

# Longoria

NEWSLETTER



ARTISTRY IN WINEMAKING SINCE 1982 • OCTOBER 2010



## A Note from Rick

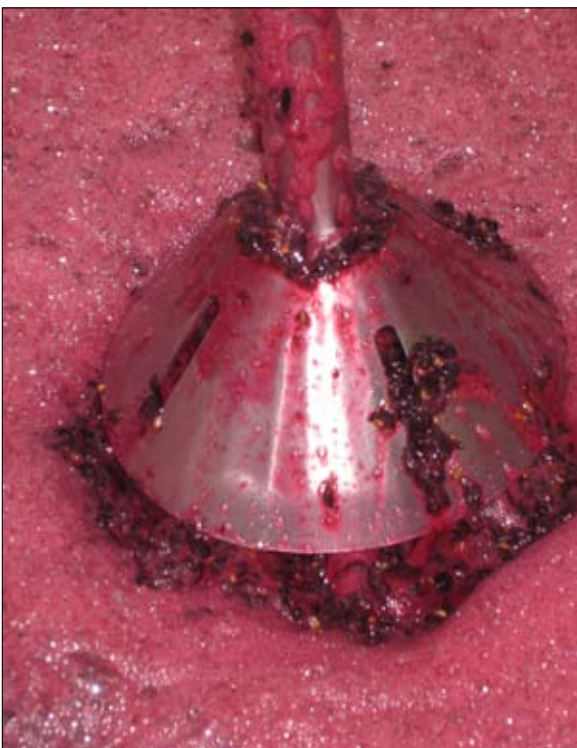
IN LAST YEAR'S NOTE FOR THE OCTOBER NEWSLETTER, I had anticipated that we would harvest Fe Ciega Pinot Noir around September 16th, but because of an extended heat spell, we actually started harvest on September 5th and were completed on September 7th.

This year I was anticipating the Fe Ciega Pinot Noir harvest around September 16th as well, and we started on September 16th and ended on September 22nd. That is the beauty of having a mild growing season. The grapes ripen at a predictable rate and so it is easier to predict when a target balance of sugar level and pH will be achieved. I've always preferred vintages when the grapes ripen at a slower rate, and thus, I am

very excited about this year's harvest. As I am writing this, California has just experienced an uncharacteristic heat spell that began on September 25th with record temperatures well over 100 degrees, but our Estate Pinot was safely fermenting inside the winery.

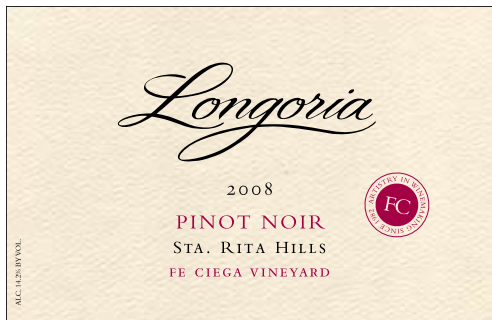
This is the final Wine Club shipment for the year and we are excited to release the 2008 Blues Cuvée and of course, the 2008 Fe Ciega Pinot Noir. Both wines exemplify the vintage, which has produced wines full of flavor but with softness that makes the wines more approachable earlier than previous vintages.

On behalf of all of us at Longoria Wines, I want to thank you for your continued support and patronage and hope that the remainder of the year brings you good health, good fortune and opportunities to share Longoria wines with friends and family.





*This Wine Club shipment contains one bottle each of these two wines. The cost for each shipment includes the price of the wine, less the 15% Wine Club discount, packaging, shipping and appropriate sales tax, when applicable.*



WE ARE PLEASED to release our 2008 Pinot Noir from our Estate Vineyard, Fe Ciega. This wine is always the last of our Pinot Noirs

to be released because of the intense, closed in nature of the wine. However, in recent comparative tastings I have had with several previous vintages of Fe Ciega Pinot Noir, this 2008 vintage seems to be a bit more open and approachable than most.

