

TABLAS CREEK VINEYARD



The VINformer
Vol. 9, No. 2
August 2010

State of the Vineyard

The summer of 2010 has been notably mild, with the vineyard looking healthy and about two weeks behind normal. We got our last rain and last frost remarkably late this year (both in May). June was sunny but cool, with most days topping out in the 70's or low 80's and nights routinely in the 40's. We didn't have our first 100 degree reading at the vineyard until mid July, and the four days of 100-plus weather moderated again into another sunny, breezy weather pattern with temperatures between five and fifteen degrees below seasonal norms.

Some of the consequences of these cool temperatures are felt now, but many we'll only know at harvest-time. We started the year a couple of weeks behind because of the cool spring, and this weather isn't allowing us to catch up. Not only do we not see any veraison in the vineyard as of the end of July – about a week after we'd normally expect to first see it – but we were already expecting a later harvest because of the comparatively robust crop levels. Between those and the cool weather, we are most likely looking at a late September or early October start to harvest.

For now, the relative lack of heat and the relative availability of moisture – by Paso Robles standards, at least – have meant that we've had to struggle against mildew this year more than in any year in our history. We're used not to having to worry about it; mildew won't grow above about 100 degrees, and our dry summers don't supply enough moisture to support its growth anyway. But with the more frequent fog cover this year – about once a week, compared to perhaps once a month in a normal year – and the abundance of moisture in the ground from the 140% of normal rainfall we received last winter the mildew conditions are better than usual. Vineyard Manager David Maduena noticed it in a section of Grenache a month ago, and he, Neil and Ryan have been going after it since with sulfur, copper, and the other organic products we have available to us. It's under control, but not gone, and will bear watching over the next month.

See **VINEYARD**, page 3



Fog over Tablas Creek on a July morning.

Wine Business 101: Construction

by Robert Haas

We are starting construction on the third and last phase of building Tablas Creek Vineyard's winery: adding 8,000 square feet. This will give us one-third more working space in the winery and in the offices, and a new tasting room integrated into the cellar on the east side of the winery, facing Adelaida Road.

Thanks to a little serendipity we are able to operate our tasting room without inconvenience to our visitors throughout construction. We are able to do so not because of thoughtful planning on our part, but because our original business plan did not include a tasting room! Our original thinking about how to market Tablas Creek followed the French model, in which wineries are largely absent from the marketing of their product. Château de Beaucastel, like most top French estate wineries, is open to tasters by appointment only and direct sales represent only a tiny part of their business.

By 2002, we had come to the conclusion that our lack of a tasting room was a mistake. Guests who made appointments and came to visit left as disciples, and we would hear stories months later of people with whom a visitor had spoken who had themselves become excited about Tablas Creek. It became clear that making it easier for people to experience our wines and learn our story would only help us distinguish ourselves within the world of wine. What's more, we calculated that the direct to consumer sales allowed by a tasting room were essential for our bottom line. So we converted our original entrance foyer on the west side (facing away from Adelaida Road) into a tasting room, and three years later expanded into

See **CONSTRUCTION**, page 4

Focus Varietal: Roussanne

Roussanne, with its honeyed richness and excellent longevity, forms the backbone of our *Esprit de Beaucastel Blanc*. In addition, it has the balance and character to make a compelling single varietal wine. The varietal takes its name from “roux”, the French word for “russet” – an apt description of the grapes’ reddish gold skins at harvest.

Roussanne in France

Although no one is sure where Roussanne originated, it seems likely the varietal is native to the Rhône Valley and to the Isere Valley in eastern France, and most of the world’s Roussanne is still grown in the Rhône. Roussanne is one of six white grape varieties permitted in Châteauneuf-du-Pape, where it is often blended with Grenache Blanc. In the Northern Rhône, Roussanne is blended with Marsanne in the appellations of Hermitage, Crozes-Hermitage, and Saint Joseph. Rare as a varietal wine, Roussanne reaches its pinnacle as the sole component of Château de Beaucastel’s Roussanne *Vielles Vignes*.

