

VOLUME 27

FALL 2011

It's James Gang Shipment Time

My wife Claire, Toby and myself just spent the weekend pouring wines all day in the tasting room. As owners/winemakers, it's important to hear feedback on our wines, and we love hanging out in the bar and drinking wine with all our club members. I know, it's a tough job, but part of the fun is being asked some eccentric questions that recur again and again. Sometimes the questions are so strange that you want to laugh, but remember, we have no room for snobbery at Tobin James! There are no bad questions, just bad answers. So with that in mind, I'd like to relay some of my favorites.

How many times a year do you harvest your grapes?

I guess when you come to view September and October as the months you pray to survive, it's a ridiculous question. But for someone who's never seen a vineyard or watched the joy of bringing in harvested grapes, it's OK to ask. Grapes are harvested once a year, broccoli twice (usually).

Do you make your wine from grapes?

Here in Paso Robles Wine Country, it's easy to forget that most Midwestern wineries produce fruit wines. We would never dream of that here, but we need to remember that there are wineries in all 50 states—hard to believe, huh?—and many do not make wine from grapes. We do.

How did you get the flavors of cherries and raspberries in your wine—did you add them?

Answering this question with a straight face, I once said that we grind up cherry stones and raspberry seeds and sprinkle them in the vineyard each year. The response was "Wow! I knew there was a trick!" The real answer, of course, is that's the magic of wine grapes. If you make wine from plums, it tastes like plums. If you make wine from cherries, it tastes like cherry wine. If you make wine from wine grapes, it tastes like cherries, raspberries, plums and on and on!

What is your favorite wine?

Lots of people want to know the winemaker's favorite wine. It's a trick question. My standard answer is that it's like asking me which of my children are my favorite. I might have one, but I'm not telling...and it changes all the time! It's the same with wine. My favorite one night might be our Lagrein while I'm enjoying some homemade pasta with a tomato sauce made from freshly picked tomatoes from our garden. The next night it might be our Silver Syrah, because I'm having an herbed crusted BBQ'd rack of lamb. (Both bottles are in this box!) With a whole world of wine varietals and styles out there, why have a favorite? (Mine is secretly our Zin, but don't tell anyone—just kidding!)

What is your favorite vintage?

That's a tough one. Should it be 1997, when we made such memorable wines that I have no more of and can't sell you any? Or should it be the 2009s which we're currently selling? Hey, we may be a romantic winery, but we have payroll to make every week. (Actually, 2009 was an amazing year!)

How do you stomp all those grapes, and can I come at harvest and help stomp?

Well, for anyone who's seen the "I Love Lucy" episode where she gets into a grape fight while stomping grapes, I have to tell you that we have come a long way since those days. We now have electricity to turn on our marvelous contraptions that do all the work. Although it would be fun to stomp grapes, I don't think I

want to drink any wine that was made with feet...even mine!

I hope I haven't scared you off from asking questions about wine. I still ask questions. That's part of the wonder and magic of our mutual obsession with a subject as endlessly fascinating as wine. After 25 harvests, I figure I still don't even know half that I should. So keep asking those questions, please, so we can keep talking about them. Just kidding!

With the holidays approaching, I know March seems a long way off, but it'll be here before we know it. Our 15th Annual James Gang Festival is March 16th and 17th, 2012. Our September party sold out a month before the event, and last year's James Gang Festival sold out months ahead of time. Please plan early and call for your tickets here at the winery. Four bands playing at the same time, 25 restaurants and caterers, at least 25 wines poured and even beer! It is the bash of the year!

