m. - 4 p.m. (805) 239-2204
- Enjoy sumptuous portions of local wine country cuisine and an amazing array of Tobin James Cellars wines.
- An abundance of tantalizing treats will be presented by over 20 local restaurants, chefs, and caterers.
- Toby, Lance, and Claire are already stirring their pots for the Annual Winemaker Cookoff.
 - 4 live bands to dance the night away.
- Limited release wines, including our amazing Reserves, will be available to taste and purchase.
- We recommend booking rooms and shuttle services early.
 - For more details about lodging, shuttles and much more party information, please visit our website at:
www.tobinjames.com

This Event SELLS OUT Quickly! BOOK EARLY!!!

Tobin James Cellars, 8950 Union Road, Paso Robles, CA 93446

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