

Let's *Wine*  
About it



UNOAKED CHARDONNAY

Imagine a Chardonnay with no butter, no vanilla and no cream. Forget lattes, cappuccinos and all the creamy business... we just want black coffee. For those who've elevated their wine tasting chops to something beyond milk fat, unoaked Chardonnay sounds pretty compelling. There's a couple of other things that make unoaked Chardonnay delicious, sustainable and even technically more affordable than the oaked version.

Unoaked Chardonnay tastes only of the varietal characteristics of Chardonnay which are green apple, lemon and sometimes pineapple with a long tingly finish.

Unoaked Chardonnay is cheaper to produce. Yep. It's true. Take out the cost of paying for and shipping new oak barrels all over the world, year in and year out, and winemakers have a cheaper long-term solution. Thus, a lot of unoaked wines tend to fly into the marketplace at a much more affordable price point (and more sustainable).

**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.

**VISIT US ONLINE**

WWW.TASTEMONTEREY.COM

**Mix & Match**

ANY OF THE CURRENT OR PREVIOUS CLUB WINES TO RECEIVE 25% OFF 12 BOTTLES OR 20% OFF 6

PRIVATE RESERVE CLUB	PRICES EXPIRE 05/31/2021	REGULAR PRICE*	12-BOTTLE DISCOUNT PRICE*	6-BOTTLE DISCOUNT PRICE*
Joyce 2018 Gabilan Pinot Noir		\$45.00	\$33.75	\$36.00
Mesa Del Sol 2013 Syrah		\$38.00	\$28.50	\$30.40
Pianetta 2018 Sangiovese		\$38.00	\$28.50	\$30.40
MARCH SELECTIONS	PRICES EXPIRE 05/31/2021			
Craftwork 2018 Cabernet Sauvignon		\$19.00	\$14.25	\$15.20
Joyce 2018 Chardonnay		\$22.00	\$16.50	\$17.60
Joyce 2019 Submarine Canyon Pinot Noir		\$25.00	\$18.75	\$20.00
Craftwork 2020 Sauvignon Blanc		\$18.00	\$13.50	\$14.40
FEBRUARY SELECTIONS	PRICES EXPIRE 04/30/2021			
Ranch 32 2018 Cooper's Blend		\$20.00	\$15.00	\$16.00
Pierce Ranch Vineyards 2019 Verdelho		\$25.00	\$18.75	\$20.00
Pierce Ranch Vineyards 2016 Cabernet Sauvignon		\$28.00	\$21.00	\$22.40
Ranch 32 2019 Chardonnay		\$20.00	\$15.00	\$16.00
JANUARY SELECTIONS	PRICES EXPIRE 03/31/2021			
VDR 2018 Red Blend		\$30.00	\$22.50	\$24.00
Noble Vines 2018 242 Sauvignon Blanc		\$16.00	\$12.00	\$12.80
Noble Vines 2018 667 Pinot Noir		\$18.00	\$13.50	\$14.40
Chesebro 2018 Albariño		\$22.00	\$16.50	\$17.60

TO ORDER, CALL TOLL-FREE: 888-646-5446  
\*PRICES LISTED REFLECT PRICE PER BOTTLE. NO OTHER DISCOUNTS APPLY.

# TASTING MONTEREY

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



**Missing our view?**

Check out our live webcam while you sip on some Monterey Wine.



Follow us on Instagram and Facebook @atasteofmonterey

## WINERY SHOWCASE:



Pianetta Winery is located in Paso Robles, CA and is owned and operated by John Pianetta and his daughter, Caitlin. Pianetta Winery is an "all red wine" winery and has been producing wine since 2002. This shipment you will be enjoying Pianetta's Sangiovese. We were able to catch up with Caitlin to gather more information about her family business. They take great pride and put delicate care in their craft, which you will both learn as you read and taste with every sip!

