

Longoria

N E W S L E T T E R



ARTISTRY IN WINEMAKING SINCE 1982 • FEBRUARY 2011



A Note from Rick

WV
WE ARE PLEASED TO WELCOME in the New Year with the first Wine Club shipment of 2011 which consists of two bottles of the 2009 Lovely Rita Pinot Noir. 2009 was a spectacular vintage for Santa Rita Hills Pinot Noir, and this bottling of Lovely Rita, produced from 100% Fe Ciega Vineyard fruit, is a wonderful introduction to the vintage and may well be the finest bottling of this wine we have ever produced.

As many of you may recall, this first shipment has usually included a bottle of the Santa Rita Hills Chardonnay. As successful as the vintage was for our Pinot Noirs, the Chardonnays did not meet up to my high quality standards, therefore we will not be releasing a 2009 Chardonnay. To our Chardonnay fans, I can only say that the 2010 Chardonnay is superb, and we look forward to releasing it next year.

For this year's club shipments, you can anticipate more Pinot Noirs from the 2009 vintage, more delicious reds from the 2008 and 2009 vintages, and fresh whites from the 2010 vintage to arrive at your doorstep.

We again thank you for your loyal support, and look forward to seeing you at our tasting room when you are visiting our wine country.

Cheers,
Rick Longoria, Winemaker

NEW FEATURE! We will be working with local Chefs in Santa Barbara County to create recipes to pair with the wines in your shipment. Look inside for our first delicious recipe from Chef Budi Kazali Executive Chef and Owner of The Ballard Inn & Restaurant.

Upcoming Events

Family Winemakers of California

Sunday, March 13th, San Diego Trade & Consumer Tasting at Del Mar Fairgrounds

We will be pouring our wines at this tasting along with other small wine producers. For more information go to:

www.familywinemakers.org

Santa Barbara County Vintners' Festival

Saturday April 16th from 1-4 pm

River Park in Lompoc

The annual Vintners' Festival attracts wine lovers from near and far for an opportunity to meet member vintners, taste their wines and enjoy great food and music in a festive outdoor environment. For tickets and information go to: www.sbcountywines.com or call: 805-688-0881.

Winemaker Dinner at The Ballard Inn

Saturday, April 16th

Rick and Chef Budi Kazali are in the planning stages of what is becoming their annual Winemaker Dinner. For more information: www.ballardinn.com or phone: 805-688-7770

Vintners' Festival Open House

Sunday, April 17th

Longoria Tasting Room & Garden

2935 Grand Ave, Los Olivos

Join is Sunday at our Open House. We will be open as usual from 11 to 4:30 pm. Special discounts will be available on wines this weekend only. Special wines will be poured Sunday only. Tasting fee: \$10 per person. Free for Wine Club members.



Winemaker's Notes

WWE ARE EXCITED to release Lovely Rita, the first of our four Pinot Noirs from the outstanding 2009 vintage. Ideal weather conditions, balanced crop levels, and our decision to harvest the grapes at moderate sugar levels, have resulted in

wines that are intense yet extremely well balanced.

Lovely Rita is a blend of almost equal percentages of the three clones of Pinot Noir at Fe Ciega Vineyard; Dijon 115, 667 and Pommard. The Dijon 667 clone is generally the most intense and tannic of the three clones so I chose to ferment it in our Ganimedes tank from Italy. The tank uses the carbon dioxide created from the fermentation to gently pump over the juice without any breaking of the skins or seeds resulting in softer tannins. The tank also has a refrigerated cooling jacket that allows us to restrict the peak temperature to no more than 80°F, enhancing the aromatics. I am tremendously pleased with this very elegant wine and feel it may be our best bottling of Lovely Rita yet.

The wine was aged in French oak barrels for 11 months, with about 25% of the barrels being brand new. It was bottled in late August, and aged in bottle an additional 6 months before release.

The color is a medium-dark ruby. The aromatics are a complex blend of blackberries, cherries, and exotic spices. On the palate the wine is soft yet lush, with flavors of berries accented by a hint of sweet vanillin. The oak is beautifully integrated with the flavors of the fruit and the acidity is perfectly balanced. This wine is drinking beautifully upon release and the subtle tannins in the finish indicate that it will also benefit from several years of cellaring.

