

Let's *Wine*  
About it



**PINOT NOIR**

**Pronunciation:** "pee-no nwar"

**Primary Flavors:** Raspberry, cherry, mushroom, vanilla, hibiscus

**Style:** Light to Medium-Bodied Red Wine

**Fun Facts:** Pinot Noir is over 1,000 years older than Cabernet Sauvignon, tracing its roots back to the Roman era.

Pinot Blanc and Pinot Gris are both color mutations of Pinot Noir.

Pinot Noir is susceptible to a variety of diseases, making it difficult to grow. Growers often refer to it as the "Heart-break Grape".

Pinot Noir grape has over 1,000 registered clones, a testament to its genetic instability and constant evolution.

Pinot Noir its name derives from the French words for "pine" and "black," referring to the grape's tightly clustered, pine-cone shaped bunches.

**WE NEED YOUR HELP!**

In order to better serve our members, we need to receive any new info and changes regarding your status (i.e., change of address, new credit card number, etc.) by the 20th of each month.

PLEASE NOTIFY US BY CALLING (888) 646-5446, Ext. 13.

Any information received after the 20th of each month will not take effect until the following month. Change of address updates, for the upcoming shipment, called in after the 20th, may be subject to a special handling fee.

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AUGUST SELECTIONS	PRICES EXPIRE 10/31/2023	REGULAR PRICE*	12-BOTTLE DISCOUNT PRICE*	6-BOTTLE DISCOUNT PRICE*
CRU 2021 Unoaked Crisp Cuvée Chardonnay		\$20.00	\$15.00	\$16.00
Odd Lot 2020 Red Blend		\$18.00	\$13.50	\$14.40
CRU 2021 SLH Pinot Noir		\$25.00	\$18.75	\$20.00
Reflection Ridge 2022 Sauvignon Blanc		\$15.00	\$11.25	\$12.00
JULY SELECTIONS	PRICES EXPIRE 09/30/2023			
Ranch 32 2019 Reserve Meritage		\$32.00	\$24.00	\$25.60
Montoya 2022 Rosé		\$19.00	\$14.25	\$15.20
Muirwood 2021 Merlot		\$19.00	\$14.25	\$15.20
Ranch 32 2021 Chardonnay		\$28.00	\$21.00	\$22.40
JUNE SELECTIONS	PRICES EXPIRE 08/31/2023			
Wrath 2020 EX Syrah		\$25.00	\$18.75	\$20.00
Craftwork 2021 Pinot Grigio		\$22.00	\$16.50	\$17.60
Craftwork 2021 Pinot Noir		\$23.00	\$17.25	\$18.40
Wrath 2021 EX Sauvignon Blanc		\$18.00	\$13.50	\$14.40
PRIVATE RESERVE CLUB	PRICES EXPIRE 08/31/2023			
Silvestri 2019 Pinot Noir		\$40.00	\$30.00	\$32.00
Big Sur 2021 BSV Red		\$42.00	\$31.50	\$33.60
Mesa Del Sol 2015 Syrah		\$38.00	\$28.50	\$30.40

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\*PRICES LISTED REFLECT PRICE PER BOTTLE. NO OTHER DISCOUNTS APPLY.

# TASTING MONTEREY

A WINE ENTHUSIAST'S MONTHLY JOURNEY THROUGH MONTEREY'S WINE COUNTRY



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## Veraison THE TURNING POINT



If one compares the wine grape growing process to a novel, the harvest is by far the denouement of the story. This is the point where the developing plot of the story (in our analogy here, this would be the development of the grapes on the vines) fully comes to light (seen here as the picking of the grapes that will ultimately be turned into wine).

There's no disputing that in both novels and on grape vines, this is a very important time. After all, you've been waiting for this moment while reading a novel or waiting for grapes to ripen. No wonder this point in the process for both receives most of the attention.

However, there's another time often overlooked, or at least downplayed in importance, at times. This is the period in the wine grape growing experience can be compared to the literary equivalent of a climax in a story. This period in winemaking is called veraison.



