



GRAVEYARD GRAPEVINE

“We are all mortal, until the first kiss and the second glass of wine.” — Eduardo Galeano

WINNER OF THE NAME THAT ROSÉ CONTEST

LISA McElligot was the winner of the “Name That Rosé” contest! *Paso Tombstone Pink* was the name that seemed to make sense. As Lisa put it, “GRAVEYARD VINEYARDS has *Paso Tombstone Red*, *White* and why not *Pink*! It seems rather patriotic!”

We couldn't agree more, Lisa! *Paso Tombstone Pink*, \$14.00, a dry Syrah Rosé wine, is the same price as the *Tombstone Red* and *White* and falls into that perfect wine that you can drink any day of the week and enjoy.

Thank you to everyone who sent in their suggestions for the name. We had so many wonderful ideas! You are a creative bunch!



AT THE WINERY

WE'RE getting closer! At press time I am looking out my office window and can see our new winery and tasting room as they are installing the roof trusses on a newly framed building. We have been waiting so long for this and we can't wait to wine taste with you on our new “front porch”. The winery is located next to the pond and there are two huge sliding door sets that will open up on to the wine tasting porch. When weather permits we will serve outside to replicate the experience we had tasting up by the house.



It has already been bottled and will be released soon for your summertime refreshment.

By bleeding the juice from the balance of the Syrah the resulting mixture has a higher density of skins to juice, leading to a more intense wine which will now age in a mixture of new and neutral French and American oak barrels for at least 18 months. A small amount of the Syrah was allowed to hang on the vines even longer and then was harvested for our port

You may have seen the term “Estate” used in terms of winemaking. Estate wines are wines where all of the grapes come from the property and the wine from those grapes must

be processed and bottled on the property. Jason, our Winemaker, is also making plans for our first crush here at GRAVEYARD VINEYARDS. So beginning with the 2011 vintage GRAVEYARD VINEYARDS will produce our first true Estate Wine. Now with complete control of the processing and scheduling, look for even more incredible wines.

style wine. Unlike the estate Syrah, we stop the fermentation before all of the sugar has been converted into alcohol. We fortify this wine with distilled grape alcohol so that you end up with sweet hi-alcohol port style wine. That is three different wines from a single grape, so you can see why we call our Syrah the hardest working vines.

IN THE VINEYARD

WINTER is a quiet time on the vineyard. With the vines dormant we have been spending our time working with the wines and will soon begin pruning in preparation of bud break in March. The season forecast was that a mild “La Nina” condition (cold ocean temperature in the eastern Pacific) would lead to a cold and dry 2010-2011. Fortunately we're having a relatively wet winter with more than 10” of rain at GRAVEYARD VINEYARDS by the middle of February. Ample rains are always great for the vines as they like the pure low pH rainwater compared to the groundwater. Vintage 2011? So far so good.

In the meantime we've been spending a lot of time with the 2010 vintage, putting the finishing touches on some wonderful wine. This year's Syrah harvest was great and we have made three distinct wines from it. The harvest was huge and as ripe as we've ever gotten it and also as late as we've ever harvested. From the primary harvest on October 15, we bled off 10% of the juice after we crushed the berries. This bleed had very little contact time with the skins so it did not pick up a lot of color. Jason fermented this juice at very cold temperature in a closed tank resulting in a delightful Syrah Rosé which has been renamed *Paso Tombstone Pink*. It is bright and fruity and yet has a wonderful soft and round mouth feel.

The last day of October is a really late date to be harvesting wine grapes but that's when we brought in a near record crop of Cabernet Sauvignon. The vines recovered from the dry years of '07-'09 with a huge crop load and with the cool spring and summer the ripening was long and slow. Fortunately we were spared an early frost and the long hang time resulted in extremely intense fruit with lots of flavor. Jason split the fruit up into three separate batches for different fermentation treatments. This results in three distinct wines from the same vineyard which can be blended or aged separately in

(continued on Insert...)