**Q: How did Pianetta Winery get started and how is it doing now?**

**A:** My father started Pianetta Vineyards in 1995, buying our 95 acre ranch and then developing it into a 70 acre vineyard, however, his farming roots started much earlier. My father grew up in a farming family in the Bay Area, (Fremont, Hayward and San Leandro areas). My grandparents farmed fresh market produce from the 1920s to the 1970s. We also had a small family vineyard in Lodi during the 1960s-1980s. After being drafted

into the Navy, he left the family farming business. By the time my brothers and I came around, Dad's dream was always to get back into farming of some sort. By this time, my grandfather and his brother had shut down the farming operation in the Bay Area and much of the farming, both row crops and permanent crops alike, had moved to different areas. After a lot of searching and visiting different areas, Dad really zeroed in southern Monterey County and chose our ranch based on its remote location and beautiful views. We decided to plant grapes based on the current and forecasted demands of the industry. We planted the majority of the vineyard to Cabernet Sauvignon as well as about 15 acres of Syrah and forged some fantastic relationships with larger wineries who we contracted with for the first several years.

We never really intended to become a winery at all to be honest, however, after much encouragement, in 2002, we decided to start our own winery in order to highlight our vineyard in the Southern part of Monterey county (which was often forgotten about as a growing area at the time). We started with a production of all estate wines (370 cases) with the anticipation of growing into a medium size winery with the potential of processing all of the grapes we grew at the time.

We currently produce between 2500 and 3500 cases annually with our Pianetta Winery brand and our "JUG wine" brand, a smaller handcrafted blend with changing varieties each year, bottled in a classic "jug" bottle. It is a throwback to the Italian table blends. I became more involved over the years and in 2017 took over the majority of the winemaking. My father John is still involved and has been a great supporter and sounding board for different wines, blends and techniques. We still feature a limited blend which he puts his personal stamp on every year called "Altitude." Actually, later this year we will be releasing our first all Estate Altitude with the rest of our 2019 vintage wines.

**Q: Will you tell us more about the vineyard?**

**A:** Our vineyard is in the very southern part of Monterey County in a small valley called "Indian Valley." Technically we are listed as "San Miguel," but in actuality we are half-way between San Miguel and Bradley. We also have been sourcing our Sangiovese from Lockwood Valley Vineyards in the San Antonio Valley (on the way to Mission San Antonio). This vineyard has been able to offer so much and really highlight the unique area of the San Antonio Valley. In the last few years we have started sourcing some Syrah and Cabernet Franc from them as well. Our latest new experiment was in 2020 purchasing some Pinot Noir from Balestra Vineyards just south of Salinas near the Santa Lucia Highlands. We hope our foray into Pinot turns out well.

**Q: What do you, as a winemaker, feel is most unique about the wine you make and Pianetta Winery as a whole?**

**A:** We started as farmers, and we still maintain that basis. Every year we want our wines to express the individual flavors and characteristics of the growing site, we just help them along the way. I feel there is so much continuity and insight by starting in the dirt. Simply put, we are farmers who make wine, not the other way around, and not just one or the other.

I also feel very connected with our site specific wines. It is rare to have so many 100% varietals as a small winery. I love having the vineyard specificity. I actually enjoy harvest and continuously visiting all of the spots we source our grapes from. Many larger wineries put these "vineyard specific" wines into a reserve program or higher tier. For Pianetta, vineyard specific is our standard. When in the tasting room, there is nothing more satisfying for me than when I overhear someone really enjoying our wines... one of the best feelings in the world.

For more information about Pianetta Winery, such as visitation hours, future events and how to buy more Pianetta wines visit, <https://www.pianettawinery.com>.





# Reserve Wine Selections

## JOYCE - 2018 Gabilan Pinot Noir



**Winery:** Joyce Vineyards began as a chance planting by Francis Joyce in 1989 on a steep hillside in Carmel Valley. Joyce Wine Company now tells the stories of Monterey County's unique terroir through Francis' son Russell Joyce, a second generation winemaker who grew up working amongst the vines at the family's estate. Russell showcases the area's premier AVAs in a classic and minimal approach to winemaking. He utilizes this approach to create wines of purity and elegance while focusing on the local varietals grown in Monterey County and its surroundings.

