

Longoria

N E W S L E T T E R



ARTISTRY IN WINEMAKING SINCE 1982 • OCTOBER 2009



A Note from Rick

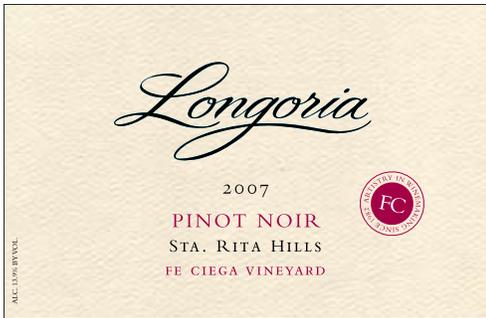
ON THE EVE OF MY 35TH GRAPE HARVEST AND CRUSH, I used all of my collective experience to predict that we would start the harvest of Fe Ciega Pinot Noir around September 16-18. This was based on the relatively mild weather the grapes had experienced during the months of May through mid-August and the rate at which the grapes were developing. However, after 34 harvests, I should not have been surprised that my prediction was going to be proven wrong. Our area (and much of California as well) experienced a heat wave that started on September 3rd and lasted for ten days. The grapes at Fe Ciega had just crossed into the zone of maturity which can last for up to two weeks with favorably mild weather. However with the nearly 100 degree days, the grapes reached our desired sugar level in only three days. We quickly prepared our equipment and lined up crews to start the harvest on September 5th and completed it on the 7th. We have just started to press off the first fermenters, and I am pleased and relieved to report that the quality looks outstanding, even if the grapes were a bit rushed to maturity. Our crop yield was virtually identical to last year's, a credit to the consistency of our farming. The quality of our other varietals looks excellent as well. Crop yields are normal to slightly below normal for most varietals.

This is our final Wine Club shipment for the year. It includes a new vintage of Blues Cuvée featuring new artwork from an amazing young artist from Salt Lake City, Utah. Trent Call plans to join us at our Blues Cuvée release party and will be signing lithographs of the new label.

Also in this shipment is the new release of our flagship wine, our estate bottled Pinot Noir from Fe Ciega Vineyard. Critics are already raving about the outstanding quality of the 2007 California Pinot Noirs, and our Fe Ciega Pinot Noir definitely contributes to this assessment.

Thank you for your continued support and patronage, and we hope that the remainder of the year brings you good health, good fortune and opportunities to share Longoria wines with friends and family.

Winemaker's Notes



IT IS OUR GREAT PLEASURE to release the new vintage of our flagship Pinot Noir from Fe Ciega, our estate vineyard in the

Santa Rita Hills appellation. The 2007 harvest season experienced normal temperatures. This enabled the grapes to reach maturity during the third week of September, which is historically the average date for Fe Ciega Vineyard. Sugar levels averaged around 24.7 Brix for all of the lots we harvested over a three day period. We followed our traditional practices of 100% destemming of the grapes, fermentation in small open top tanks, and an average 14-day skin maceration period. Each lot was fermented and aged separately in French oak barrels. Approximately 32% of the barrels were new. The wine was aged in the barrels for 15 months, which is four months longer than has been our usual practice. This resulted in a wine that is smoother upon release than some of our past vintages.

The wine has a medium dark ruby color. The aromas are a mixture of intense exotic spices and dried berries. On the palate the wine is medium-bodied with strong spices accenting dried cherry flavors. Balanced oak vanillin contributes a slightly sweet impression in the mid-palate and finish. The tannins are slightly dry but will smooth out with 2-3 years of additional cellaring. The final result is an intensely flavored wine that manages to still remain elegant and balanced.

Serve this wine with game such as rabbit, quail, and pheasant to name a few excellent pairings.

COMPOSITION: 100% Pinot Noir
VINEYARD SOURCE: Fe Ciega Vineyard
PRODUCTION: 705 cases
ALCOHOL BY VOLUME: 13.9%
PH: 3.72
TITRATABLE ACIDITY: 0.56 g/ml
CELLARING POTENTIAL: 4 to 6 years
BOTTLE PRICE: \$54.00



THIS IS THE 15TH VINTAGE of our Blues Cuvée, featuring new artwork by Trent Call, a young artist from Salt Lake City, Utah.

The 2007 harvest was later than normal in the Santa Ynez Valley. Later vintages are ideal for the slow ripening of grapes which results in wines with deeper flavors. All of the components for this year's blend were harvested in the third to fourth week of October at an average of

25.4 Brix. The wines were fermented and aged separately and were not blended together until just before bottling in June 2009.

The color of the wine is a dark ruby with hints of purple at the edge. The aromas are a heady mixture of blueberries, blackberries, ripe plums and cassis with hints of spices in the background. The varietal aromas of the Cabernet Franc and Merlot are the most dominant in this blend. On the palate it has a thick texture with rich, ripe black cherry flavors, sweet oak nuances, smooth tannins and excellent acidity. This is a big bodied, rich, full flavored wine that compares favorably with more expensive proprietary blends from other wineries.

Enjoy this Blues Cuvée with wild game such as venison, roast pig, and also lamb and beef dishes.

COMPOSITION:
 31% Cabernet Franc - Alisos Vineyard
 27% Merlot - Alisos Vineyard
 24% Syrah - Alisos Vineyard
 18% Cabernet Sauvignon - Estelle Vyd
PRODUCTION: 275 cases
ALCOHOL BY VOLUME: 14.8%
PH: 3.53
TITRATABLE ACIDITY: 0.70 g/ml
CELLARING POTENTIAL: 4 to 7 years
BOTTLE PRICE: \$28.00

Artist Reception

SUNDAY, OCTOBER 11TH

BLUES CUVÉE RELEASE PARTY AND ARTIST RECEPTION LONGORIA TASTING ROOM & GARDEN 11:00 TO 4:30

Join us to celebrate the release of the 2007 Blues Cuvée label, meet artist Trent Call from Salt Lake City, and taste the new wine. We will also be pouring some older vintages of the Blues Cuvée with artisanal cheeses and live Blues music by Barry "Big B" Brenner. No charge for Club Members, up to four people total.



