



JC
CELLARS



Winter
2011

Notes from the Cellar

Sensational Scores and the Syrah State of the Union

Even though we're midway through February, I can't help but feel the promise of a fresh start is still upon us! Every now and then our hectic lives demand we pause and reflect, and in the last few months I've had more than my share of things to consider.

First of all, it's not very often the Connoisseur's Guide awards you top honors for Winery of the Year. It's also not often you get awarded Wine of the Year (2007 Buffalo Hill Syrah - 97 points), let alone gain acknowledgement for crafting the Best Rhône White (2007 Stagecoach Marsanne - 91 points). We're definitely not whining!

A little later on, my family and I were standing in line at Disneyland when my Droid started beeping, and there they were... the Wine Advocate scores for our 2008 vintages. Robert Parker had reviewed 14 of them, and not a single one had tallied less than 90 points. What could be better

than stellar Parker scores and Disneyland with the kids? It was also Alexandra's birthday. There was no better way to celebrate, and nothing more I could ask for.

It's because we've been blessed with all of these phenomenal accolades that I've had quite the conundrum on my mind as of late: Is it just me, or has there been a backlash on Syrah in this country recently? (The answer is yes.) The real question, then, would be why? Could it be because of the Yellow Tail explosion from Australia – thin, slightly sweet, and lacking any complexity? In my opinion, perhaps.

Could it be the French who have confused us with their version of the noble grape? The Northern Rhône is so small an area, and prices so high, that only those in the know are buying it. It doesn't seem like such small influence could affect an entire country's perception.

Syrah from other countries such as Chile, Italy and even Spain are just making their way into the market, so this leads me to a rather startling conclusion: Is it *our fault* consumers are shying away from Syrah?

As a producer of Syrah, I'm a little baffled, dismayed and confused. I've been to establishments on the East Coast that won't even let me show my wine if it's Syrah.

I could understand if the wine was of inferior quality, but Wine Spectator and Robert Parker say otherwise. Could it be about price points, as many say? I think not. If this was the case, Bordeaux and Burgundy would be out of business.

I am a lover of Syrah, and also the rest of the wine varieties in the world. I give each a fare shake. I like some more than others, but I try them all. If I am confused by a particular varietal, then I try a few producers, to get a better understanding of what it's all about. Weren't we all taught at a young age not to judge a book by its cover? The same is true of wine.

I would like to wish each of you a great new year and a big thank you from the JC Cellars family – it looks like it's going to be a fabulous year. Spread the wine, my brethren, spread the wine!



Half Full
Jeff

In Vino Veritas

Come by the tasting room, unwind with a worthy sip, and say hello! We have some of the friendliest employees in the industry, and they want to know you by name.

And while you're here... find out the secrets behind the names – The Impostor, Misc. Stuff, The First Date, Twist of Fate. Take a look at our concrete fermenting vessels, and try our jug wine, The Daily Ration. The blend changes often and has become a favorite among our neighbors.

Megan has been with us for two years. We love her bubbly personality and stories of her worldly adventures.



Eve works in the tasting room now and then, but mainly focuses on the wine tasting classes, of which many of you have already taken advantage! And finally, Kerry started in the fall and works on weekends. Watch out for her dry wit (must be because she's English)!

Joshua Bors, Resident Rockstar



By now many of you have had a chance to either speak with or meet Josh. In the past year, he's taken his position as Wine Club and Direct Sales Manager to unforeseen heights. Our crab feed in mid-January was his idea, and a great one. So was the Buffalo Hill tasting. He's manning the tasting room on Wine Wednesday, and pinch hitting wherever we need him. He is truly one of our biggest ambassadors, and we're lucky to have him!

Show Your Love for JC Cellars...

... and look good doing it!

Now available for sale in our tasting room are JC sweatshirts, Polo shirts, baseball caps, and T-shirts, in styles for both men and women. For ordering information, go to our website at jccellars.com.



The Daily Ration

A half gallon of goodness to get you through the week!
Freshly blended every few weeks, jugs are just \$25.
Refills are \$20 when you bring the bottle back!



