

JAMES GANG GAZETTE



TOBIN
JAMES
CELLARS

VOLUME 36

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I watched the movie *Everest* recently. It retells the fateful story of a climbing expedition in 1996. One part that resonated with me was the question put forth to the climbers as to why they are climbing Mt. Everest. After the requisite "because it's there" response, we hear several climbers' reasons. All are different. From one's chasing his demons, to another's wanting to show his young students that anything is possible. My wife, Claire, successfully climbed and summited Mt. Kilimanjaro a few months back in October. Her reason was because our daughter asked to do it with her, and she did not want to miss an experience that she and our daughter will remember their entire lives. Claire prepared hard, but was still completely challenged by how difficult it was. She would not have traded a minute of it.

A day later I thought back on the question of "why?" and compared it to winemaking. Of course, in no way is winemaking a life or death endeavor (unless you live or die by the critics' scores, lol), but the question of why we become winemakers danced in my head. Are we out of our minds? Winemaking can be compared to mountain climbing because so much is out of our control. We start out the year completely prepared and then Mother Nature laughs at us. It seems every year there is a new pest from another country that has no natural predators that threatens to destroy all our vines. It seems every year that a new mysterious virus is infecting all our vines. Then, once the grapes are harvested and fermented into wine, there are tens of things that can go wrong in the cellar, as Mother Nature again shows us that she always has the upper hand. For two years we must constantly watch our wines to make sure they are aging into the "adults" we wish them to be. All at the same time we handle another harvest that has nothing in common with the past one. Then we must bottle the wine. Wait a minute, I'm a winemaker, not a packaging engineer. But I must become one,

because just as many things can go wrong in bottling as during winemaking. Finally, I must find eager and awaiting wine drinkers clamoring to purchase my creations and willing to pass on the other 100,000 wines that are out there in the marketplace. Whew! I'll ask again, why does anyone become a winemaker?

Every winemaker has their own story. Some may be as simple as "it's our family business" or "it's a good living." My story is one that even I don't understand. I became enamored with wine when I was 17. I began collecting wine then, even though I had never tasted wine. Go figure. It was probably my "collector mentality," as I had collected baseball cards and comic books as a child. At the time, wine collecting just seemed the natural progression into adulthood. My parents did not drink anything, but I immersed myself in learning about wine, even though it was just a hobby. Reading textbooks for bedtime reading was the norm. Later, if you came to our family home, you'd better be prepared to have wine discussions. We started a clothing company right after my wife and I graduated college and it grew rapidly. But our passion was wine. The purpose for the money we made from our business seemed only to provide us with better and better wine. After the recession of the early '90s hurt our clothing business, we looked at each other and said, "Why aren't we making wine?" Long story short, we landed in Paso Robles, became partners with Tobin James and learned how to actually make wine and not just read about it from textbooks. Life couldn't be better. Not a morning goes by that I don't realize I'm living a dream, and that all those unknowns and challenges I mentioned earlier are what make life so grand.

Next time you're at a winery and you have a chance to chat with the winemaker when you're tasting their wine, ask them why they became a winemaker. Their answer could last

as long as a sip, or you might consume an entire bottle hearing their story. Everyone's story is going to be different, and that's what makes it so interesting. And why everyone makes wine uniquely different from anyone else.

Since we're talking about wine (what else would I write about?), what's happening at the winery? Well, glad you asked. As I write this, our 19th Annual James Gang Festival is just weeks away, but as you read this it'll be a fond memory. We are already sold out, so we know it will be an amazing bash.

Our summer parties always sell out as well, so plan a trip to Paso Robles around one of our fantastic parties. Great food, music, dancing under the stars, and of course the best wines...Tobin James Wines! Summer is a great time to visit Paso Robles, so please reserve your tickets early before we sell out.

We are cruising the Rhône River this summer! Two fantastic voyages aboard the Viking River Cruises' long ships. We have two cabins left, so please contact us before they are gone. You can only book them through us.

So finally, what's in the box? Well, the famous Fat Boy Zinfandel as well as three wonderful blends, among others. Paso has become famous for our blends and these wines are no exception. The GSM is our first GSM to go into a wine club shipment. It is absolutely stellar. We won't be producing this blend again for at least three years due to the low yields we have received from some of our vineyards lately. So cherish and enjoy! Of course, you can read all about all the wines on the following pages.

