



T O B I N
J A M E S
C E L L A R S

JAMES GANG
GAZETTE
VOLUME 50 SPRING 2023

The one message that I continuously pass on to my children is that change is certain and inevitable. No matter how good or bad things are, they won't stay that way forever. Cherish every good moment in your life. And hopefully with a glass of Tobin James wine!

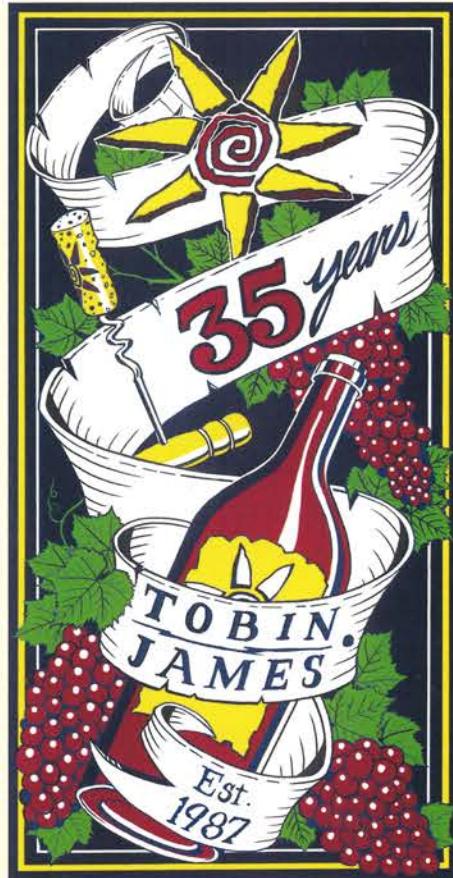
Change has certainly come to the wine business and to Paso Robles. I remember just 25 years ago, winemakers never talked about water. We believed we had an infinite supply lying beneath the surface in our aquifer. We couldn't have expected the number of wineries to grow from the meager 30 in Paso Robles, to well over 400 by anyone's guess. We've had to change the way we look at growing grapes and making wine. Using water judiciously and treated as the precious resource that it is. Yes, we are having an amazing year of rainfall currently, with an "atmospheric river" dumping unprecedented amounts of water, but most of that has run out to sea. We will probably be back into drought conditions in a few years, as the pattern seems to follow.

Many of our improvements and changes at the winery over the past decades have related directly to becoming better stewards of our environment. We installed a bioreactor to reuse the water that we use for winemaking tasks. Sometime this year, we will be fully on solar power. We grow our grapes sustainably, almost exclusively organic, because we drink even more Tobin James wines than you do, lol. Most of our glass bottles are part of the "Eco Line", using less weight and energy to produce and transport. But this is the first time I've spoken about these things, we didn't feel the need to tell the world this, because we feel it's just the right thing to do, and that everyone should be doing the same.

But I am saying it now, because we are the only ones that can change the way we have done things in the past. We are the conservators, the protectors of our planet. We need these changes, and you know what? Our wines are better for it. I really believe we are making the best wines we have ever made. That's a bold statement, considering all the delicious wines we have made in the past. I hope, no, I know you'll

agree when you dive into the bottles in your James Gang shipment.

As a young man, I never thought about balance. I think I mostly had it, juggling a career, family and time for hobbies. I think balance is one of the keys to happiness in life. It certainly is in wine. Every wine we bottle must be perfectly balanced, with regards to fruit, tannins, alcohol, mouthfeel and finish. And now, more than ever, we need to balance winemaking with an eye on so much around us. Our vineyards are counting on us.



So, what's happening at the winery lately? Well, we had one day of rain so severe that we closed the tasting room for the first time in our history. We are open every day of the year except Christmas Day, but when the power went out and flash floods closed many roads, we called our team and told them to stay at home and stay safe. It was so strange to walk through the winery during that day as I checked on how our buildings were doing, and to see the tasting room closed. The smiles, the laughter and clinking of glasses would have to wait until the next day, when the rains slowed. This certainly has been an interesting start to this decade. We are so thankful our tasting room is back to normal operations, and that we have had a chance to see

so many of our friends return. A huge "Cheers" to all our club members who continue to be so loyal to us, words cannot express our gratitude.

We have a fantastic lineup of summer parties this year. Celebrating our 36th Anniversary, we have great food, exciting entertainment, and of course, free flowing of our best Tobin James wines. Pick one or come to all 3 this summer. The details are in the flyer. And our same philosophy applies to our parties, always overdeliver. We know you will have a spectacular and memorable time.

