

JAMES GANG GAZETTE



TOBIN
JAMES
CELLARS

VOLUME 38

SPRING 2017

What's in a number? All kinds of numbers mean different things to different folks. I think I hear the "We're number 1!" shouted the most. But wineries don't go around chanting "We're number 1," unless they are cheering for their favorite team. I know some wineries want to shout "We scored 100!" But that doesn't happen often. And shouting out your scores often refers to taking out ads in magazines. At Tobin James, we don't submit wines for scores or take out any advertising at all, so how do we shout out how great our wines are without a score? Well, we like to think that you, our club members, tell all your friends about us and do the shouting for us.

But still, we do like to shout out once in a while. So what do we shout out? Well, how about 30? Why 30? Yep, it's our 30th anniversary! 1987 was our first year making wine. That's the famous vintage where Toby was offered free grapes if he could get them removed from the truck because the winery they were headed to had shut down for the night. As an assistant winemaker at a winery, Toby asked if he could make wine from these Zinfandel grapes that were stuck on the truck. The winery owner told him that he didn't make Zinfandel. Toby asked if he could make it for himself and the owner told him "Knock yourself out, kid."

Well, he shouldn't have done that. That wine was so delicious that it launched Tobin James Cellars. After selling his wine anywhere he could, Toby broke ground on our current location about 7 years later. When he bought our current outpost 8 miles from town, everyone told Toby he was crazy, it was too far from town, and that he'd soon be out of business and selling for ten cents on the dollar. Not one liking to brag, but "I don't think so," is what he thought. And now we're in year 30!

Claire and I came along in 1996 and became equal partners to help Toby and the growing needs of the success he had started. We moved in March of 1997, yep, a 20-year anniversary for Claire and I. We have a lot to celebrate this year.

And when I think of when we moved here, it was Saturday afternoon of Zinfandel Festival Weekend. We pulled up in a huge Bekins moving van and unloaded our furniture up the stairs and over the railing to move in to the small apartment above the winery. The crowd was so small, no one noticed. Zin Fest Weekend is such a big deal now, that that could never happen. Those who've been to our party in March can attest to that.

So for 30 years we have strived to make the best wine on the planet. But we do not submit our wines for scores, so many in the wine world have not heard of us. We wouldn't have it any other way. We don't want to be the next "cult" winery that has a waiting list to get on the waiting list. We want to make amazing wines and have so much fun pouring them for you that you never realize we are a real business with a real payroll to cover every week, lol!

I do love that someone told me the other day, "You guys are the most famous winery that nobody's ever heard of." Perfect. But we are going to quietly shout out our 20- and 30-year anniversaries a bit this year. In all modesty, we are quite proud. And maybe in 10 years I'll be writing about 30- and 40-year anniversaries? I plan on it!

What special things are we planning this year to celebrate? Believe it or not, this year is our 20th Annual Zinfandel Festival party, so we have a few small surprises for that. But as you read this, it's already over.

Since 1987 was our inaugural year, we thought a bit of '80s celebration is in

order. So for our September 16th, 30th Anniversary Celebration BBQ, we are going back to the '80s and throwing a party like no other. Absolute JOURNEY will be performing for our party. Claire and I had the amazing experience of hearing one of their concerts and they blew us away! Dinner, dancing, Tobin James wines, and then a performance you will never forget. Get your tickets early because this night will sell out fast.

Our other two summer parties will be equally as fun, with amazing food, great music, all the Tobin James wines you can drink, and, of course, the energy and fun that come with all our events. Both of these parties sold out last year, so please get your tickets early for these as well.

Our Tobin James winery takes over 2 of the Viking River cruises in July of 2018 on the Rhine River. Seems far off, but it's coming up sooner than you think. If you are interested in the cruise experience of a lifetime, with non-stop Tobin James wines, along with the camaraderie of 200 like-minded James Gang members on the gorgeous Rhine River, please contact us. Call Monica at (805) 239-2204 to see what rooms are available.

Well, what's in the box? The first releases of our 2014 Zinfandels, which includes the famous Fat Boy Zin. There are 4 delicious reds from the 2013 vintage along with a great reserve Chardonnay and our Liquid Love dessert wine. So dig in and enjoy. Perhaps you have an anniversary you'd like to share with our wine. It would be an honor to celebrate with you! As always, I hope to see you in the tasting room soon! Cheers!

Lance



All this fo



James Gang Wine Club Selections

1. 2014 Zinfandel, FAT BOY

\$55.00 per bottle

Fat Boy! What can I say that I haven't already written about over and over again? 2014 was another great year for Zinfandel with perfect spring weather 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 huge food flavors, particularly grilled steaks or BBQ. Almost 3 years old, it's perfect now, but will hold for another 5-6 years. We do have a small supply left, so call for more!