**Vineyard:** This Pinot Noir comes from a special site coined "Danny's Vineyard" which is famed by the Francioni brothers in honor of their late father. These 25 year old Pinot Noir vines are located on the east side of the Salinas Valley and are subject to the strong marine influences of the Monterey Bay, which moderate the mild days with cool evening temperatures. Meticulous practices, coupled with soils consisting of decomposed granite and limestone, make this area an ideal site for Pinot Noir.

**Tasting Notes:** The 2018 Gabilan is flamboyant and shows a vivacious personality with partial whole cluster giving a real pop on the medium to full palate, it highlights the terroir and vintage to perfection with exotic fruit, a deep color and racy acidity. The mouthfeel is already very silky with layers of ripe cherry, pomegranate, wild plum and tangy blueberry fruits as well as a contrasting spiciness and lingering floral notes, which are echoed on the bouquet when this Gabilan opens in the glass. The whole bunches makes this wine energetic, vivid and entertaining from start to finish, it's a dark ruby thrill ride with underlying peppery tones.

**Joyce**  
2018 Gabilan  
Pinot Noir

**Alcohol**  
12.8%

**AVA**  
Monterey

**Composition**  
100% Pinot Noir

**Aging Potential**  
6-8 years

## MESA DEL SOL - 2013 Syrah



**Vineyard:** Located on a beautiful upland promontory at the junction of three major watersheds, Mesa Del Sol has been a favorite location for more than a century. One small stone building, a water house, and a portion of one of the cabins date back to the 1800's and are believed to have been a stage stop for travelers headed overland to Carmel Valley or up the Arroyo Seco River to the Mission San Antonio. Around the turn of the century, a health center with various small cabins was developed. The hot dry pure air of the Arroyo Seco Highlands became a soothing setting for those with tuberculosis and other maladies. Teddy Roosevelt was a visitor and stayed there during that time!

**Vineyard:** Mesa Del Sol's estate grown Syrah is reflective of the limestone and granite terroir of the vineyard which borders the eastern slopes of the Ventana Wilderness. Hot arid days and cool foggy nights give the grapes time to ripen and rest, producing an exceptional wine.

**Tasting Notes:** Lively and elegant on the nose, palate and finish. Hints of elderberry and currant, lavender, black pepper and sweet tobacco....soft and lovely tannins on the finish. Released in 2020, still an infant... will round out and mature for years to come.

**Mesa Del Sol**  
2013  
Syrah

**Alcohol**  
14.4%

**AVA**  
Arroyo Seco

**Composition**  
100% Syrah

**Aging Potential**  
8-12 years

## PIANETTA - 2018 Sangiovese



**Winery:** Pianetta Vineyards and Winery began with the cultivation of a parcel of land in the Indian Valley area of San Miguel purchased by John Pianetta in 1995. Over the next several years John and his daughter Caitlin have created an estate vineyard and boutique winery to highlight the flavors and bold characteristics in the Southern Monterey and Paso Robles AVAs. All of their wines are both site and vineyard specific in order to help highlight the unique growing areas and present the influence that farming can have on each wine. From grape to the glass, they invite you to enjoy the Pianetta Wines.

**Winemaking:** - 2018 was a good quality growing year on the Central Coast! After severe drought conditions and a poor harvest in 2017, the 2018 harvest has been heavier in yield and actually overall great in flavor. Rainfall was not near "average" for the year, but it was much more than previous years for the growing season. This produced a healthier vine and a steady ripening fruit. Although there was a little heat during harvest, the summer was somewhat mild, and produced some bold and complex flavors that they are quite excited about.

**Tasting Notes:** Luscious bright cherry on the nose. Mild creamy notes of roasted nuts, and edgy red fruit. Very strong acidity on the finish indicating a wine that can lay down for several years as acidity softens over time.