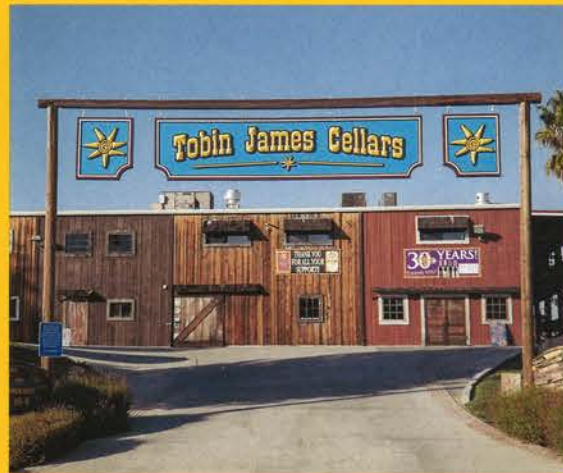
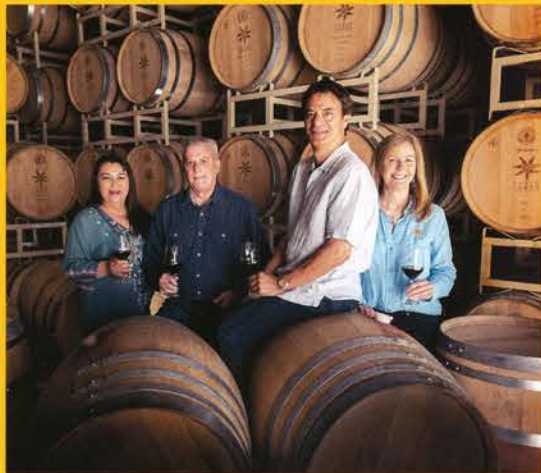
But finally, what about the box of wine you've got in your hot little hands? Our Spring shipment usually includes our most popular wine, the FatBoy, and we haven't disappointed. Consistently ranked in the top 5 Zinfandels in the world by the famous app and rating system, Vivino, you have our latest vintage. Along with the rapidly becoming famous GSM, this box is full of the best wines we have ever made. But open the page and read more details about each wine. All are ready to enjoy and are tasting at their best now, but some will continue to age in bottle. Details inside.

That's about all I have got to say for now. Hopefully you'll get a chance to visit us this year and maybe share a glass of wine with me. As usual, I hope to see you soon in our tasting room.

Cheers!

Lance





All this for \$205⁰⁰!

Shipping included in California. Plus tax and shipping outside California.

SPRING 2023 - JAMES GANG WINE CLUB SELECTIONS

1. 2019 Zinfandel, Silver Reserve

\$52 per bottle

Many of our club members have tried our Silver Reserve Zinfandel in the tasting room. This blend of old vine Zins is always designed to be everything you could ask for in a Zinfandel. Fruit forward, spicy, hints of herbs, peppery and most of all, extremely complex. This is also one of the best food pairing Zinfandels you'll ever try! 2019 was such a perfect year for Zins and we were able to blend enough for the wine club. Lucky you! Try this with anything grilled, especially ribs or steaks, and maybe all by itself! This wine is ready to drink now, or it will hold for maybe another 5 years. Reorders available.

2. 2020 Zinfandel, FAT BOY

\$55 per bottle

Fat boy! What can I say that I haven't already written about over and over again? 2020 was another great year for Zinfandel with a wonderful growing season resulting in concentrated small berries. I can go on, but blah, blah, blah. You know Tobin James better than that! While all that winespeak is true, we'd rather talk about the fun that's in the bottle, the joy that this wine will help create, the... oh come on, you don't need me to tell you. You already know! So, uncork it and create a memory. As always, this huge Zinfandel will pair with any big food flavors, particularly grilled steaks or BBQ. Almost 3 years old, it's perfect now, but will hold for another 5-6 years. This is the latest vintage of our FATBOY that 50+ million Vivino app users rated the 2013 as the #1 Zinfandel in the world...And you got one!

3. 2018 GSM, Silver Reserve

\$58 per bottle

Our GSM has become one of our flagship wines. But, what is a GSM? This is a blend of Grenache, Syrah, and Mourvedre. These noble varietals are the go-to wines in the category of Rhone varietals. Paso Robles is the media darling for this type of blend and this wine exemplifies why. Dark, rich, inky and yet full of wonderful dark berry fruit, this wine also possesses a fantastic earthiness which gives it a sense of place... Paso Robles. Enjoy now or age for a few years. Pair with your biggest and boldest dishes, especially an herb crusted rack of lamb or a rosemary and olive oil brushed and grilled porterhouse. We have a very limited supply left, so call quickly if you'd like more!

4. 2018 Private Stash, James Gang Reserve

\$48 per bottle

Private Stash is back! This bold, Bordeaux style wine is particularly blended in the old-world style and is co-fermented in French/American oak barrels. It's a beautiful blend of Cabernet Sauvignon, Cabernet Franc, and Merlot. This marriage of three noble varietals is well balanced with great tannin structure and lush, velvety fruit. Suggested food pairings for the Private Stash may be a juicy porterhouse, herbed rack of lamb, or any rich, bold flavored dish. The Stash is tasting great now, being that it is four years old, but will continue to age well for the next few years or so. We have more, so call today to order.



8950 Union Road, Paso Robles, CA 93446

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5. 2018 Lagrein, Silver Reserve

\$52 per bottle

Lagrein is the name of the grape. This is a very obscure grape varietal that originated in the Trentino-Alto Adige region of Italy. In California, only eight vineyards produce this little-known grape. This grape has traditionally been used as a blending grape because of its dark, inky color and great structure. Our Lagrein is just too good to blend. It is a dark, rich, complex wine with nice ripe fruit and a wonderfully long finish. This is a great food wine that will pair with almost anything, although the bigger flavored dishes will work best. Try a roasted chicken with rich pan juices, or a savory mushroom risotto. The gorgeous structure of this wine will allow it to age beautifully for many years as well, but it tastes perfect right now, so enjoy! About 150 cases remain so call quickly if you desire more.