Veraison is a French term to describe the onset of ripening in the wine grapes on the vine. The official definition for it is the changing of the color of the grape berries. However, there's a lot more to this time on the vine. Veraison represents the transition from berry growth to berry ripening, and there are many changes occurring in the development of the berries during this period. As in a novel, this is the time of building momentum reaching a zenith.

This critical phase is a physiological stage in the vine life cycle marked by a change in appearance and hardness of the grape berry. From a technical standpoint, the onset of veraison for wine grapes marks the end of the grape skin cell division. Once veraison is finished, the grape skin cell number is fixed. Chemically, this is also a time when there is a change in the acids and sugars of the grapes. Basically, what occurs is that acidity in the grape decreases and there is an increase in sugar concentration. So the grapes are starting to ripen at this time of the growing process.

Physically, the grapes are changing color – even the white wine grapes. Of course, the onset of veraison is more prominent with red wine grapes changing from green to purplish. But the grape clusters do not change color uniformly, so often there will be a period of semi-coloration in the clusters.

*Continued Inside*

**August Referrals**



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# Monthly Wine Selections

## CRŪ - 2021 *Unoaked Crisp Cuvée Chardonnay*



The 2021 CRŪ Winery Unoaked Crisp Cuvée Chardonnay is sourced from the Cobblestone vineyard in marine influenced Arroyo Seco AVA in Monterey County. The soil in this vineyard is packed with cobblestones (which are locally referred to as “Greenfield Pebbles”) leading to excellent drainage and heat retention in the vineyard.

The Unoaked Crisp Cuvée Chardonnay is fermented entirely in stainless steel tanks which retain the bright fruit flavors of this wine. It leads off with fresh flavors of green apple, pear, tangerine and lime with a backbone of acidity that gently leads to the grapefruit and lemon zest finish.

Bright and crisp, this Chardonnay pairs perfectly with grilled chicken and citrus salsa or creamy garlic shrimp. The bright acidity also makes it a delightful pairing for spicy foods, we recommend Thai red curry with seafood and fresh vegetables.

100% Chardonnay 13.5% Alcohol Cellar Through 2026  
 Comments: \_\_\_\_\_ ◇ Great ◇ Good ◇ So-So

## ODD LOT - 2020 *Red Blend*



In winery parlance, “odd lots” are the wines that haven’t yet found a home. They also give them a chance to break out of the staid and stuffy rules and traditions that have held sway over the wine world for slightly less than a million years. An unorthodox blend of 80% Petite Sirah and 20% Petit Verdot? Why not throw caution and convention to the wind! Odd Lot Petite & Petit is surprising, playful and approachable, akin to Mutt & Jeff—mismatched odd lots joined together to create something that totally works. Wine, like politics, sometimes makes odd bedfellows. Be Odd, they say!

Decadent aromas of blackberry, ripe plum, juicy fig, sweet vanilla and smoky oak. The palate is full-bodied, with soft tannins and a lingering finish of black fruit. Odd Lot Petite & Petit is perfect for any occasion. Enjoy with beef short ribs, lamb chops, grilled eggplant, or aged manchego cheese.

80% Petite Sirah, 20% Petit Verdot 13.5% Alcohol Cellar Through 2028  
 Comments: \_\_\_\_\_ ◇ Great ◇ Good ◇ So-So

## CRŪ - 2021 *SLH Pinot Noir* (Club Red)



The 2021 CRŪ Winery SLH Pinot Noir was sourced from the Smith & Lindley vineyard in the Santa Lucia Highlands. The vineyard is strongly influenced by the Pacific Ocean with foggy mornings and cool windy afternoons that provide a long, cool growing season ideal for Pinot Noir.

This lovely wine is a tribute to the Santa Lucia Highlands featuring both the earthy and fruit flavors that this region is so well known for. It opens with dark cherry, plum and raspberry with beautifully balanced structure. It finishes with a hint of vanilla and clove on the long finish.