The Real Life of Dan

This is the fifth year that our Assistant Winemaker has been with us, and he continues to keep challenging himself in the winery by trying new projects, experimenting, and making sure the winemaking continues to evolve. This year, Dan and I found a fantastic head-trained vineyard in Paso Robles for Grenache and Mourvedre. We fermented the Grenache and it's currently aging in our cement tank (an old world technique) and we are aging the Mourvedre in a specially made 600 liter barrel (2.63 barrels worth).

These are all new ideas, and each time I come up with some new harebrained scheme, Dan is up for the challenge. In fact, we brought some Pinot Noir in again this year and had Dan create the entire plan of action, from fermentation technique all the way through barrel regimen. And if you're lucky enough to recall the 2008 vintage (which sold out in a hot minute), then you know that these grapes are in good hands. This is Dan's wine.



Parker Packs Are Here!

We're so happy about our Wine Advocate scores, we want to give our loyal customers first shot at getting these wines!

Sold in packs of 3, 6, and 12, this is a great chance to get your hands on our very limited production wines. These packs were put together personally by Jeff and showcase the best of JC Cellars. For a complete list of the wines and reviews, head to www.jccellars.com.

Many of the wines are moving at a rapid pace (we're sorry, the Sweetwater Zinfandel is already completely gone), so please take advantage and call Josh at the winery, (510-465-5900).

♣ "Short Stack" 3 pack - Retail: \$108, Club: \$91.80

- 2008 Misc. Stuff - 93 pts
- 2008 Stagecoach Vyd Marsanne - 91 pts
- 2008 Smoke & Mirrors - 94 pts

♦ "Backdoor" 6 pack - Retail: \$243, Club: \$206.55

- 2008 Misc. Stuff - 93 pts
- 2008 Stagecoach Vyd Marsanne - 91 pts
- 2008 Ironhill Vyd Zinfandel - 92 pts
- 2008 Ventana Vyd Grenache - 90 pts
- 2008 Twist of Fate - 94 pts
- 2008 Eaglepoint Ranch Petite Sirah - 94 pts

♠ "Full House" 12 pack - Retail: \$523, Club: \$444.55

- 2008 Misc. Stuff - 93 pts
- 2008 Stagecoach Vyd Marsanne - 91 pts
- 2008 Smoke & Mirrors - 94 pts
- 2008 Ironhill Vyd Zinfandel - 92 pts
- 2008 Ventana Vyd Grenache - 90 pts
- 2008 Twist of Fate - 94 pts
- 2008 Eaglepoint Ranch Petite Sirah - 94 pts
- 2008 Rockpile Vyd 'Buffalo Hill' Syrah - 95+ pts
- 2008 Rockpile Vyd 'Haley' Syrah - 93+ pts
- 2008 Fess Parker's Vyd Syrah - 93 pts
- 2008 The Impostor - 91 pts
- 2008 Sweetwater Springs Petite Sirah - 91+ pts

♥ 94+ Point "Offsuit" Pack - Retail: \$315, Club \$267.75

- 2007 Caldwell Vyd Syrah - 94 pts
 - 2008 Smoke & Mirrors - 94 pts
 - 2008 Twist of Fate - 94 pts
 - 2008 Eaglepoint Ranch Petite Sirah - 94 pts
 - 2007 Stagecoach Vyd Syrah - 94+ pts
 - 2008 Rockpile Vyd 'Buffalo Hill' Syrah - 95+ pts
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JC Cellars Winter 2011 Price List