6. 2018 Cabernet Sauvignon, Silver Reserve

\$52 per bottle

This is an absolutely perfect Cabernet! Just what a classic Cab should taste like. A rich and concentrated varietal, with lots of luscious fruit, co-mingling with ripe tannins. This is a Cabernet you can enjoy now, but as with any great Cabernet, this wine will age beautifully for years to come (possibly 5 to 10 more). Match with any full-flavored foods, especially a thick steak off the BBQ. Only 170 cases remain and they will be gone fast.

7. 2021 Chardonnay, James Gang Reserve

\$28 per bottle

Wow! Wait until you taste this gorgeous Chardonnay. This is what classic Chardonnay should taste like: a burst of lemon and lime with a soft, creamy mouthfeel, finished with a burst of vanilla. This wine tastes best chilled, but not too cold. A half-hour outside the refrigerator will allow more of this wine's subtle flavors to surface. This wine was 100% barrel-fermented in 100% new French oak barrels, aged on the lees (sur lie), and put through 60% malolactic fermentation. The grapes were sourced from a very special vineyard in Monterey County where it is quite a bit cooler than Paso Robles. The soil, Lockwood Shaley Loam, is very special and is found in very few places in the world. This wine is ready to enjoy now. We have plenty left for re-orders, so stock up your cellar with this outstanding Chardonnay at a great price.

8. 2020 Late Harvest Zinfandel, Liquid Love

\$20 per bottle

That's right - Liquid Love! We take no responsibility for what happens after this bottle is uncorked! This is the ultimate dessert wine: rich, thick, jammy, and packed with cherry, berry, and chocolate flavors. Enjoy this wine with a rich chocolate dessert, fresh berries, or all by itself on your "Love Rug."

Our Gift To You!

Of course there's more!

Tobin James Wine Canteen

Spring and Summer are coming and you are going to need to keep your rosés and white's cold and your reds the perfect cool temperature when you're on the go. Our canteen fits one bottle of wine perfectly. (Coincedentally? I think not!) Custom logo etched, high quality food safe stainless steel, double walled and vacuum sealed. Wines or any beverage will stay cool or cold for many hours. Enjoy!

Retail Value is \$35.95



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Wines Available For Purchase:

In addition to club selections.

Remember – 20% discount on a case or more (mixed welcome!) Free shipping in California to James Gang members' shipping address.

- 2020 Sauvignon Blanc - \$20
- 2019 Chardonnay, Radiance - \$20
- 2018 Sangiovese – Primo - \$22
- 2019 Cabernet Sauvignon – Notorious - \$22
- 2017 Cabernet Sauvignon – James Gang Reserve - \$34
- 2016 Merlot – Made in the Shade - \$22
- 2018 Syrah – Rock – N - Roll - \$22
- 2019 Petite Sirah – Midnight Magic - \$28
- 2017 Zinfandel – Ballistic - \$22
- 2018 Zinfandel – James Gang Reserve - \$34
- 2019 Zinfandel – French Camp Vineyard - \$38
- 2019 Zinfandel – Dusi Vineyard - \$38
- 2019 Barbera – Bella Bella - \$38
- 2020 Primitivo – James Gang Reserve - \$38
- 2017 Petit Verdot – Silver Reserve - \$52
- 2018 Malbec – James Gang Reserve - \$48
- 2019 FIVE – Bordeaux Blend - \$55
- 2019 Late Harvest Zinfandel - \$20
- 2014 Dessert Wine – Charisma - \$20
- 2021 Moscato – Dream Catcher - \$14
- NV Sparkling – Dream Weaver - \$14

Join us for our 2023 Summer Events:

NOT YOUR AVERAGE BACKYARD BBQ

SATURDAY JUNE 24TH, 2023
7PM - 11PM

TOBIN JAMES CELLARS
8950 Union Road
Paso Robles, CA 93446
(805) 239-2204
www.TobinJames.com

No Refunds • Must be 21 years of age • No children • No pets

Crescent Moon BBQ

SATURDAY AUGUST 12TH, 2023
7PM - 11PM

TOBIN JAMES CELLARS
8950 Union Road
Paso Robles, CA 93446
(805) 239-2204
www.TobinJames.com

No Refunds • Must be 21 years of age • No children • No pets

END OF SUMMER BASH

SATURDAY SEPTEMBER 9TH, 2023
7PM - 11PM

TOBIN JAMES CELLARS
8950 Union Road
Paso Robles, CA 93446
(805) 239-2204
www.TobinJames.com

No Refunds • Must be 21 years of age • No Children • No Pets



Call the Winery to talk to one of our wine specialists, we'd love to talk wine with you!
Ask about our special packages and "Club Member Only" secret wine deals!

(805) 239-2204

Join the conversation:



@tobinjamescellars



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