WINE CLUB CORNER

WE were so excited to reach the 500th club member in January of this year! Shawn and Dawn of Apple Valley saw our countdown to 500 on **GRAVEYARD VINEYARDS'** Facebook page and jumped on it! So glad you are now a part of **GRAVEYARD VINEYARDS!** Thank you!

We have 2 new wines included in wine shipments this time. This is the first time we have had a Viognier. This is a perfect time of the year to include it! Viognier is a wonderful wine to have in spring and summer. With a very fruity palette, it is a dry white wine that is refreshing, light and enjoyable. This wine is best served decanted to help release the strong aromas. The second wine is Jason's own *Power, Corruption & Lies*. This is a premium red blend of Cabernet Sauvignon, Petit Sirah and Syrah that is big, bold and wonderful. Since this is a 2006 vintage, it is perfect to enjoy right now! Both these wines are specially priced for our club member shipments and very limited in production.



WINE CLUB SHIPMENTS FOR SPRING 2011:

THREE SPIRITS

1-2007 Cabernet Sauvignon
1-2008 Syrah
1-2008 Viognier

10% discount for all your purchases.

GRAPE EXPECTATIONS. This club level receives 6 bottles of **GRAVEYARD VINEYARDS** wine two times a year, in May and November. **For the Spring shipment** Grape Expectations Club Members will receive:

1-Paso Tombstone Red
1-Paso Tombstone White
1-2008 Viognier
1-2007 Cabernet Sauvignon
1-Deliverance
1-06 Power, Corruption & Lies-Jason's Blend
15% discount for all your purchases.

GRAPEFUL DEAD. This club level receives 12 bottles of **GRAVEYARD VINEYARDS** wine two times a year, in May and November. **For the May shipment** Grapeful Dead Club Members will receive:

2 – Paso Tombstone Red
1 – Paso Tombstone White
1 – 2008 Viognier
1 – Paso Tombstone Pink
1 – Deliverance
2 – 2007 Cabernet Sauvignon
1 – 2008 Syrah
1 – 2006 Power, Corruption & Lies-Jason's blend
1 – 2008 Reserve Cabernet Sauvignon
1 – 2008 Dark Phantom

25% discount for all your purchases.

The cost of the wine club shipments will be charged conveniently to your credit card in April. Membership may be cancelled any time after 3 shipments have been received.



Club member #60, **Jeanie Dawson**, painting **GRAVEYARD DOWNTOWN** signage on the window in freezing cold weather!



Upcoming Events & Dates

- Mar. 17, 18 **Zinfest Weekend at GRAVEYARD DOWNTOWN!**
Both days' Exceptional food pairing with Mortal Zin 11-7pm are Mortal Zin Sausage, Mortal Zin infused candied onion tarts, and Mortal Zin Chocolate Truffles. Yummy!
- Mar. 20 **Zinfest! Zinilicious Buffet Brunch at GV DOWNTOWN**
11-1pm. Make reservations!
- Apr. 2 **Wine & the Arts in Paso** 5-7pm.
Featured local artist and local youth musician with winetasting and tapas in **GRAVEYARD DOWNTOWN** (1st Saturday of every month! All downtown wineries participate!)
- Apr. 8 **Cattlemen's Western Art Show**
at the Fairgrounds. We'll be pourin' so come say "Hi"!
- Apr. 9, 10 **Wine 4 Paws Fundraising Weekend.** Buy **GV** wines & we'll donate back to our 4-legged friends at the local animal shelter!
- Apr. 16 **Grapes & Crepes!** 3-7pm.
Our own fun French event at **GRAVEYARD DOWNTOWN!** Make reservations for a special treat! Four **GRAVEYARD** wines paired with 4 different crepes from *Dining with Andre*. Feel like you are in 'gay Paree'! All for \$20/pp! *Parlé vous Français?*
- May 5 Winetasting at Carriage Inn in **Ridgecrest**. Come see Paula!
- May 7 **Wine & the Arts in Paso** 5-7pm.
(See Apr. 2 description, above.)
- May 19 IS OUR NEW TASTING ROOM OPEN YET?? CHECK AND SEE! WE ARE SO EXCITED!!**
- May 20-22 **Paso Robles Winefest** See us in the park AND on Pine Street!
- May 22 **GRAVEYARD** Wineclub members' private party at the ranch!! Yippee!
- June 4 **Wine & the Arts in Paso** 5-7pm.
(See Apr. 2 description, above.)
- June 25 **Atascadero WineFest**
Wonderful event! We'll be there!
- July 2 **Wine & the Arts in Paso** 5-7pm.
(See Apr. 2 description, above.)
- Aug. 20 **Paso Robles Olive Festival**
We'll be there!