	<i>CG</i>	<i>WS</i>	<i>WA</i>	<i>Retail</i>
RHONE WHITES				
2007 Preston Marsanne	92			\$32
2008 Stagecoach Marsanne			91	\$38
2008 The First Date (4 cases left)	91		92	\$28
GRENACHE				
2007 Ventana Grenache			91	\$35
2008 Ventana Grenache			90	\$35
ZINFANDEL				
2008 Iron Hill Zinfandel (only 4 cases left)			92	\$35
RED BLENDS				
2008 The Impostor		91	91	\$35
2008 The Impostor - Magnum		91	91	\$85
2008 Misc. Stuff			93	\$40
2007 Smoke & Mirrors				
2008 Smoke & Mirrors			94	\$25
SYRAH				
2007 Buffalo Hill Syrah	97		90+	\$85
2008 Buffalo Hill Syrah			95+	\$85
2006 Caldwell Syrah	90	91	92	\$45
2007 Caldwell Syrah		91	94	\$45
2008 Fess Parker's Syrah		92	93	\$30
2006 Rockpile Syrah	91	95	93	\$60
2007 Rockpile Syrah	93	94	92	\$60
2008 Rockpile Syrah			93+	\$60
2006 Stagecoach Syrah	92	91	90	\$60
2007 Stagecoach Syrah	94	93	94+	\$60
2008 So Serine Syrah				\$60
2008 Twist of Fate			94	\$55
2006 Ventana Syrah		93		\$30
2007 Ventana Syrah	90			\$30
2008 Ventana Syrah				\$30
PETITE SIRAH				
2007 Eaglepoint Petite Sirah	92	93	92+	\$45
2007 Eaglepoint Petite Sirah - Magnum	92	93	92+	\$110
2008 Eaglepoint Petite Sirah			94	\$45
2008 Sweetwater Springs Petite Sirah			91+	\$35
DESSERT				
2005 Ripken Late Harvest Viognier				\$24 / 375mL
2006 Ripken Late Harvest Viognier		92		\$24 / 375mL
LIBRARY EXCLUSIVES				
2006 Fess Parker Syrah (3 cases left)		91	92	\$30
2007 Fess Parker Syrah (3 cases left)		91	93	\$30
2005 Frediani Petite Sirah (5 cases left)	91		92	\$45
2007 Iron Hill Zinfandel (2 cases left)			94	\$35
2006 Eaglepoint Petite Sirah (4 cases left)			90	\$45
2002 Philary Sirah (1 case left)		94	93	\$60
2005 Rockpile Syrah (5 cases left)	94	92		\$60
2007 Stagecoach Marsanne (1 case left)		93	93	\$38
2006 Trials & Tribulations LH Marsanne (1 case left)				\$50

**All JC wines should sit for at least two weeks after being shipped. This gives the contents a chance to settle and helps the wine to reveal its true potential.*

CG = Connoisseur's Guide WS = Wine Spectator WA = Wine Advocate

Upcoming Events at JC Cellars

February 25th – JC Cellars Syrah Seminar, 5:30-7pm

Presented in association with Yelp's Culture Club. Only \$15! Sign up on our website.

February 26th – Wine and Chocolate Pairing, 2-4pm

Featuring Recchiuti Chocolates. This event sold out last year, so get your tickets early.

February 27th – Wine 101, 2-4pm

Presented in association with Yelp's Culture Club. Only \$15! Sign up on our website.

March 2nd – Wine Wednesday, 5-7pm

Free tasting, light snacks, and 15% off (20% for club members) featured wines.

March 13 – Wine Club Pick-up Party! 1-3pm

March 18th – Wine Club Appreciation Party, 5-7pm

March 26th – Heavy Hitters of the Rhone, 2-4pm

The class you've all been waiting for! Taste your way through six iconic regions.

March 27th - 14th Annual Rhone Rangers Grand Tasting

Taste over 500 wines from 100 Rhone Rangers wineries. Visit www.rhonerangers.org for more information.

April 2nd - Passport to the East Bay Wine Trail!

Get a taste of the East Bay at this annual event! Visit www.eastbayvintners.com.

April 6th – Wine Wednesday, 5-7pm

Free tasting, light snacks, and 15% off (20% for club members) featured wines.

April 10th – Wine Club Pick-up Party! 1-3pm

July 10th - JC Cellars' 3rd Annual Summer Beach Party

Delectable pours, delicious summery bites, and rockin' music – all in the company of wine lovers, wine growers, and winemakers. Club members qualify for discounted tickets.



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