

## 2009 PINOT PARADISE TECHNICAL SESSIONS

March 29, 2009

\$55

Villa Ragusa 9am - 12pm

Reservations Required (831) 685-8463

Held Prior to VIP & Grand Cruz Tasting

The 5<sup>th</sup> Annual Pinot Paradise Technical Session will provide an intimate look at the Santa Cruz Mountains Appellation using the concept of six distinct sub-regions that are clearly distinguished by climate, geography and soils: the true bedrock of terroir. This approach to classification mirrors that of the French, whereby individual areas of Burgundy are respected for their enduring and endearing qualities of place. This sub-region concept as applied to the Santa Cruz Mountains is not meant to advocate formal subdivision or sub-AVA's, the distinctions are instead meant as a way to understand how an appellation so immense—over 400,000 acres, less than 1500 of which are planted to vines—and diverse can consistently produce premium wines of outstanding quality, each expressing a character unique to the place from which they originated.

For tickets: contact the SCMWA: (831) 685-8463

Fax (831) 688-6961

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

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### AGENDA OUTLINE

#### Opening Orientation Speaker:

**Joe Miller**, UC Professor, private winemaker, world traveler and teacher of extension classes on wines of the world, will take us on a virtual tour of Burgundy, discussing terroir and providing a comparison and contrast to the Santa Cruz Mountains Appellation. His intimate knowledge of Burgundy and Santa Cruz Mountains wines and vineyards will set the stage for a meaningful drill-down into the properties of the Santa Cruz Mountains AVA. (See *Bio below.*)

#### Sub-Region Keynote Speaker:

**Clark Smith**, Enologist and Winemaker, director of Best of Appellation Tastings at Appellation America, will provide a unique perspective on the sub-regional concept as applied to the Santa Cruz Mountains. Clark was instrumental in helping to define the profiles of each region as exemplified in both the Chardonnays and the Pinot Noirs of the appellation. His rigorous dissection of the complex properties exhibited in wines of each sub-region helped define the personalities we can recognize and appreciate in the wines from each area. Using the vineyard map developed in conjunction with Mary Lindsay and Prudy Foxx of the Viticulture Association, Clark will provide a birds-eye view of the entire appellation, pointing out the features of each of the sub-regions: Skyline, Ben Lomond Mountain, Los Gatos/Saratoga, Santa Cruz Coastal Foothills, Summit, and Corralitos. (See *Bio below.*)

## **SUB-REGIONAL WINEMAKER PANEL & TASTING:**

Moderated by renowned winegrower and winemaker Jim Schultze of Windy Oaks, a panel of winemakers from the Santa Cruz Mountains from each of the six sub-regions will present their wines for tasting and exploration. The panel will conduct an in-depth discussion of character, terroir, likeness and differences between the sub-regions, exploring what is unique to each area, as well as what they share in common. This is a one-of-a-kind opportunity to be part of an extended journey that will continue to explore what makes this winegrowing region a particularly rich and bountiful one for Pinot Noir.

The current list of winemakers/growers representing the sub-regions includes:

- Santa Cruz Coastal Foothills/Los Ranchos: Sal Godinez, Wines of Vine Hill (Raffaeli Vineyard)
  - Corralitos: Steve Storrs, Storrs Winery (Christie Vineyards, Lester Family Vineyards)
    - Saratoga/Los Gatos: Jeffrey Patterson, Mount Eden Vineyards (Estate)
      - Summit: Ed Muns, Muns Vineyard (Estate)
- Skyline: Michael Martella, Thomas Fogarty Winery & Vineyards (Fogarty Estate Vineyards)
  - Ben Lomond Mountain: Ryan Beauregard, Beauregard Vineyards

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## **BIOS OF KEYNOTE SPEAKERS**

### **Joe Miller**

Joe has been teaching courses on enology and wine appreciation at UC Santa Cruz for more than 35 years. His courses have covered all aspects of wine making and wines from all parts of the world. Most recently his classes have concentrated on the wines of France and how they influenced the development of wines in other places in the world, especially California. He has traveled extensively in foreign wine-producing regions, especially Burgundy, Bordeaux, the Rhone Valley, Northern Italy, and the Hunter Valley region of Australia. He has been producing wines for his own use since 1972 and has made Pinot Noir from widely-dispersed Santa Cruz County vineyards as well as from more distant sources in Carneros and Monterey Co. He recently started a bonded winery in Santa Cruz specializing in grapes from the Santa Cruz Mountains area.

### **Clark Smith**

Clark is the winemaker for the tiny cult brand WineSmith. In 1992, he founded Vinovation, Inc., a wine production consulting and service firm which revolutionized winemaking practices, providing tools and training to optimize grape maturity and tannin refinement for thousands of winemakers on five continents. He is a leading authority on the enhancement of wine structure and a vocal proponent of living soil.

Clark has taught winemaking fundamentals for over two decades as an adjunct lecturer for five universities. He teaches a postmodern view wine as fundamentally mysterious, and encourages students to move beyond the scientific reductionist approach of current vogue. He judges wines at several competitions, edits the controversial website [www.winecrimes.com](http://www.winecrimes.com), and writes and lectures widely on an innovative view of winemaking portrayed on [www.grapecraft.com](http://www.grapecraft.com) and his wine technology blog, [www.grapecrafter.com](http://www.grapecrafter.com).

In 2008, he became Director of the Best Of Appellation Evaluations for AppellationAmerica.com. His goal over the next three years is to bring American wines competitive with the European system by moving beyond varietal judging to characterize the regional typicity of our 307 AVA's, thus connecting the consumer to the style diversity now available.