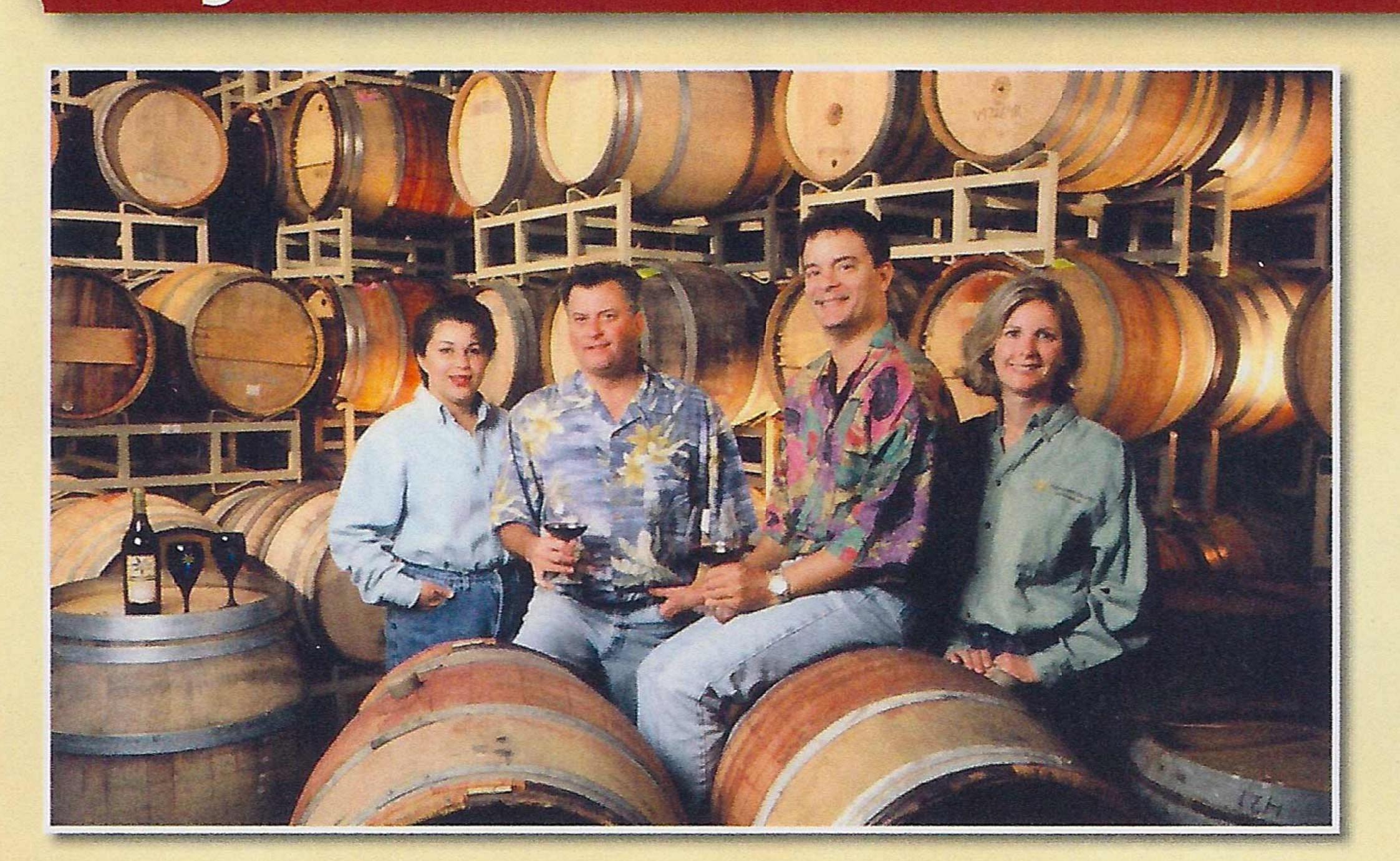
We are officially announcing our next James Gang Takeover Cruise. It will be in Tahiti in April of 2013. The elegant Paul Gauguin Cruise Ship only has 160 rooms, and only 30 rooms are left! Most of our past cruisers have prebooked the trip. What a great testimonial to how amazing it will be. If you'd like to join us, you need to book now!

And one more plug, please join us on Facebook and become a fan of ours. We love sharing stuff on our site!

OK, so what's in the box? Well, just some of the best wine we have ever made! Three of these wines are already sold out, just to give you an idea of how good they are. Turn the page and dig into this marvelous selection of our best stuff!

Well, that's all for now. As usual, I hope to see you soon in the tasting room!

Lauce









James Gang Wine Club Selections

1. 2009 Zinfandel, Dusi Vineyard

\$38.00 per bottle

80 + year-old vines! Dry farmed and head trained. Dusi—there is no substitute. 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! 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.

2. 2009 Primitivo, James Gang Reserve

\$38.00 per bottle

What is Primitivo? Why it's Zinfandel, of course. This is the Italian clone of Zin that originated in Italy. According to DNA tests, it is the same as Zinfandel so we can bottle it as Zin or as Primitivo. However, you cannot bottle Zinfandel as Primitivo unless it is this clone. There are only nine vineyards of Primitivo in our appellation, so since we are fortunate to have this special grape, we believe it should be bottled by itself. This is a blend of three of these Primitivo vineyards. Rich, ripe and over-the-top, this fruit bomb also has a delicious spicy and peppery finish. Enjoy with big foods or spicy dishes. This wine is ready to drink now or will age for a few more years. Only 100 cases remain and they will go quickly.

