

JAMES GANG GAZETTE



TOBIN
JAMES
CELLARS

VOLUME 40

SPRING 2018



If I wasn't a winemaker, I'd like to think that maybe I'd have become a comedian. But my wife cringes when I tell my stories and jokes. She says I have no filters. But how do I know if it's funny until I say it? I guess the same could be said for wine. How do you know if a wine is great?

Winemakers measure success not by the dollars in the bank, but by the quality of the wines they have produced over the years and by the smiles they have produced when people enjoy their wines.

But there are many barometers in the wine business that determine a wine's greatness. For example, gold medals are awarded at hundreds of events held every year. However, most people look for a score that was given by a magazine, usually by just one reviewer — in other words, one person's opinion. Hmmm, I like mayo on my sandwich, but my wife can't stand it. Who's right? Is that one reviewer right? Seems pretty arbitrary.

And then along came the internet. Now any wine drinker can chime in with their opinion of any wine. We can now see aggregate scores that represent a huge swath of wine drinkers' taste buds. The largest wine app in the world today, with 30 million users, is Vivino. I'm sure many of you have it on your phone. Take a picture of a wine label and, voila, the average price, where to buy it, and actual tasters' scores and reviews appear. Seems like the most democratic way to judge a wine. Why am I writing about Vivino? I have no financial stake in it. Well...wait for it...

Tobin James' FAT BOY Zinfandel was rated by Vivino as the number one Zinfandel in California. And since there are no other Zinfandel categories, that makes our FAT BOY the NUMBER ONE Zinfandel in the world. WOW! Who would have ever dreamed that?

Tobin James Cellars celebrated its 30th anniversary last fall and I can't think of a better gift than that honor. When we started this winemaking journey, there was no grand plan to have a wine club this popular. We were one of the first wineries to start a club, over 21 years ago. There was no model to follow. The same when we opened our tasting room. We didn't think it unusual to make every guest that walks in feel like they've walked into our living room, even if it reminds you of a western saloon. Because that bar really is our living room.

So I guess what I'm saying is that we'll keep doing things our way, because apparently, we're doing a few things right. This includes continuing to put our NUMBER ONE FAT BOY in your wine club box. Yep, 1,600,000 wines reviewed last year, and you have a #1 in your box. Some wineries would raise the price and start a waiting list for that wine, but we are proud to continue to exceed your expectations in everything we do.

Of course, that includes our parties! For those of you who've attended any of our events, you know how special they are. We continue to add surprises every year, like the Blue Moon Lounge at our 21st

annual James Gang Festival in March. As you read this, that festival just ended. It always is quite the party! And we have a really special event this September, featuring a performance by an Elton John tribute band. Please read your insert for details on all of our summer events: three great summer parties in 2018, in June, August, and September. Last year's events all sold out very quickly, so please book early.

We're gearing up for a busy summer in the tasting room. We have some fantastic wines we are pouring as usual, along with the usual fun and excitement of our Wild West tasting room. I've always called our tasting room "The happiest place on earth...for grown-ups!"

Anyway, dig into your box, and especially, gaze onto that beautiful FAT BOY Zinfandel, realizing that one day soon, you're going to open that wine and drink a #1 wine. That doesn't happen often, LOL. Also inside your box is our very first BIG SHOT wine. Open the newsletter to read just how special this wine is. A very special gift is included as always. The design process took us over a year to perfect; I'm sure you'll love it!

Well, that's all for now. Dig into those wines and pair them with something delicious from your kitchen. Oh, and of course, as always, I hope to see you soon in our tasting room.

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James Gang Wine Club Selections

1. 2015 Zinfandel, FAT BOY

\$55.00 per bottle

Fat Boy! What can I say that I haven't already written about over and over again? 2015 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. This is the latest vintage of our Fat Boy that the 30 million Vivino app users rated the 2013 as the #1 Zinfandel in the world! And you got one! And we have some left for re-orders!

2. 2015 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 140 cases remain, so call for re-orders soon.

3. 2014 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.