**Pianetta**  
2018  
Sangiovese

**Alcohol**  
14.3%

**AVA**  
Monterey

**Composition**  
100% Sangiovese

**Aging Potential**  
6-8 years

# Monterey WINE CLUB

## MEET OUR MEMBERS: Ken Fried



Ken and Ceecil on the beach in Monterey in 2002

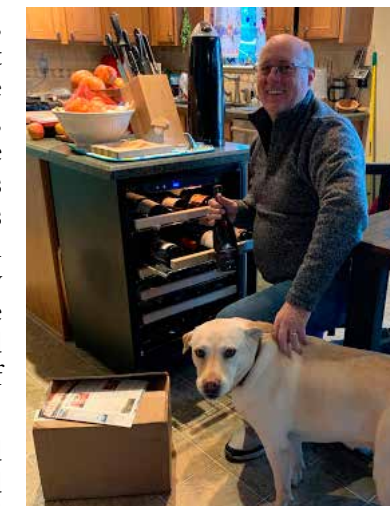
**Ken Fried** has been an A Taste of Monterey wine club member since 2002. He is originally from San Leandro, located in the San Francisco Bay Area. After beginning to frequent the beautiful golf courses located on the peninsula, Ken happened upon A Taste of Monterey while exploring Cannery Row.

"I remember walking around and seeing A Taste of Monterey and wondering what it was. I vividly remember looking and seeing the water through the building without actually going all the way in and thinking 'what is this place?'" Fried explained. "Now I make sure to go in every time I'm in Monterey." Ken

recalls taking this then girlfriend, now wife, Ceecil Rufo-Fried, into the bistro to take a break from exploring the area. They would sit and enjoy a glass of wine while looking out at the view.

Ken and Ceecil receive club Taste, Red, Cellar, and Reserve, but have been a part of every club that we offer at one point throughout the years. Some of their favorite wines they have received over the years have been from Mission Trail, Morgan, and Paraiso. Ken recalls 1997 Bernardus Marinus Reserve as being one of his very first favorites. However, much has changed while being a part of the club for almost 20 years now. As different wineries have closed and others have been opened, the Frieds have really been able to experience many different styles of wine-making and varietals that have come out of Monterey County. This has allowed them to grow and expand their taste in styles, like learning to become fans of Chardonnay, for example.

"When I first went to A Taste of Monterey, I had just learned to enjoy wine. I was never really a wine drinker. We first would drink wines from the Paso Robles area, but once we discovered Monterey County wines, they felt better and tasted better to us," said Ken. "After joining the club, my wife and I had moved to Georgia and I didn't want to lose the club. We knew Georgia wasn't a wine growing area, so we continued with the club."



Ken and his dog, Hailey, as he opens his shipment and places his wines in his wine cooler.

Being able to receive wine from A Taste of Monterey worked out great for them, but as they were travelling more often their collection started to build up, Ken explains that when the two moved to Colorado, they had over 120 bottles of wine. They paused shipments and rejoined once they were caught up. "We don't cellar it, we drink it! So, we had to catch up and gift some to friends before rejoining," explains Ken.

Ken and Ceecil most enjoy their wine with their neighbors. On Friday evenings, each neighbor will make an appetizer or small plate and everyone will gather to enjoy each other's company along with a bottle of wine from the club.

When asked what has kept the two a part of the club for so long, Ken explains, "The club gives you an opportunity to try different wines, ones that you might not have tried on your own, and if you like it, it allows you to buy more, which is great."

It has now been over 10 years since the Frieds have visited Monterey, as they are now residing just north of Denver, Colorado. The two had plans to visit Monterey back in March of 2020, but those plans were cancelled due to the pandemic. Hopefully they will make a trip back once A Taste of Monterey has reopened and it is safe to do so.

# MEMBER PICK PACK

*Ken Fried*



Ken Fried has picked some truly excellent wines for you to enjoy in his wine club member designed pack. Enjoy these three ultra-premium wines selected from one of our very own veteran Monterey Wine Club members.

Retail: \$97 • Sale: \$79

Monterey Wine Club:  
**\$67.15**

Club Quattro & Celler:  
**\$63.20**

Order: 831-646-5446 ext 10  
www.tastemonterey.com