3. 2009 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 25 cases remain so call quickly if you desire more.

4. 2008 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. Sorry, no re-orders; the club got every bottle.



Join us on Facebook







5. 2008 Syrah, Silver Reserve

\$48.00 per bottle

Ah, the Silver Reserve Syrah! Always one of our best wines we make, the 2008 is no exception. This wine exhibits all the qualities that a classic Syrah should have. Graceful layers of fruit interlaced with hints of spices and herbs. A long lingering finish completes this perfect Syrah. The wine tastes amazing, but as with any great Syrah, it will continue to improve in the bottle for four to six years. Buy, why wait? You're not cheating yourself by enjoying it now. Try it with herb-rubbed lamb. Sorry, no re-orders available; we are sold out.

6. 2008 Cabernet Franc, James Gang Reserve

\$38.00 per bottle

Always one of our more popular wines, we saved enough to send to our wine club members. You will be overwhelmed by the incredible up front fruit with gobs of cherry, blackberry, and a huge finish of chocolate, espresso and vanilla, with gorgeous ripe tannins. This wine will age beautifully for years to come, but is ready to drink now. A very versatile food wine, it pairs well with pasta, chicken, or thick grilled steaks. No re-orders available; this wine is sold out.

7. 2010 Chardonnay, Radiance

\$16.00 per bottle

Wow! That's what you will say after your first swallow. This gorgeous Chardonnay is a big fruit bomb. Ripe pineapple, banana, pear, kiwi and green apple explode in your mouth! This wine has so much fruit in it you will want to put an umbrella in it. But for all its outsized flavors, the wine pairs wonderfully with all the dishes you'd expect a Chardonnay to match with. Fish, pastas, chicken or even try it with Thai and other spicy dishes. The big fruit flavors pair exceptionally well with hot and spicy foods. This wine is ready to drink now, so pick the perfect meal and enjoy. We have plenty left for re-orders, so stock up.

8.2009 Dessert Wine, Charisma

\$20.00 per bottle

The 2009 Charisma! This is quite the unique dessert wine. This year's blend is Late Harvest Barbera and Late Harvest Zinfandel. We fermented the grapes on the skins for 36 hours and then pressed off. The juice then ferments icy cold to give it creamy strawberry, raspberry, guava, mango, nectarine, peach, and a "bazillion" other tropical flavors too numerous to mention. So just chill this wine way cold (the colder, the better) and enjoy on a sunny afternoon or as the perfect companion with lighter style desserts. Try with sorbet, ice cream, cheesecake, or even apple pie. All bottles come with our logo sun bottle stopper. It is ready to enjoy now.

Our gift to you!

Retail Value \$16.95

Of course there is still more. An antiqued copper finished trivet to adorn your kitchen countertop. Functional and beautiful, it will remind you when cooking to open a bottle of Tobin James with dinner (or before!)

Wines Available for Purchase

In addition to club selections. Remember – 20% discount on a case or more (mixed welcome!)

Free Shipping in California!

2008	Sauvignon Blanc	Sundance\$14.00
	Chardonnay	James Gang Reserve\$25.00
2009	Syrah Rosé	Paradise \$16.00
	Chateau Le Cacheflo	Mediterranean Blend\$11.50
2007	Sangiovese	Primo\$18.00
	Merlot	Made in the Shade\$16.00
2008	Zinfandel	Ballistic\$18.00
2007	Zinfandel	James Gang Reserve\$28.00
2008	Zinfandel	French Camp Vineyard \$38.00
	Zinfandel	Silver Reserve
2008	Zinfandel	Fatboy\$55.00
2007	Zinfandel	Blue Moon Reserve \$150.00/\$55.00*
2008	Cabernet Sauvignon	Notorious\$18.00
	Cabernet Sauvignon	Blue Moon Reserve \$150.00/\$75.00*
	Syrah	Rock-N-Roll \$18.00
	Syrah	Blue Moon Reserve\$150.00/\$65.00*
	Petite Sirah	Bodacious \$25.00
2007	Barbera	Bella Bella \$32.00
2007	Refosco	James Gang Reserve\$38.00
2005	Pinot Noir	Pinot Envy \$32.00
2007	Malbec	James Gáng Reserve\$38.00 /
2007	Petit Verdot	James Gang Reserve\$38.00
2007	Cabernet Sauvignon	James Gang Reserve\$28.00
	Meritage	Estate Private Stash \$48.00
	5	Bordeaux Blend\$55.00
2008	Riesling	James Gang Reserve\$12.00
	Muscat	Dream Catcher\$12.00
2008	Late Harvest Zinfandel	Liquid Love
NV	California Champagne	Dream Weaver\$12.00
		* No further discounts

WE'RE CRUISIN' INTAHITI IN 2013

On the fabulous Paul Gauguin through the Isles of Tahiti.