COMPOSITION: 100% Pinot Noir
VINEYARD SOURCE: Fe Ciega
PRODUCTION: 355 cases
ALCOHOL BY VOLUME: 14.7%
PH: 3.52
TITRATABLE ACIDITY: 0.55 g/ml
CELLARING POTENTIAL: 3 to 6 years
BOTTLE PRICE: \$32.00

Wine Club Open House

Saturday, May 14th

SSAVE THE DATE! Our annual Wine Club Members Only Open House will be held on Saturday, May 14th. We will be pouring a special selection of wines, food by New West Catering and live music by local Santa Barbara musicians Ben and Ash. Special discounts will be available this day only! There is no charge for Club members, up to 4 people total. We will be closed to the public this day.

You must RSVP to info@longoriawine.com or call 866-759-4637.

This Wine Club shipment contains two bottles of the 2009 Pinot Noir, Lovely Rita. The cost for this shipment is the price of the wine, packaging, shipping and appropriate sales tax, when applicable. Price includes 15% Wine Club discount.

Longoria Current and New Releases

NEW RELEASE	BOTTLE PRICE	15% DISCOUNT	20% DISCOUNT
2009 Pinot Noir, Lovely Rita	\$32.00	\$27.20	\$25.60
CURRENT RELEASES	BOTTLE PRICE	15% DISCOUNT	20% DISCOUNT
2009 Pinot Grigio, Santa Barbara County	\$19.00	\$16.15	\$15.20
2009 Pink Wine, Cuvée June	\$22.00	\$18.70	\$17.60
2008 Pinot Noir, Bien Nacido Vineyard	\$45.00	\$38.25	\$36.00
2008 Pinot Noir, Rancho Santa Rosa Vineyard	\$45.00	\$38.25	\$36.00
2007 Pinot Noir, Fe Ciega Vineyard	\$54.00	\$45.90	\$43.20
2008 Pinot Noir, Fe Ciega Vineyard	\$48.00	\$40.80	\$38.40
2008 Syrah, Clover Creek Vineyard	\$28.00	\$23.80	\$22.40
2006 Syrah <i>Reserva</i> , Alisos Vineyard	\$45.00	\$38.25	\$36.00
2007 Syrah, Alisos Vineyard	\$34.00	\$28.90	\$27.20
2008 Blues Cuvée, Santa Barbara County	\$28.00	\$23.80	\$22.40
2007 Hoo Doo Red, Santa Barbara County	\$16.00	\$13.60	\$12.80
2008 Tempranillo, Clover Creek Vineyard	\$36.00	\$30.60	\$28.80
2009 Albariño, <i>Beso del Sol</i> , Dessert Wine	\$28.00	\$23.80	\$22.40
2007 Syrah, <i>Vino Dulce</i> , Port-Style Wine	\$22.00	\$18.70	\$17.60

2011 Schedule of Releases

WINE CLUB

One bottle each:

April: 2010 Pinot Grigio
2009 Pinot Noir, Bien Nacido Vineyard

June: 2009 Syrah, Clover Creek Vineyard
2010 Pink Wine, Cuvée June

October: 2009 Blues Cuvée
2009 Pinot Noir, Fe Ciega Vineyard

GRAND TASTEVIN ORDER

Includes all the Wine Club shipments and the following new and library releases:

March: 2 bottles of 2008 Syrah, Alisos Vineyard
1 bottle of 2004 Syrah, Alisos Vineyard

May: 2 bottles of 2009 Pinot Noir, Rancho Santa Rosa Vineyard
2 bottles of 2010 Albariño

November: 2 bottles of 2009 Evidence
1 bottle of 2009 Tempranillo
1 bottle of 2005 Evidence

Order online today at
www.longoriawine.com,
email **info@longoriawine.com**,
fax **805-688-2676**, or
phone **866-RLWINES** to
purchase Longoria wines.

DON'T MISS OUT! If you would like to receive the Grand Tastevin Order shipments and have not already signed up, please email **info@longoriawine.com** or phone 866-759-4637. The cost per shipment is approximately \$100 to \$250. You must be a Wine Club Member to sign up for the Grand Tastevin Order. **Grand Tastevin members receive their wine 30 days prior to the wines are released to the public.**