Roussanne is also found in the Savoie region of France (where it is known as Bergeron), and in limited quantities in Australia and Italy. In the United States, Roussanne is most planted in the Central Coast, but can also be found in Sonoma, Napa and the Sierra Foothills regions of California, as well as in the Yakima Valley of Washington State.

Roussanne in California

After some early, largely unsuccessful experiments with Roussanne (the last of which were pulled out in the 1920s) early Rhone Rangers reintroduced Roussanne into the United States in the 1980s. Years later, after several authorities had remarked on the unique qualities of California Roussanne, DNA tests identified many of those vines as Viognier. We ensured the authenticity of our clones by importing vine cuttings directly from Château de Beaucastel. Most of the 348

acres of Roussanne planted as of 2008 in California are descendants of the clones brought in by Tablas Creek.

Roussanne in the Vineyard

Roussanne has a well-deserved reputation as a difficult varietal to grow (our nursery partners at NovaVine call it “the princess”) and as such is often



passed over in favor of the more cooperative Marsanne. In its native France, plantings had declined to just 54 hectares in the late 1960s before rebounding thanks to superior clones developed towards the end of the twentieth century. Roussanne grapes are susceptible to powdery mildew and rot, and the vine is a shy and erratic producer even under ideal conditions. Of the five white Rhône varieties that we grow at Tablas Creek, Roussanne is generally the latest-ripening. In addition, it is prone to shutting down toward the end of harvest, as well as to shatter and uneven yields. The vines are very responsive to sunlight, and grape bunches on the western side of the vine tend to ripen more quickly than bunches on the eastern side. To combat this tendency, we aggressively thin the leaves to

expose more bunches to sunlight and harvest the grapes in multiple passes. Eighteen acres of our vineyard are devoted to Roussanne, representing about half of our white Châteauneuf-du-Pape varieties and over 5% of the Roussanne planted in California.

Roussanne in the Cellar

In contrast to the challenge it presents in the vineyard, Roussanne is flexible and forgiving in the cellar. It can be successfully fermented in large or small oak, or in stainless steel. It can be harvested at lower sugars but still have good body, or can be left to greater ripeness without losing all its acidity. It has the body to take to new oak, or stainless steel can emphasize its minerality. And unlike most white wines, Roussanne ages very well due to its unusual combination of richness, minerality and balancing acids; many Roussanne wines can be enjoyed up to 15 years or more after bottling.

At Tablas Creek, we ferment and age about one third of our Roussanne in one-to five-year-old small French oak barrels, one third in large 1200-gallon French oak foudres, and the remainder in stainless steel.

Flavors and Aromas

Wines made from Roussanne are rich and complex, with distinct honey, floral and apricot flavors. They have a characteristic oily texture and a full body that is more reminiscent of red wines than whites. We make, in a normal year, at least four wines that contain Roussanne. Our varietal *Roussanne* showcases wine lots with particularly intense varietal character. A *Bergeron* bottling, from grapes harvested earlier, with brighter acidity, pays homage to the Roussannes of the Savoie. Finally, Roussanne forms the core of our signature *Esprit de Beaucastel Blanc* and adds structure and acids to our Viognier-based *Côtes de Tablas Blanc*. It also makes a delicious base to our *Vin de Paille* dessert wines. 🍷

VINEYARD, from page 1

On the positive side, the vines look great. We've had to thin varieties like Mourvèdre and Roussanne for the first time since 2006, to make sure that the vines don't get so bushy that their interiors become havens for mildew or pests, and that they don't set such a heavy crop that quality suffers. And while the 100-plus days are a dramatic marker of the warmth of the climate, they actually don't help the vines ripen much. Above about 95 degrees, most wine grapes shut down their photosynthesis to conserve moisture. So, what we really want is more days in the upper 80's to mid 90's.