The wine is a blend of the three clones we have planted in the vineyard; Pommard, Dijon 115 and 667. The individual lots were fermented and aged separately in French oak barrels for 11 months before being blended and put back into the barrels to age as a whole for an additional 3 months. The new oak component was 28%.

The wine has a medium ruby color with aromas that are a complex mixture of cherries, dried herbs, thyme and sage. On the palate it is medium bodied with a soft, rich, viscous texture. The flavors are of cherries accented with dried herbs. The acidity is well balanced and the finish has a sweet slightly candied quality to it.

Although this vintage of Fe Ciega is more approachable than many of our previous vintages, it would still benefit from being opened 30-60 minutes prior to serving, or being decanted.

Serve this wine with a variety of foods including salmon, veal, sweetbreads and traditionally prepared turkey with stuffing.



THE 2008 HARVEST season was a bit warmer than usual resulting in relatively early harvests for many of the grape varieties in this vintage of Blues Cuvée. The Cabernet Sauvignon grapes from Estelle Vineyard were harvested first on September 19th. The other varieties were harvested in mid-October.

Although this blend includes some of the same varieties as previous years, this year we were able to secure a small

amount of Petite Verdot from a neighboring winery.

The wines were aged in French oak barrels for 22 months before being blended and bottled. The new oak component averaged 25% for all of the wines.

The wine has the typical dark ruby color of our Blues Cuvée blends. The aromas are of ripe cherries with a hint of tobacco, herbs, dried alfalfa and white pepper. It has a very complex array of aromas and this complexity carries over into the taste of the wine. On the palate, the wine is medium bodied with rich, round flavors of ripe cherries. The texture is ripe and round with just a hint of fine grained tannins on the finish.

This wine will accompany a wide variety of meals including any barbecued meats such as chicken and tri-tip.

**COMPOSITION:** 100% Pinot Noir  
**VINEYARD SOURCE:** Fe Ciega Vineyard  
**PRODUCTION:** 616 cases  
**ALCOHOL BY VOLUME:** 14.2%  
**PH:** 3.61  
**TITRATABLE ACIDITY:** 0.55 g/ml  
**CELLARING POTENTIAL:** 3 to 5 years  
**BOTTLE PRICE:** \$48.00

**COMPOSITION:**  
 30% Cabernet Sauvignon, 23% Syrah,  
 21% Merlot, 20% Cabernet Franc  
 5% Petite Verdot, 1% Malbec  
**PRODUCTION:** 263 cases  
**ALCOHOL BY VOLUME:** 14.8%  
**PH:** 3.63  
**TITRATABLE ACIDITY:** 0.64 g/ml  
**CELLARING POTENTIAL:** 4 to 6 years  
**BOTTLE PRICE:** \$28.00

## Recent Reviews



**OCTOBER 2010**

We have received some great reviews from Wine Enthusiast which will be available on-line beginning October 1st. Please go to [www.winemag.com](http://www.winemag.com) to look for these and other ratings:

**92 points** – *Cellar Selection* – 2008 Pinot Noir, Bien Nacido Vineyard

**92 points** – 2008 Pinot Noir, Rancho Santa Rosa Vineyard

**90 points** – 2008 Pinot Noir, Lovely Rita

## PINOTREPORT

**ISSUE #65, JUNE 2010**

**95 POINTS** 2007 PINOT NOIR, FE CIEGA VINEYARD

*“Medium-deep ruby color; deep, complex, black cherry, plum aromas with meaty, smoky notes; big, rich, deep black cherry flavors with plum, pepper and smoked meat notes; great texture; good structure and balance; long finish. Big, deep and yet silky and exquisitely balanced, this Pinot has so much complexity and pleasure at the same time. Delicious.”*

## Upcoming Events

### LONGORIA CELEBRATION OF HARVEST OPEN HOUSE

**Sunday, October 10th, 2010**

**Longoria Tasting Room and Garden**

**2935 Grand Ave, Los Olivos, CA**

Join us for our annual Celebration of Harvest Open House! Rick and Diana Longoria will be pouring their newly released 2008 Pinot Noir, Fe Ciega Vineyard and 2008 Blues Cuvée. This is a perfect time to say hello and sample the wines while enjoying the garden. We will have live music by local Santa Barbara musicians Ben and Ash and gourmet cheeses to compliment the wines. **Special discounts available this weekend only.** Reservations are not required. \$10 per person. No charge for Wine Club members.

