



TOBIN
JAMES
CELLARS

JAMES GANG GAZETTE

VOLUME 45

FALL 2020

How do you write a newsletter in a pandemic? Everything that is happening today will probably be different tomorrow. Days ago were so different from today. I know everyone has incredible stories of how this has changed and affected their lives. I hear so many of our members' accounts of how their lives are so different and so difficult from before. Thank goodness we have Tobin James wine to help us through, lol. I would like to share our story here at the winery of what life has been like since mid-March.

Our most popular party, our annual James Gang Festival #23, was about to happen in March. The event was sold out months earlier with so many of our members coming from far and wide. The tents were set up, the Blue Moon Lounge was being prepared and our vendors had begun prepping the food; even the bands were doing preliminary setup. And then it all stopped.

We suddenly did not have an event and our tasting room was ordered to close. For over 30 years our tasting room has been open every day, except Christmas day, but just like that, we were closed. Wineries were deemed "essential businesses," so at least we could continue to make and bottle wine. I wouldn't lay off any of our tasting room staff or reduce their hours, so we got creative. Gaetano and Makenna painted our glass washing room. Chris, Sara, Justin, Jill, and others went to work on the bottling line. Jess went into our lab and helped our winemaker Jeff. Bethany, Ione, Terri, Kaye, and Stefanie went upstairs to our office to help with wine club and phone orders. Our office staff of Karla, Shawna, Amanda, Holly, Eileen, and Marcy had to handle all their usual duties along with thousands of calls regarding event tickets. And Ben, our Asst. GM, helped manage it all with incredible grace.

I'm leaving many of our staff out for brevity's sake, but I have never been prouder of our amazing staff. And it keeps getting better! When we finally got the go-ahead to open with social distancing in June, after three months of being closed, we had 12 hours to prepare. To ensure social distancing, we had to make our tastings by reservation so we

could control how many tasters could be inside at one time. We removed all our clothing racks and installed another bar. I ordered hospital-grade air filtration units, masks, touchless temperature thermometers, and a myriad of other items necessary to make our tasting room safe. Well, that lasted just a few weeks. The next government order was for no indoor tasting. Everything would have to be outside. No need for those expensive air filters and that extra bar. Now we had 12 hours to build a tasting room outside. But where?

Enter Tim Martin. Tim has been our Property Manager and Assistant Winemaker for over 20 years. He is the husband of our General Manager and company's heart and soul, Monica Martin. I can't even explain to you what Monica has done for our winery throughout all this. She has been our rock. So outside we went and surveyed our beautiful grounds to see where this could happen. After much discussion, we went with Monica's idea to place tables along the side of our building next to our guest house. Tables we had, but we owned only a few pop-up tents that would not be a long term solution for shade. Actually, two of them tore and billowed into the sky the second day from the wind. And do you know how scarce heavy-duty tents or gazebos are when every winery and restaurant are shopping for them? Amazon to the rescue, but not soon enough. After three weeks of waiting, our gazebos arrived. But each gazebo came disassembled in 286 parts. Really? Tim worked tirelessly to build 10 of these gazebos in record time. We now have a beautiful area to taste outside. New mats were purchased, special tablecloths that could be sanitized installed, and a slew of essential items like coolers for our wine were set up. You have no idea how much goes into a bar until you set one up from scratch. For 2 months we were operating beautifully. Different, but still a Tobin James experience.

And then Mother Nature threw us another challenge: August and September. First it started with a record heat wave that our area has never seen. A week of 115° days. How can anyone work in that heat? With a mask on? Our staff did, and not a complaint. But wait, it gets better, or is

it worse? The fires that are still ravaging so much of California began and the prevailing winds brought the smoke right into Paso Robles. At one point, for a few days, we had the world's, yes, the world's worst air quality. You couldn't see the end of our property.

So now in September, another week-long heat wave hits with 115° days, except there is only smoke to breathe, through a mask! Our staff soldiered on, but it was too much. We had to close for 2 days because it got so bad. And then for another week we closed at 2 pm because of the heat and smoke. Claire, our daughter Elaine, myself, Toby, and Toby's wife Ermie worked the bar for many of those days to help give our staff A/C breaks. So here we are, still being Tobin James Winery and ready for the next challenge. I just hope it's not for 40 years!

But really, as I mentioned earlier, it is our incredible, amazing, courageous staff that makes Tobin James what we are. I'm so proud of our wines, but our staff has outshined them during this ordeal. And they continue to do so every day. I have hugs waiting for them when we can finally hug again.

Well, that pretty much brings you up to date here. Obviously, all of our 2020 parties were cancelled. We're hoping to be able to resume our events next year in 2021. Please stay tuned through our website or give us a call. We'd love to talk to you. We have some other great wines that are not in this box that we know you will love.

So what's in the box? Our usual array of our best wines with a very special wine. Read on to discover the surprise.

Don't forget, we are the perfect gift for the holidays. Give us a call and we'll take care of all your friends or business contacts. We'll even write the card.

And lastly, thank you is not enough to tell you how much we appreciate your loyalty and cherish your business, more than you can imagine, especially during these times. We will never let you down. Stay safe, stay sane, and as usual, I hope to see you in our tasting room soon.