The well-balanced earth and fruit in this wine make it ideal for pairing with foods with layers of flavors. Enjoy it with grilled salmon topped with rice pilaf and grilled vegetables.

100% Pinot Noir 14.3% Alcohol Cellar Through 2027  
 Comments: \_\_\_\_\_ ◇ Great ◇ Good ◇ So-So

## REFLECTION RIDGE - 2022 *Sauvignon Blanc* (Club Blanc)



Wine is a reflection of the land, the climate and the care taken. Reflection Ridge is dedicated to sustainable farming and winemaking methods and believe these practices, along with the stellar quality of Monterey County, allow this Sauvignon Blanc to mirror their passion.

Their wines are crafted from fruit grown on sustainably farmed estate vineyards in Monterey County, California, where the maritime influence from the Monterey Bay causes cool days and temperate nights. With a marine layer that often lasts until mid-morning and consistently windy afternoons, the Central Coast’s long growing season allows the grapes to ripen slowly and achieve intense fruit flavors.

Aromatics of citrus and tropical bright fruit lead into notes of ripe apple and pear, well balanced with a refreshing, crisp acidity. Pairs well with sushi, grilled vegetables and shellfish.

100% Sauvignon Blanc 13.5% Alcohol Cellar Through 2027  
 Comments: \_\_\_\_\_ ◇ Great ◇ Good ◇ So-So

*Cover Article Continued*

And the color variation occurs in white wine grapes as well. They change from green to a golden yellow hue.

But there’s more to veraison than just changing colors. This is also a time of change of berry hardness. At the start of veraison, the berries are very firm and hard. At the end of the process they will be plump and pliable enough that you can squeeze them between your fingers.



And as with a climatic revelation in a novel, veraison is also the time in the process when the grapes will develop their most complexity, which will result in characteristics of wine to be made from them. Ask any winegrower or winemaker, and they’ll tell you that mid-summer, which is when the veraison stage occurs, is an exciting time for them. As they see the evolution of the grapes and begin to taste them, they are already able to envision the wines they will soon be crafting.

However, each grape variety will ripen through veraison at different rates, which also directly impacts when grapes will be harvest. For example, Sauvignon Blanc is one of the earlier grape varieties to experience veraison and ultimately ripen. Therefore it will end up being one of the first varieties to be harvested at the end of the growing season, in late summer or early fall, depending on the year. Pinot Gris is another early ripening varietal, followed by Pinot Noir and Chardonnay. The later ripening varieties are those you would probably expect when you consider their concentrated compositions. Merlot, Zinfandel, Syrah, and Cabernet Sauvignon all experience veraison later and end up being the last grapes to be harvested.



The harvest is the time in the wine grape growing process which receives most of the glory and attention, and will happen this fall. But it is the veraison phase occurring now that advances the 2023 wine grape story to a conclusion.

*Bryce Ternet - is a contributing editor and is the author of: “The Stevenson Plan, A Novel of the Monterey Peninsula.”*

## Entertain with Wine



### The 9 Styles of Wine

#### Medium-Bodied Red Wines

#### Serving Temperature

Room Temperature (63-69 °F / 17-21 °C)

#### Description

In the middle of the gamut from light to full, medium-bodied reds are some of the best food-friendly wines. Classic examples of this style include varieties like Sangiovese and Merlot. Wines made from these varieties can be somewhat variable in style because of regional differences in growing and winemaking.

#### Food Pairing Affinities

Lasagna, Pizza with Red Sauce, Spiced and Roasted Meats, Hearty Vegetable Soups, Hamburgers, Roasted Vegetables, Strong flavored spices like Cinnamon, Fennel, Anise, Cumin, Rosemary, Chili Pepper, Allspice

#### Examples

Sangiovese  
 Grenache  
 Merlot  
 Negroamaro  
 Barbera  
 Cabernet Franc