Overall, the vintage's weather is tracking most similarly to 2005 and 1999. It's worth noting that the vintage, for all its coolness, is still a lot warmer than 1998, the coldest vintage on record. And even in 1998, we still got our grapes ripe, although we didn't start harvesting until October. In both 1999 and 2005, we had late harvests and long hang-times, and the wines we made have aged wonderfully. If the weather holds into November, we have a shot at another similar success.

The section we planted at the western edge of the property in 2007-2008 is flourishing, and we expect to get our first (small) crop off these blocks of Mourvèdre, Grenache Blanc and Vermentino this year. We're also expecting our first significant harvest from the head-pruned vines on Scruffy Hill. The dry-farmed, head-pruned vines throughout the vineyard look particularly robust this year, perhaps because the larger root systems are more able to take advantage of the winter's ample rainfall.

We are also getting the first of our new Châteauneuf du Pape clones into the ground; we have a vineyard section staked out for the Terret Noir and Clairette that we received from quarantine this year.

Finally, in the cellar, we have completed bottling for our 2008 reds and the 2009 whites, and the blending on the 2009 reds. The more we come to know 2008, the more pleased we are with the vintage, which combines the elegance and freshness of the 2006 vintage with a little of the fruit intensity of 2007 and some spiciness that is unlike any previous vintage. The 2009's are intense and lush, most similar to 2007 but a touch more forward and less tannic. We just wish there were more than the roughly 12,000 cases we produced. 🍷

2010 VINsider Wine Club Collector's Edition

We expanded the registration for the VINsider Collector's Edition for 2010, and are pleased to welcome an additional 150 members in the club's second year. Members have exclusive access to library vintages of *Esprit de Beaucastel* wines that we have aged in ideal conditions in our own cellars since the 2003 vintage. Members will also receive an increased allocation of our newest *Esprit de Beaucastel* wines.

The fall 2010 shipment for Collector's Edition members will include the following: 2 bottles of 2004 *Esprit de Beaucastel*, 1 bottle of 2006 *Esprit de Beaucastel Blanc*, 4 bottles of 2008 *Esprit de Beaucastel*, 2 bottles of 2009 *Esprit de Beaucastel Blanc*, 1 bottle of 2007 *En Gobelet*, 1 bottle of 2008 *Picpoul Blanc* and 1 bottle of 2008 *Bergeron*.

If you are interested in getting on the waiting list for membership in 2011, read more at http://www.tablascreek.com/wineclub_collectors.html, or contact Nicole Getty at 805.237.1231 x39 or vinsider@tablascreek.com. 🍷

Introducing a Greener Bottle

We're sure that many of you have noticed the California trend that a high-quality wine is increasingly packaged in a taller, heavier bottle. We've even been guilty of following this trend, with the bottle that we have used the past two years. But, no more. With this year's bottling (the 2009 whites and the 2008 reds) we pleased to introduce our new bottle. We chose a simple, classic Burgundy bottle that weighs only 16.5 ounces, barely half the 31.5 ounces of the *Esprit de Beaucastel* bottle we used the past two years. It also will fit in standard wine racks (our old bottle often did not). It will be less wide and therefore easier to pour. And a case of wine bottled in the new bottle weighs more than 11 pounds less than it would have in the old.

The efficiency and environmental consequences of this change are significant. This year, we moved more than 8000 cases of wine into this new bottle. That reduces the amount of glass that we are buying, shipping to us and then shipping either via truck to our wholesalers or via air freight to our direct customers by 90,000 pounds. Those 90,000 pounds accounted for nearly 26% of the weight of the filled cases, and provided zero utility for the end consumer. In fact, they provided negative utility, as they made the wine they contained harder to store, pour, and move.