Lance



All this fo



James Gang Wine Club Selections

1. 2017 the blend

\$125.00 per bottle

A new benchmark for excellence has arrived! Our latest creation is a blend of our best wines in the cellar. Paso Robles has become acclaimed for its eclectic blends and this is no exception. We will continue to create this wine each year, but only if we can blend a masterpiece such as this gem. This year's blend consists of Petite Sirah, Tannat, Merlot, Zinfandel, and Syrah. Unconventional? Yes, but an absolute gem! This wine will age gracefully for many years, but it is perfect now. Pair with any rich and full-flavored dishes, and of course, anything off the grill. We have 150 cases for re-orders and your wine club discounts apply.

2. 2017 Zinfandel, Dusi Vineyard

\$38.00 per bottle

80-year-old+ vines! Dry-farmed and head-trained. Arguably the most famous Zinfandel vineyard in the world. 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! Wow! 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.

3. 2017 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 3-5 more years. About 200 cases remain, so call for re-orders soon.

4. 2016 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. Try a roast 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.

er \$179⁰⁰!!



5. 2016 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 four years old, but will continue to age well for the next few years or so. We have more, so call today to order.

6. 2016 Petite Sirah, Silver Reserve

\$48.00 per bottle

After all these years of producing a stellar Petite Sirah, we have finally decided to produce a reserve. This is only our fifth vintage of Silver Reserve. We bring in over twelve different vineyards of Petite Sirah. We selected our finest four vineyards and created a blend that is truly remarkable. This wine is so dark and dense you will need a knife and fork to drink it. It is truly a WOW wine. This is a 2016, so it has already been bottle-aged for two years, but even more time will benefit this monster of a wine. However, you won't cheat yourself by enjoying it now. Pair this wine with any dish that has big and bold flavors, especially a T-bone off the grill. Only 220 cases are left.

7. 2017 Chardonnay, Radiance

\$18.00 per bottle

This is one delicious Chardonnay! Vibrant and racy, this luscious wine bursts with zesty lemon, pear, and pineapple on the nose and palate. Mouthwateringly perfect acidity that makes you crave your next sip over and over again. Pair it with fresh cracked crab, shrimp, fish in light buttery sauces or Asian spices, or light veggie-laden pastas. Any time is Radiance time—Relax with a glass!

8. 2017 Port, James Gang Reserve

\$25.00 per bottle

We have always wanted to make a true Port using authentic Port varietals and Port winemaking techniques, but we could not find the right grapes. So we decided to plant some! In 2004, we planted a vineyard with Tinto Cão, Touriga Nacional, and Souzao. Our first full harvest with these grapes was 2009. After starting fermentation, we added the best brandy imaginable to stop fermentation with 10% residual grape sugar, exactly the method employed in Portugal. We then aged it in barrels for two years and then aged it in the bottle for a year before releasing it. This is the method for a true Vintage Port. We believe this Port will continue to improve in the bottle for many, many years, but why wait? It is absolutely delicious now. Enjoy after dinner with blue or Stilton cheeses, almonds, anything chocolate, or all by itself!

Our Gift to You! Of course there's more!

Retail Value \$28.95

A gorgeous set of 4 tea lights to grace a table in your home. Designed by Claire Silver, our owner/winemaker, these beauties will light up any room, pun intended. Enjoy!

JAMES GANG FESTIVAL MAYBE?

Friday, March 19, 2021

&

Saturday, March 20, 2021

Call or check our website for updates



Call the Winery
for a complete list
of wines available!

(805) 239-2204

Holiday Package Specials

Choose one or all of our pre-packaged specials

Good Cheer

- "James Gang Reserve" Petit Verdot
 - "Made in the Shade" Merlot
 - "Rock-N-Roll" Syrah
 - "James Gang Reserve" Primitivo
 - "Primo" Sangiovese
 - "Midnight Magic" Petite Sirah
- \$130**

A Blend of Merry & Bright

- "Schist" Portuguese Blend
 - "Private Stash" Meritage
 - "Big Shot" Blend
 - "Chateau le Cacheflo" Blend
 - "RED" Blend
 - "GSM" Silver Reserve
- \$169**

It's going to be a BLUE MOON Christmas

- "Blue Moon Reserve" Zinfandel
 - "Blue Moon Reserve" Cabernet Sauvignon
 - "Blue Moon Reserve" Syrah
- \$195**



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!

Here's a few of our current wines...

Remember – 20% discount on a case or more
(mixed welcome!)

Free shipping in California
to James Gang members' shipping address.

2016	Sauvignon Blanc	Sundance	\$18.00
2016	Chardonnay	James Gang Reserve ..	\$28.00
2017	Cabernet Sauvignon	Notorious	\$18.00
2014	Merlot	Made in the Shade ...	\$22.00
2016	Syrah	Rock-N-Roll	\$18.00
2015	Zinfandel	James Gang Reserve ..	\$28.00
2016	Zinfandel	Fat Boy	\$55.00
2017	Barbera	Bella Bella.	\$38.00
2016	Malbec	James Gang Reserve ..	\$38.00
2015	Grenache	James Gang Reserve ..	\$42.00
2016	Late Harvest Zinfandel	Liquid Love	\$18.00
2014	Dessert Wine	Charisma	\$20.00
2018	Moscato	Dream Catcher	\$12.00
NV	Sparkling	Dream Weaver	\$12.00

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