PRIVATE WINE CLUB MEMBER SPRING BBQ

--- THIS IS A MUST!

WINE Club members, remember we have our annual Spring BBQ at the ranch on May 22nd this year. All Club members are invited to this private event (2 tickets per club member) and you must let us know that you are coming so we have plenty of food, drink and fun!

We are hoping that the construction of our new production building and tasting room by the pond is done and we are happily pouring in our long awaited building, **HOWEVER**, even if we are not finished, we are still having



our party for you! You'll be able to be the first to see how hard we've been working.

Along with an awesome BBQ and lots to drink, we'll have our son Adam on banjo, Jim Thurman on fiddle and a guitar or two! Stay around and you'll probably hear a little "Deliverance" music! Of course, we'll still have our kid's fishing contest on the dock. Any child 12 or under can participate! Biggest fish wins! To help their parents relax a bit as well, we'll have a lifeguard on duty during our fun time.



LET THERE BE MUSIC!

FOR our new tasting room we have been lucky enough to find a very special baby grand piano owned by pianist, Carol Rust. The story on this 86-year-old baby grand piano touches the heart. Although owned by a music teacher originally, it was purchased by Carol's mother around 1945 so Carol could learn how to play.

She has spent thousands of hours enjoying this piano for over 65 years, playing for her own enjoyment as well as for many, many audiences. Even though she has a new Steinway baby grand in her living room these days, her heart still belongs to this piano her mother bought for her.

We have promised her that, although it sits in a new spot, there'll still be plenty of love to give it and many more hours of beautiful music to be enjoyed and she, in turn, has promised to visit and play for us on this special piano!



Cooper is patiently waiting for construction to be finished and you to come back to winetasting here on the **GRAVEYARD** Ranch. Hopefully end of May!!!

GRAVEYARD DOWNTOWN

WE are having so much fun with our little "home away from home" tasting room in downtown Paso. Come see us at 1032 Pine Street, where we reside with Dining with Andre Catering. We not only pour our wonderful **GRAVEYARD VINEYARDS** wines, but offer food pairings for each wine, calzones, individual pizzas, quiches, salads and more that are made fresh by Andre himself....Of course, there's also Paula's melt-in-your-mouth brownies too!

Don't forget our hours are Friday and Saturday 11-7pm and Sunday 11-5. In April we begin extending our hours to accommodate the later crowd.

Our phone number at **GRAVEYARD DOWNTOWN** is (805) 400-0096. We are right next to the movie theatre and the perfect spot to hit before the movie!

AT THE WINERY (CONTINUED FROM FRONT PAGE)

different barrel types. This allows us to add more complexity to the wine, some of which will become Reserve Cabernet, while

some will be Estate Cabernet and some will be blended with Syrah to become *Paso Tombstone Red*. What I find interesting is

that Jason will not know for sure which wine will be which until after the aging is complete 16 to 24 months from now.