**REORDER ANY OF THE TWO WINES IN YOUR SHIPMENT WITHIN 30 DAYS AND GET AN EXTRA 5% DISCOUNT. YOU CAN ORDER ONLINE AT [WWW.LONGORIAWINE.COM](http://WWW.LONGORIAWINE.COM), BY CALLING US AT 866-759-4637, OR BY FILLING OUT THE ORDER FORM ON THE BACK OF THIS NEWSLETTER AND FAXING IT TO 805-688-2676.**

## More Upcoming Events

### ANNUAL CELEBRATION OF HARVEST

**Saturday, October 9th, 2010**

**Rancho Sisquoc Winery**

**6600 Foxen Canyon Rd, Santa Maria, CA**

This year's Celebration of Harvest will be held on October 9th from 1 to 4pm, and once again on the beautiful grounds of Rancho Sisquoc Winery. Local restaurants, caterers and specialty food purveyors will showcase their talents, while live and lively bands will fill the air with music. For more info go to: [www.sbcountywines.com](http://www.sbcountywines.com)

### EMPTY BOWLS

**Thursday, October 14th, 2010**

**Longoria Tasting Room**

**2935 Grand Ave, Los Olivos, CA**

Empty Bowls is a food drive and campaign to end hunger. On October 14th, Longoria Wines as well as several other local businesses will donate a percentage of their sales toward the campaign. For more information please visit: [www.syvphp.org](http://www.syvphp.org)

### VINO DE SUEÑOS

**Saturday, November 6th, 2010**

**Santa Ynez Vallet Marriott**

**555 McMurray Rd, Buellton, CA**

Vino de Sueños, “Wine of Dreams,” is a wine brand conceived by the non-profit human services organization People Helping People (PHP), and a small group of premium Santa Barbara County vintners. This group wanted to make a difference in the lives of vineyard and farm workers who are at the very heart of the County's agricultural economy.

The Vino de Sueños wines will be sold in order raise funds to give workers and their families the assistance they need during difficult economic times. PHP will administer the funds to furnish basic needs and family support services. Services are directed to giving families a hand-up to achieve their dreams of a better life. For tickets and more information go to: [www.vinodesuenos.com](http://www.vinodesuenos.com)

### OLDE FASHIONED CHRISTMAS

**Saturday, December 4th, 2010**

**Longoria Tasting Room and Garden**

**2935 Grand Ave, Los Olivos, CA**

On Saturday, Dec. 4th from 3:00 to 7:00 pm we will be participating in Olde Fashioned Christmas in Los Olivos. We will be serving complimentary coffee, hot spiced apple cider and homemade Christmas cookies. Come visit downtown Los Olivos as the merchants and locals celebrate the holiday season.

# LONGORIA OCTOBER 2010 ORDER FORM

Order online today at [www.longoriawine.com](http://www.longoriawine.com), email [info@longoriawine.com](mailto:info@longoriawine.com), fax 805-688-2676, or phone 866-RLWINES to purchase Longoria wines.