4. 2014 BIG SHOT

\$58.00 per bottle

Our very first BIG SHOT. A spectacular creation of what Paso Robles is excelling at: Rhône style blends. We have blended our finest Syrah, Grenache, Mourvèdre, Counoise, and Cinsaut to create a rich, dense wine with tons of layers and structure. Ripe blackberry and subtle spice aromas give way to a rounded, juicy wine with the perfect amount of oak and a long, lingering finish. Pair this with your favorite grilled meats or rich braised meat dishes. This wine is delicious now, but will continue to evolve for years to come. 200 cases remain for re-orders.

r \$179⁰⁰!!



5. 2014 Pinot Noir

\$42.00 per bottle

Pinot Noir has been all the rage for some time now, but we've waited to produce one until we found the perfect grapes. We sourced these grapes from a spectacular vineyard located in Arroyo Grande Valley. It's one of the best vineyards in all of California, just 1 mile from the ocean on a steep hillside, where the grapes enjoy a cool climate and very slow ripening. This very smooth and luscious wine has soft tannins and boasts of ripe cherries and berries with a hint of earthiness, so it pairs well with just about everything. Try it with sautéed wild mushrooms on a grilled steak, salmon, pork loin, or roasted duck. One sip of this wine and you will be calling for re-orders.

6. 2014 Syrah, James Gang Reserve

\$55.00 per bottle

Vintage 2014 produced absolutely incredible wines. Our 20 vineyards of Syrah were no exception. Magnificent! We usually bottle only enough James Gang Syrah for the tasting room, but in 2014 we had plenty of spectacular Syrah to bottle enough James Gang Syrah for the wine club. This wine is very rich and complex, with jammy dark fruit flavors along with classic Syrah pepperiness and bacon flavors. This wine tastes amazing now, but it should continue to improve for a few more years. It is so delicious that you won't be cheating yourself if you open it tonight! Pair with classic Syrah pairings, such as rack of lamb, pepper-rubbed with herbs. We have about 90 cases left, and they won't last long!

7. 2016 Chardonnay, James Gang Reserve

\$28.00 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 have plenty left for re-orders, so stock up your cellar with this outstanding Chardonnay at a great price.

8. 2015 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 \$28.95

Of course there's more! A custom Tobin James logo napkin holder with Tobin James logo sun weight. This beauty was designed by our owner/winemaker, Claire. The design process took over a year with many tweaks to make this the creation Claire is proud of. She even designed the custom napkins that are included. We made sure that we have a huge inventory of napkins that you can re-order to restock up your gorgeous holder. Only \$2.95 for a pack of 20. 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.**

2015	Sauvignon Blanc	Sundance	\$16.00
2015	Chardonnay	Radiance	\$18.00
2016	Tempranillo Rosé	Paradise	\$19.00
2014	Chateau Le Cacheflo	Mediterranean Blend	\$12.00
2014	Sangiovese	Primo	\$18.00
2012	Merlot	Made in the Shade	\$18.00
2013	Zinfandel	Ballistic	\$18.00
2013	Zinfandel	James Gang Reserve	\$28.00
2014	Zinfandel	Dusi Vineyard	\$38.00
2013	Zinfandel	Silver Reserve	\$48.00
2013	Cabernet Sauvignon	Notorious	\$18.00
2014	Cabernet Sauvignon	James Gang Reserve	\$32.00
2013	Cabernet Sauvignon	Silver Reserve	\$48.00
2014	Syrah	Rock – N – Roll	\$18.00
2014	Petite Sirah	Black Magic	\$25.00
2013	Tannat/Tempranillo	Blend	\$48.00
2013	Malbec	James Gang Reserve	\$38.00
2013	Tempranillo	James Gang Reserve	\$38.00
2014	Barbera	Bella Bella	\$38.00
2014	Primitivo	James Gang Reserve	\$38.00
2013	5	Bordeaux Blend	\$55.00
2013	Cabernet/Syrah	James Gang Reserve	\$38.00
2014	Schist	Portuguese Blend	\$42.00
2016	Riesling	James Gang Reserve	\$12.00
2015	Moscato	Dream Catcher	\$12.00
2012	Port	James Gang Reserve	\$25.00
2012	Dessert Wine	Charisma	\$20.00
NV	California Champagne	Dream Weaver	\$12.00

JOIN US FOR OUR 2018 SUMMER EVENTS

Mark your calendars!