When you first see the wines in the new bottle, let us know what you think. We hope that you'll agree that the bottle looks great. And we're very happy that we can share the wines we're so proud of in a package that is more consistent with our ethic. If you would like to read more about how we came to – and the consequences of – this decision, please visit the Tablas blog: <http://tablascreek.typepad.com/tablas/2010/07/a-greener-wine-bottle.html> 🍷



The new bottles in the foreground, old ones in the background.



A rendering of the new tasting room and entrance shows what it should look like at completion.

what had been our conference room and my office. At the time, this was the only reasonable area for a tasting room within the current building. We didn't think at all that our second and third phases of construction were planned for the opposite side of the winery.

The new tasting room will be integrated into the new cellar construction, with walls of windows into both fermentation and barrel storage and ongoing educational opportunities for everyone who comes to taste.

So, once again, serendipity plays its role. Visitors will see the new construction as they drive past the winery, but it will be far away from the tasting room itself and should be unnoticeable to tasters.

And oh, do we need the extra space. We're outgrowing our cellar space, our offices and our tasting room simultaneously. The

cellar has been saved the past few years by drought-reduced harvests, but we have nowhere to put the new upright fermenters or additional foudres we'd like to add to the cellar, and have had to store barrels in a refrigerated barn down near our greenhouses. All our staff are double- or triple-bunked in offices. And those of you who have come to see us on weekends have at times been asked to wait while we clear up space at a tasting bar, or have been served at the folding tables we set up in our barrel room every Friday.

Harvard Business School teaches (or at least it used to teach), "Build your business plan and then stick to it." But my own 60 years of business experience has taught me, "If the plan has flaws, change it." So we did. And here we are in 2010 expecting to comfortably receive about 24,000 visitors, all the while preparing our premises for future decades. 🌱



Sebastian (2 1/2) and Eli (5) Haas investigate the vineyard's limestone rocks at the annual Salmon and Rose Tasting in May, just prior to the start of construction.

VINsiders' Corner

Fall Wine Club Shipment

We're very excited about the upcoming Fall 2010 wine club shipment, which is highlighted by the 2008 *Esprit de Beaucastel* and the 2009 *Esprit de Beaucastel Blanc*. The shipment will include:

- * 2 bottles of 2008 *Esprit de Beaucastel*, our flagship red wine from the beautiful 2008 vintage
- * 1 bottle of 2009 *Esprit de Beaucastel Blanc*, our flagship white from the tiny, intense 2009 vintage
- * 1 bottle of 2008 *Mourvèdre*, an elegant, rich single-varietal rendition of Mourvèdre, our signature red grape
- * 1 bottle of 2009 *Vermentino*, in which the tangy vibrancy of Vermentino is melded with the power of the 2009 vintage
- * 1 bottle of 2009 *Bergeron*. We made just 450 cases of this bright, minerally Roussanne made in the model of the Savoie "bergeron" Roussannes.

The shipment will leave the winery on Tuesday, September 21. Will-call VINsiders may pick up their shipments at the winery beginning Friday, September 17. If you need to make any changes to your VINsider record (i.e., credit card number or expiration date, shipping address, etc), please do so as soon as possible by contacting Nicole Getty at vinsider@tablascreek.com or 805.237.1231 x39.

Fall VINsider Tasting Party

Mark your calendars now for our shipment tasting party here at the vineyard on Saturday, September 18 from 6:00 to 8:00 pm. Pick up your Fall 2010 shipment while you join us for a tasting of the wines in the offering, including the remarkable 2008 *Esprit de Beaucastel*. Wines from the shipment will be available for an additional 5% off that night only. The event is free for VINsiders and \$15 for their guests; please RSVP by September 13 to events@tablascreek.com or 805.237.1231 x39.



WINE ORDER FORM

AUGUST 2010

DISCOUNTS
Wine Club members receive a discount of 25% on orders of 12 bottles or more and 20% on orders of fewer than 12 bottles. Non-VINsiders receive a 10% discount on orders of 12 bottles or more.

SHIPPING
Shipping included on orders that include 6 or more bottles of *Esprit* and/or *Esprit Blanc*.