NEW RELEASES	BOTTLE PRICE	15% DISCOUNT	20% DISCOUNT	QTY	AMOUNT
2008 Pinot Noir, Fe Ciega Vineyard	\$48.00	\$40.80	\$38.40	_____	_____
2008 Blues Cuvée, Santa Barbara County	\$28.00	\$23.80	\$22.40	_____	_____
CURRENT RELEASES	BOTTLE PRICE	15% DISCOUNT	20% DISCOUNT	QTY	AMOUNT
2009 Pinot Grigio, Santa Barbara County	\$19.00	\$16.15	\$15.20	_____	_____
2009 Albariño, Clover Creek Vineyard	\$23.00	\$19.55	\$18.40	_____	_____
2008 Chardonnay, Santa Rita Hills	\$28.00	\$23.80	\$22.40	_____	_____
2007 Chardonnay, Cuvée Diana	<b>30% OFF END OF VINTAGE SALE ONLY</b>		<b>\$25.20!</b>	_____	_____
2008 Chardonnay, Cuvée Diana	\$36.00	\$30.60	\$28.80	_____	_____
2009 Pink Wine, Cuvée June	\$22.00	\$18.70	\$17.60	_____	_____
2007 Pinot Noir, Fe Ciega Vineyard	\$54.00	\$45.90	\$43.20	_____	_____
2008 Pinot Noir, Lovely Rita	\$32.00	\$27.20	\$25.60	_____	_____
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	_____	_____
2008 Syrah, Clover Creek Vineyard	\$28.00	\$23.80	\$22.40	_____	_____
2006 Syrah, Alisos Vineyard	<b>30% OFF END OF VINTAGE SALE ONLY</b>		<b>\$23.80!</b>	_____	_____
2007 Syrah, Alisos Vineyard	\$34.00	\$28.90	\$27.20	_____	_____
2007 Hoo Doo Red, Santa Barbara County	\$16.00	\$13.60	\$12.80	_____	_____
2007 Evidence, Santa Barbara County	\$38.00	\$32.30	\$30.40	_____	_____
2007 Tempranillo, Clover Creek Vineyard	\$36.00	\$30.60	\$28.80	_____	_____
2007 Syrah, <i>Vino Dulce</i> , Port-Style Wine	\$22.00	\$18.70	\$17.60	_____	_____

## POSTERS

Blues Cuvée Litho (unsigned) \$15.00 / \$12.75 WINE CLUB	AMOUNT
___ Kuder (93/94) ___ Burrige (95/96) ___ Walsh(97/98) ___ Jaress (99/00) ___ Dysinger (01/02) ___ Seco (03/04) ___ Jones (05/06) ___ Call (07/08)	_____
Blues Cuvée Litho (signed) \$35.00 / \$29.75 WINE CLUB	AMOUNT
___ Kuder (93/94) ___ Burrige (95/96) ___ Walsh(97/98) ___ Jaress (99/00) ___ Dysinger (01/02) ___ Seco (03/04) ___ Jones (05/06) ___ Call (07/08)	_____

## WINE CLUB MEMBER DISCOUNT 15% ON 1-11 BOTTLES; 20% ON 12 BOTTLES OR MORE!

CREDIT CARD:  VISA  MASTERCARD

CARD NUMBER: \_\_\_\_\_ EXP. DATE: \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

(Must be 21 years of age)

### BILL TO:

NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

### SHIP TO: (If different than above)

NAME: \_\_\_\_\_ COMPANY: \_\_\_\_\_

SHIPPING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

DAYTIME PHONE: ( ) \_\_\_\_\_

SUBTOTAL \_\_\_\_\_

DISCOUNT \_\_\_\_\_

CA SHIPPING & PKG \_\_\_\_\_

8.75% CA SALES TAX \_\_\_\_\_

TOTAL \_\_\_\_\_

### CALIFORNIA SHIPPING RATES

2 btls \$12.00; 4 btls \$16.00

6 btls \$18.00; 12 btls \$27.00

Lithograph/Poster \$5.00

Please call for out-of-state and expedited rates

### REMIT TO: LONGORIA WINES

P.O. Box 186  
Los Olivos, CA 93441

Phone: 805.688.0305

Toll Free: 866.759.4637

Fax: 805.688.2676

[www.longoriawine.com](http://www.longoriawine.com)