Trent Call: Meet the Artist

Trent Call was born and raised in Salt Lake City, Utah and graduated from the University of Utah in 2004 with a BFA. His work combines formal academic painting with comics, graffiti and popular culture. Trent's interests include daily phenomena, odd occurrences, history, myth, color relationship, the early American west, media culture, and 1930's comics and animation. He frequently works with screen printing, oil painting, latex paint, ballpoint pen, lead, collage and spray paint which allows for a fresh and honest translation of his interests and ideas. He currently paints and draws at CAPTAIN CAPTAIN studios in beautiful downtown Salt Lake City.

DONT 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.

More Events

ANNUAL CELEBRATION OF HARVEST FESTIVAL

Rancho Sisquoc Winery - Saturday, October 10th

For tickets and information go to: www.sbcountywines.com or call: 805-688-0881

EMPTY BOWLS

Longoria Tasting Room and Garden

2935 Grand Ave, Los Olivos - Thursday, October 15th

Help us in the fight to end hunger. Come by the tasting room, give us a call or visit our website and place an order. A portion of your purchase on this day will be donated to People Helping People's "Empty Bowls" program. For more information on the "Empty Bowls" program, visit: www.syvphp.org

More New Releases

2007 HOO DOO RED - SANTA BARBARA COUNTY - RED WINE

We are excited to release this vintage of our popular Hoo Doo Red. I continue to have fun with this blend, and this year it features the unique pairing of Syrah and Malbec, as the two major components. The fragrant aromas are dominated by the typical peppery character of the Syrah. Malbec contributes a slightly earthy red fruit character to the aroma. On the palate, the wine is medium bodied with flavors that are initially rich and round, but then the light tannins give the wine an interesting dusty texture. This wine is a perfect barbecue wine and will pair well with burgers, steaks and grilled lamb.

BOTTLE PRICE: \$16

2008 ALBARIÑO - SANTA YNEZ VALLEY - CLOVER CREEK VYD

With this grape varietal, I feel it is very important to pick at the lowest sugar level possible in order to keep the alcohol level low and to keep the acidity up. The wine has a pale, slightly gold color. The nose is very fragrant with aromas that hint at guava and mango fruits. On the palate the wine has an initial richness with flavors similar to the aroma. The tartness from the high acidity takes over at mid-palate and spread the flavors through the palate and ends with a dry finish. Enjoy this wine with fresh oysters and fish, including crab and lobster salads.

BOTTLE PRICE: \$23

LONGORIA OCTOBER 2009 ORDER FORM

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

This shipment contains a bottle each of the 2007 Blues Cuvée and the 2007 Pinot Noir, Fe Ciega Vineyard.

The total cost for this shipment is \$86.67, inclusive of 15% discount, packaging, shipping and CA sales tax when applicable.

NEW RELEASES	BOTTLE PRICE	15% DISCOUNT	20% DISCOUNT	QTY	AMOUNT
2007 Pinot Noir, Fe Ciega Vineyard	\$54.00	\$45.90	\$43.20	_____	_____
2007 Blues Cuvée, Santa Barbara County	\$28.00	\$23.80	\$22.40	_____	_____
2008 Albariño, Clover Creek Vineyard	\$23.00	\$19.55	\$18.40	_____	_____
2007 Hoo Doo Red, Santa Barbara County	\$16.00	\$13.60	\$12.80	_____	_____
CURRENT RELEASES	BOTTLE PRICE	15% DISCOUNT	20% DISCOUNT	QTY	AMOUNT
2008 Pinot Grigio, Santa Barbara County	\$19.00	\$16.15	\$15.20	_____	_____
2007 Chardonnay, Santa Rita Hills	\$28.00	\$23.80	\$22.40	_____	_____
2007 Chardonnay, Cuvée Diana	\$36.00	\$30.60	\$28.80	_____	_____
2008 Cuvée June, Santa Barbara County	\$22.00	\$18.70	\$17.60	_____	_____
2006 Pinot Noir, Bien Nacido Vineyard	\$45.00	\$38.25	\$36.00	_____	_____
2006 Pinot Noir, Fe Ciega Vineyard	\$54.00	\$45.90	\$43.20	_____	_____
2007 Pinot Noir, Lovely Rita	\$32.00	\$27.20	\$25.60	_____	_____
2007 Pinot Noir, Rancho Santa Rosa Vineyard	\$45.00	\$38.25	\$36.00	_____	_____
2007 Pinot Noir, Bien Nacido Vineyard	\$45.00	\$38.25	\$36.00	_____	_____
2006 Syrah, Clover Creek Vineyard	\$28.00	\$23.80	\$22.40	_____	_____
2007 Syrah, Clover Creek Vineyard	\$28.00	\$23.80	\$22.40	_____	_____
2006 Syrah, Alisos Vineyard	\$34.00	\$28.90	\$27.20	_____	_____
2006 Evidence, Santa Barbara County	\$38.00	\$32.30	\$30.40	_____	_____
2006 Tempranillo, Clover Creek Vineyard	\$36.00	\$30.60	\$28.80	_____	_____

POSTERS

Blues Cuvée Litho (unsigned) \$15.00 / \$12.75 WINE CLUB

AMOUNT

____Kuder (93/94) ____Burridge (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

____Kuder (93/94) ____Burridge (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 \$10.00; 4 btls \$14.00

6 btls \$16.00; 12 btls \$22.00

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