2. 2014 Zinfandel, French Camp Vineyard

\$38.00 per bottle

The French Camp vineyard is quite the amazing vineyard. We make no commitments to bottling a vineyard separately each year. It must be great and have a similar flavor profile that speaks of that vineyard. French Camp vineyard does this year after year. We bring in several blocks of fruit from French Camp, so we have the luxury of blending the best of the best from that vineyard. This wine always has a huge core of jammy raspberry with nuances of spice and cracked pepper. Glazed short ribs come to mind, but this is a versatile food wine. Perfect now, and will hold for 4-5 more years. About 100 cases remain, so call for re-orders soon.

3. 2013 Lagrein, Silver Reserve

\$48.00 per bottle

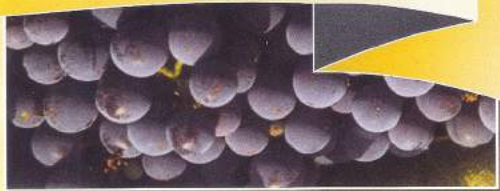
Lagrein is the name of the grape. This is a very obscure grape varietal that originated in the Trentino-Alto Adige region of Italy. In California, only five vineyards produce this little known grape. This grape has traditionally been used as a blending grape because of its dark, inky color and great 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. 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 100 cases remain, so call quickly if you desire more.

4. 2013 Private Stash, James Gang Reserve

\$48.00 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 4 years old, but will continue to age well for the next few years or so. We have more, so call today to order.

\$165⁰⁰!!



5. 2013 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 number 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 and when we looked at the 2010s and 2011s we discovered that 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 2013 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 5-8 years. Pair with rich and full-flavored dishes. Enjoy!

6. 2013 Cabernet Sauvignon/Syrah, James Gang Reserve

\$38.00 per bottle

The perfect blend! We chose 50% of our most perfect Cabernet Sauvignon and 50% 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 to come. This amazing blend sells out, so call quickly if you'd like a few more bottles.

7. 2015 Chardonnay, James Gang Reserve

\$25.00 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, finishing 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 as well and is found in very few places in the world. This wine is ready to enjoy now. We do have 400 or so cases remaining, so re-orders are available.

8. 2014 Late Harvest Zinfandel, Liquid Love

\$18.00 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!

Retail Value \$32.95

Of course there's more! A set of custom **Tobin James Tapestry Mats**. Designed by our owner, Claire Silver, these woven beauties have endless possibilities. With a non-slip backing they will be great in the kitchen, bathroom, RV, or anywhere you need a floor rug. We've included 2 to this set and we have more here at the winery if you'd like to purchase another set. Enjoy!

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.**

2014 Sauvignon Blanc	Sundance	\$14.00
2014 Chardonnay	Radiance	\$16.00
2015 Syrah Rosé	Paradise	\$16.00
2013 Chateau Le Cacheflo	Mediterranean Blend	\$11.50
2013 Sangiovese	Primo	\$18.00
2012 Merlot	Made in the Shade	\$18.00
2013 Zinfandel	Ballistic	\$18.00
2013 Zinfandel	James Gang Reserve	\$28.00
2013 Zinfandel	Dusi Vineyard	\$38.00
2013 Zinfandel	Silver Reserve	\$48.00
2012 Cabernet Sauvignon	Notorious	\$18.00
2013 Cabernet Sauvignon	James Gang Reserve	\$28.00
2013 Cabernet Sauvignon	Silver Reserve	\$48.00
2013 Syrah	Rock – N – Roll	\$18.00
2013 Petite Sirah	Black Magic	\$25.00
2013 Tempranillo	James Gang Reserve	\$38.00
2013 Malbec	James Gang Reserve	\$38.00
2013 Tannat	Palindrome	\$48.00
2013 Barbera	Bella Bella	\$38.00
2013 Primitivo	James Gang Reserve	\$38.00
2012 5	Bordeaux Blend	\$55.00
2011 Riesling	James Gang Reserve	\$12.00
2015 Moscato	Dream Catcher	\$12.00
2011 Port	James Gang Reserve	\$25.00
2012 Dessert Wine	Charisma	\$20.00
NV California Champagne	Dream Weaver	\$12.00



TJC Rhine River Cruise

Call for details!

(805) 239-2204

THE 2013 REDS
ARE AMAZING!

Call and order now!



JOIN US FOR OUR SUMMER EVENTS

Mark your Calendars!

Summer Solstice  **BBQ** Saturday, June 24, 2017

Moon  **BBQ**  Saturday, August 19, 2017

30th Anniversary

CELEBRATION **BBQ**

Saturday, September 16, 2017

Created by MenuClub.com