CA*
1-2 bottles: \$10.00
3- 6 bottles: \$15.00
7-12 bottles: \$25.00

CO, ID*,NM, NV*,OR, WA*,WY
1-2 bottles: \$15.00
3-6 bottles: \$25.00
7-12 bottles: \$35.00

AK, DC, FL, GA*,IA, IL, KS*, ME*, MI*, MN, MO, NC*, NE*, NH*, NY*, OH*, SC*, TN*, TX*, VA*, VT*, WI, WV*
1-2 bottles: \$20.00
3- 6 bottles: \$30.00
7-12 bottles: \$45.00

**State and local taxes apply*

LEGAL
Due to federal and state laws, we are permitted to ship to addresses in the above states only. Wines may only be shipped to and received by adults at least 21 years of age. **An adult signature is required at delivery for all shipped wine orders.**

WINE	QUANTITY	LIST PRICE	VINSIDER PRICE	TOTAL
WHITE WINES				
ESPRIT DE BEAUCASTEL BLANC 2008 (12 btl limit)	_____	\$40.00	\$32.00	_____
ANTITHESIS 2008	_____	\$35.00	\$28.00	_____
GRENACHE BLANC 2008 (6 bottle limit)	_____	\$27.00	\$21.60	_____
ROUSSANNE 2008 (12 bottle limit)	_____	\$27.00	\$21.60	_____
ESPRIT DE BEAUCASTEL BLANC 2007	_____	\$40.00	\$32.00	_____
RED WINES				
CÔTES DE TABLAS 2008	_____	\$25.00	\$20.00	_____
ESPRIT DE BEAUCASTEL 2007 (12 bottle limit)	_____	\$50.00	\$40.00	_____
GRENACHE 2007 (6 bottle limit)	_____	\$35.00	\$28.00	_____
TANNAT 2007	_____	\$35.00	\$28.00	_____
SYRAH 2007 (12 bottle limit)	_____	\$35.00	\$28.00	_____
PANOPLIE 2007 (VINsider only; 4 bottle limit)	_____	\$95.00	\$76.00	_____
ESPRIT DE BEAUCASTEL 2006 (12 bottle limit)	_____	\$50.00	\$40.00	_____
SYRAH 2006 (12 bottle limit)	_____	\$35.00	\$28.00	_____
DESSERT WINES				
VIN DE PAILLE 2006 (375 ML)	_____	\$65.00	\$52.00	_____
VIN DE PAILLE QUINTESSENCE 2006 (375 ML)	_____	\$85.00	\$68.00	_____
VIN DE PAILLE SACRÉROUGE 2006 (375 ML)	_____	\$45.00	\$36.00	_____

SUBTOTAL _____
DISCOUNT _____
8.25% TAX (CA ONLY) _____
SHIPPING _____
ORDER TOTAL _____

BILLING & SHIPMENT: EITHER
VINsider Name: _____
VINsider Number: _____
Signature: _____
 Bill to my credit card on file Ship to my address on file

I certify that I am 21 years or older.

OR

BILL TO:	SHIP TO:	CREDIT CARD:
Name: _____	Name: _____	MC/Visa/AmEx #: _____
Address: _____	Address: _____	Exp. Date: _____
City, State, Zip: _____	City, State, Zip: _____	Name on Card: _____
Email: _____	Phone: _____	Signature: _____

House Resolution 5034: A Threat to Wineries and Consumers

On April 15th, H.R. 5034 was introduced into the US House of Representatives. This bill, written by the Beer Wholesalers of America and titled the Comprehensive Alcohol Regulatory Effectiveness Act of 2010 [the CARE Act] would write into law the primacy of the 21st Amendment, which repealed prohibition and gave states the power to regulate alcohol within their borders, over the Commerce Clause of the US Constitution, which gives the federal government exclusive power to regulate interstate commerce. The bill's impacts have alarmed constituencies as diverse as both large and craft brewers, distillers, small and large wineries, public policy groups and consumer advocacy organizations. But family wineries have been the face of the resistance to this bill, as states would again be able to write laws which prohibit out-of-state wineries to ship direct to consumers but carve out exceptions for in-state wineries. Who would be advantaged by such a bill? The wholesalers who fear the erosion of their legislated monopoly.