Summer
Solstice BBQ

Saturday, June 23

30th Anniversary
CELEBRATION
continued!

Saturday, September 15

Moon BBQ

Saturday, August 18

**THE 2014 REDS
ARE AMAZING!**

Call and order now!



Summer Solstice BBQ

Saturday, June 23, 2018

7:00 pm - 11:00 pm

Party to the rockin' sounds
of DJ Kramer

Chef Marc's Gourmet Pizzas

- BBQ Pit #1:** Barbequed Oysters with Three Salsas
- BBQ Pit #2:** Seafood Steamer Bar
- BBQ Pit #3:** Grilled Citrus & Chardonnay-Marinated Turkey Breast with Chipotle Sauce
- BBQ Pit #4:** Honey, Ginger & Soy-Marinated Pork Tenderloin with Avocado Mango Salsa
- BBQ Pit #5:** Barbequed Beef Sliders & Baby Back Ribs, Heavily Seasoned, served with Warmed BBQ Sauce & Grilled Corn on the Cob

Ice Cream Bar

\$109 pp + tax • (805) 239-2204

Moon BBQ

Saturday, August 18, 2018

7:00 pm - 11:00 pm

Dance under the stars with DJ Kramer

Chef Marc's Gourmet Pizzas

- Fresh Seafood:** Oysters, Prawns, Ceviche, Mussels, Crab Salad & more...
- Fresh Tapas:** Chorizo, Ham, Prosciutto, Roasted Garlic Hummus & more...
- Moroccan:** Grilled Leg of Lamb, Falafel, Tabbouleh, Fresh Salads & more...
- Grecian:** Grilled Chicken Spiedini, Caponata, Fresh Salads & more...
- Tuscan:** Grilled Steak Fiorentina, Panzanella, Mediterranean Potatoes, Fresh Salads & more...
- Dessert:** Tiramisu & Provençal Lemon Ice Cream

\$109 pp + tax • (805) 239-2204

Continuing our

30th Anniversary

CELEBRATION

with a very special concert!



Saturday, September 15, 2018

7:00 pm - 11:00 pm

Chef Marc's Gourmet Pizzas

Charcutiere Extravaganza

- Station #1:** Barbequed Oysters
- Station #2:** Whole Beef Tenderloins, Potato Salad with Haricot Vert & Pesto, Tomato Salad with Gorgonzola & Kalamata Olives, Garlic Bread
- Station #3:** Chardonnay & Citrus-Marinated Turkey Breast in Pita with Fresh Tomatoes, Green Chiles, Cheese & Chipotle Mayo, Black Beans, Corn & Feta Salad, Garlic Bread
- Station #4:** Baby Back Ribs, Heavily Seasoned, served with Warmed BBQ Sauce, Caesar Salad, California Rice Pilaf, Garlic Bread
- Station #5:** Cheesecake with Choice of Toppings

\$139 pp + tax • (805) 239-2204



Join Us For Our Summer Parties



All Events SELL OUT Quickly!
RESERVE YOUR TICKETS TODAY!!!

(805) 239-2204



Open Seating

ACCOMMODATIONS

We recommend booking your room early.
Don't forget to mention that you are
a Tobin "James Gang" member.

Courtyard by Marriott	(805) 239-9700
The Oaks Hotel & Suites	(888) 298-4141
La Quinta Inn & Suites	(805) 239-3004
Paso Robles Inn	(800) 676-1713
Adelaide Inn	(800) 549-7276
Best Western Plus Black Oak	(805) 238-4740
Holiday Inn Express	(805) 238-6500
Hampton Inn & Suites	(805) 226-9988
La Bellasera Hotel & Suites	(805) 238-2834
Springhill Suites Marriott	(805) 462-3500
Allegretto Vineyard Resort	(800) 764-4614
<i>online reservations at: allegrettovineyardresort.com</i>	
<i>(use rate code: GANG)</i>	

TRANSPORTATION & SHUTTLE SERVICES

These services are owned and operated
independently of Tobin James Cellars.

Bay Limousine	(805) 541-0941
Grapeline Wine Tours	(888) 894-6379
Uncorked Wine Tours	(805) 459-4500
Epic Limousine	(805) 423-6838
Elegant Image Limousine	(805) 772-5390