Well, that's all for now. As always, I hope to see you in the tasting room soon and hear some of your Mount Everest stories.

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James Gang Wine Club Selections

1. 2013 Zinfandel, Fat Boy

\$55.00 per bottle

Fat boy! What can I say that I haven't already written about over and over again? 2013 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. 2013 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. 2012 Petit Verdot, James Gang Reserve


\$38.00 per bottle

Only our fifth Petit Verdot to go into our wine club shipments! We have been making a Petit Verdot for many years, but only in small quantities, as the vineyards we source from are small. But thanks to the amazing wines that come from these vineyards, the vineyards have expanded to allow us to increase our case production while maintaining the same delicious quality. Petit Verdot is known as a Bordeaux varietal, where it is generally blended with Cabernet Sauvignon or Merlot to make a more complex wine. Our Petit Verdot is so wonderful and complex by itself; we've once again decided to bottle it on its own. We know of very few wineries that bottle 100% Petit Verdot. This is a big, concentrated, and juicy wine with velvety tannins. It will pair well with all kinds of meats, particularly braised, or off the grill. This wine will continue to improve for a few more years and will hold for many years to come. Only a few cases remain. Enjoy!

4. 2012 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!

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5. 2012 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.

6. 2012 GSM, Silver Reserve

\$58.00 per bottle

Our first GSM to go in our wine club shipment. 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 crusted Porterhouse. We have about 60 cases left, so call quickly if you'd like more!

7. 2014 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. 2013 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 \$24.95

Of course there's more! A custom set of BBQ utensils just in time to kick off the summer and what we call here "Q'in Season." So fire up the grill, throw on some meat and veggies, and work your magic with your new utensils. They will hopefully remind you to pair your food magic with our wine magic! Cheers!

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.**

| | | | |
|------|----------------------|--------------------------------|---------|
| 2013 | Sauvignon Blanc | Sundance | \$14.00 |
| 2013 | Chardonnay | Radiance | \$16.00 |
| 2013 | Syrah Rosé | Paradise | \$16.00 |
| 2012 | Chateau Le Cacheflo | Mediterranean Blend | \$11.50 |
| 2013 | Sangiovese | Primo | \$18.00 |
| 2012 | Merlot | Made in the Shade | \$18.00 |
| 2011 | Merlot | Silver Reserve | \$48.00 |
| 2012 | Zinfandel | Ballistic | \$18.00 |
| 2012 | Zinfandel | James Gang Reserve | \$28.00 |
| 2012 | Zinfandel | Dusi Vineyard | \$38.00 |
| 2012 | Zinfandel | Silver Reserve | \$48.00 |
| 2012 | Zinfandel | French Camp Vineyard | \$38.00 |
| 2012 | Cabernet Sauvignon | Notorious.. . . . | \$18.00 |
| 2012 | Cabernet Sauvignon | James Gang Reserve | \$28.00 |
| 2012 | Syrah | Rock – N – Roll | \$18.00 |
| 2013 | Petite Sirah | Black Magic | \$25.00 |
| 2012 | Tempranillo | James Gang Reserve | \$38.00 |
| 2012 | Malbec | James Gang Reserve | \$38.00 |
| 2011 | Lagrein | Silver Reserve | \$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 |
| 2014 | Muscat | Dream Catcher | \$12.00 |
| 2011 | Port | James Gang Reserve | \$25.00 |
| 2012 | Dessert Wine | Charisma.. . . . | \$20.00 |
| NV | California Champagne | Dream Weaver.. . . . | \$12.00 |

**TOBIN
JAMES
CELLARS**

**TJC
Rhône River
Cruise**

Call For Details!

JOIN US FOR OUR SUMMER EVENTS

Mark your Calendars!

Not Your Average Backyard BBQ
Saturday, June 25, 2016

Full Moon BBQ
Saturday, August 20, 2016

End of Summer BBQ
Saturday, September 10, 2016

**These
Events
Sell OUT
Very Quickly!
Book
Now!!!**

**We need your updated
email address!**

**THE 2013 REDS
ARE AMAZING!**
Call and order now!



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