Breaking ground (above)



Foundation forms with underground electrical and mechanical (center)



The walls going up! (above and right)



Waste water system clarifier tank (above) for grape juice drains



2011 WINE OFFERINGS

Varietals	Bottle Price	Quantity	Case Price	Quantity	Subtotal
2009 Paso Robles Sauvignon Blanc -- Light, crisp & refreshing	\$14 /bottle	_____	\$168 /case	_____	_____
Tombstone White -- Jason's ultimate blend of 3 white wines	\$14 /bottle	_____	\$168 /case	_____	_____
2008 Viognier -- Fruity and light for spring and summer	\$22 /bottle	_____	\$264 /case	_____	_____
2010 Paso Tombstone Pink -- Wonderfully refreshing	\$14 /bottle	_____	\$168 /case	_____	_____
Tombstone Red -- Perfect everyday wine and crowd favorite	\$14 /bottle	_____	\$168 /case	_____	_____
2008 Mortal Zin -- Paso Robles Zinfandel, delicate Zinsuality	\$22 /bottle	_____	\$264 /case	_____	_____
2008 Estate Syrah -- Lush mouthfeel, perfect summer red wine	\$21 /bottle	_____	\$252 /case	_____	_____
2007 Cabernet Sauvignon -- Full bodied , silky and complex	\$25 /bottle	_____	\$300 /case	_____	_____
2008 Reserve Cabernet Sauvignon -- Rich and elegant	\$38 /bottle	_____	\$456 /case	_____	_____
2006 Power, Corruption and Lies -- Bold premium red blend	\$36 /bottle	_____	\$432 /case	_____	_____
2008 Dark Phantom Petit Sirah -- Big and hearty	\$36 /bottle	_____	\$432 /case	_____	_____
Deliverance -- The ultimate chocolate dessert wine!	\$28 /bottle	_____	\$336 /case	_____	_____

Merchandise

Full Case Discount (mixed cases are OK!) 10%

Grapeful Dead Wine Club - 25% Discount on all Wine and Merchandise

Grape Expectations Wine Club - 15% Discount on all Wine and Merchandise

Discount: _____

Subtotal: _____

"Grape Expectations" Wine Club Membership (6 bottles, 2 shipments/year)

15% discount on all wine and merchandise

"Grapeful Dead" Wine Club Membership (12 bottles, 2 shipments/year)

25% discount on all wine and merchandise

8.25% Tax (CA only): _____

*Shipping: _____

Total: _____

Yes! Please sign me up for the Seasons Wine Club (Discount applies immediately.)

Twice a year, April and November, you will receive either 6 or 12 bottles of our wines (we choose). The cost of the wine club pack will be figured with your Seasons discount and charged to your credit card automatically. In addition to your Seasons wine and merchandise discount, club members will be invited to special events at GRAVEYARD VINEYARDS. Private tours are always welcome by appointment only. Membership may be cancelled any time with 30-days notice after three shipments have been received. _____ (Initial)

Name: _____

Payment Information: MC V AX D

Mailing Address: _____

Credit Card #:

City: _____ State: _____ Zip: _____

Exp. Date: _____	Security Code: _____
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Shipping Address: _____

Signature: _____

City: _____ State: _____ Zip: _____

Date Signed: _____

Home Phone: _____

Must be at least 21 years of age for club membership

E-mail: _____



6990 Estrella Road - San Miguel, CA 93451
Phone (805) 467-2043 - Fax (805) 467-2610

Approximate Shipping Rates:

	1 - 3 bottles	4 - 6 bottles	Case (12)
CA, NV, AZ	\$8.00	\$10.00	\$15.00
CO, NM, OR, WA, ID, WY	\$18.00	\$23.00	\$32.00
IA, MO, ND, TX, WI (birth date required)	\$20.00	\$25.00	\$54.00
DC, GA, IL, OH, WV	\$22.00	\$29.00	\$55.00
FL	\$23.00	\$30.00	\$56.00
AK, NY, HI, MN, MT Please inquire			



6990 Estrella Road
San Miguel, CA 93451

GRAVEYARD VINEYARDS -- Award-winning Wines and Lots of Good Times!

INSIDE THIS ISSUE



- Winner of the Name That Rosé Contest
- At the Winery
- In the Vineyard
- Seasons Wine Club - Club Corner
- Upcoming Events (aka reasons to drink **GRAVEYARD VINEYARDS** wines!)
- Private Wine Club Member Spring BBQ -- THIS IS A MUST!
- Let There Be Music!
- **GRAVEYARD DOWNTOWN**