We are over 80% sold out!

Go to tobinjames.com and click on our cruise link or call 1-800-218-6031 for all the info.

See you on board!



The Holidays Are Coming!

Why not send the perfect gift that is guaranteed never to be returned!

Tobin James Wine!!!

Call our gift specialists and send the ultimate gift in any price range.

We make it so easy. We'll send our wine to everyone on your holiday list.

We will even write the card. Order early for on-time delivery.

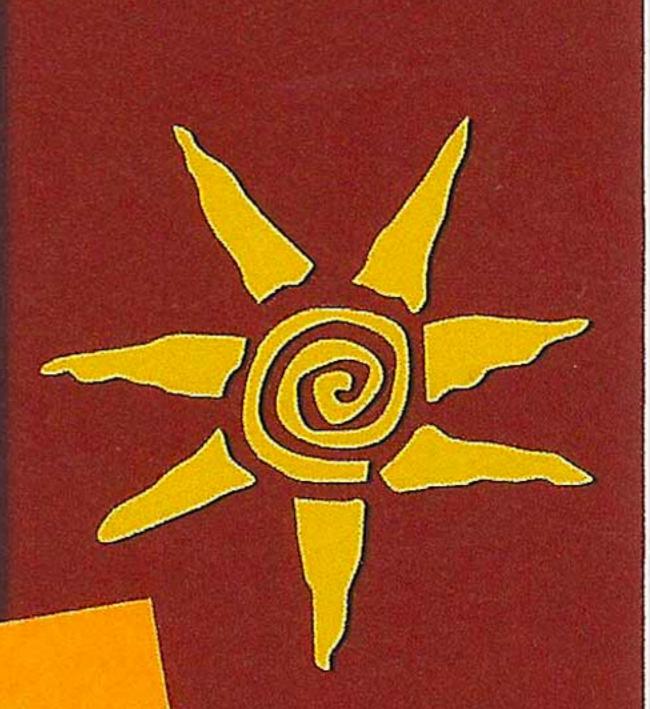
Call our "gift line" at (805) 239-2204

Business owners: Tobin James can send wine to your favorite clients!

A truly unique gift they'll remember you by!

JAMES GANG FESTIVAL

Friday, March 16, 2012 & Saturday, March 17, 2012 **Call (805)239–2204** for reservations.



In the box you'll find Tobin James restaurant and wine shop cards.

Help spread the word.

Thanks for your support!

BOOK NOW!!

Created by MenuClub.com



JAMES GANG FESTIVAL

Tobin James Cellars, 8950 Union Road, Paso Robles, CA 93446 (805) 239-2204 • www.tobinjames.com

You are Invited.....

15th Annual

TOBIN JAMES CELLARS

JAMES GANG FESTIVAL

Friday, March 16, 2012 <u>OR</u> Saturday, March 17, 2012 7:00 p.m. until 10:30 p.m. at Tobin James Cellars 8950 Union Road, Paso Robles, CA

- Friday \$85.00 per person OR Saturday \$95.00 per person
 - · Advance ticket purchase required.
 - Phone the office during business hours
 M-F 9 a.m. 4 p.m. (805) 239-2204
- Enjoy sumptuous portions of local wine country cuisine and an amazing array of Tobin James Cellars wines.
- An abundance of tantalizing treats will be presented by over 20 local restaurants, chefs, and caterers.
- Toby, Lance, and Claire are already stirring their pots for the Annual Winemaker Cookoff.
 - 4 live bands to dance the night away.
 - Limited release wines, including our amazing Reserves, will be available to taste and purchase.
- We recommend booking rooms and shuttle services early.
 - For more details about lodging, shuttles and much more party information, please visit our website at: www.tobinjames.com

This Event SELLS OUT Quickly! BOOK EARLY!!!

Tobin James Cellars, 8950 Union Road, Paso Robles, CA 93446 (805) 239-2204 • www.tobinjames.com