The deregulation since the 2005 *Granholm v. Heald* decision has resulted in more choices for and lower prices to consumers, and more tax revenue to states, which have nearly all written shipping laws that require out-of-state wineries to remit state and local taxes on the wines they ship into the state. Wholesalers, though, see a current threat to their market share from the 1-2% of wine sales that go direct to consumers and foresee a greater threat if courts apply the logic in *Granholm* to the country's many large retailers.

Although hearings on the bill (scheduled for July 14) were cancelled and have not been rescheduled, the bill remains a threat.

Proponents of the bill continue to sign up co-sponsors, and are up to 129: more than one-quarter of the 435 members of the House.

The risk to family wineries is real. Many wineries find it impossible to survive through wholesale sales alone, both because wholesaler consolidation makes opportunities fewer and because the much lower prices a winery must sell their wine into wholesale don't cover their costs. In our own example, if we were to lose the right to ship to out-of-state consumers, we would sacrifice more than 28% of our wine club members and 21% of our total revenue.

Editorials critical of the bill have appeared in the *New York Times*, *San Francisco Chronicle*, *Washington Post* and *Wine Spectator*, among many others. Still, the most powerful voice that elected representatives need to hear is yours. Please consider writing to your senators

and representatives. Free the Grapes (www.freethegrapes.org) is a great place to start and has the tools to make it easy. Small wineries and the consumers who patronize them may never be able to match the \$15 million that the wholesalers' lobby has donated to national campaigns in the last decade, but public attention should make it harder for elected representatives to support this misguided special-interest legislation.



Wine Pairing: Baked Coquilles St. Jacques

The richness of the butter and the slightly metallic creaminess of the scallops in this traditional recipe call for a white wine with richness, good acidity, and a mineral note. It pairs beautifully with the varietal *Roussanne*, and is also excellent with the Roussanne-based *Esprit de Beaucastel Blanc*.

Serves 4 as an appetizer or 2 as a main dish.

Ingredients

1 pound bay scallops (small)
1/2 cup dry bread crumbs
2 tablespoons butter, melted
2 tablespoons chopped fresh parsley (or 1 tablespoon chopped dried parsley)
lemon wedges for garnish
salt to taste

Pre-heat oven to 325 degrees.

Mix bread crumbs with parsley (and, if bread crumbs are unsalted, with salt)

Wash scallops in cold water and pat dry.

Arrange scallops in single shallow flat-bottomed casserole dish or individual ramekins*.

Cover with bread crumbs and parsley mixture.

Drizzle butter over bread crumbs and scallops.

Bake for 16-18 minutes, or until bubbling.

Serve hot, garnished with lemon wedges.

**For an impressive display, you can use large scallop shells in place of ramekins for individual serving sizes. Scallop shells are oven-safe, and are available online or at kitchen supply stores.*

Tablas at Home: Coming Events at the Vineyard and in Paso Robles

Saturday, August 14 **6:30 PM** **Paso Robles “Rhones on the Range”**

Join the 30+ members of the Paso Robles Rhone Rangers chapter for a true “Rhone Rangers” evening. Attendees will enjoy an authentic Americana style pig roast to accompany the fabulous Rhone-style wines of the largest Rhone Rangers chapter in America. For those wine aficionados out there we’ll have “Guess the Rhone Blend” for a chance to win tickets to next year’s event! Music will be provided by up and coming artist Ashes to Light. Tickets for the event are just \$65. For more information and to order tickets visit <http://www.rhonerangers.org/calendar/rhonesontherange.php>.

Saturday, August 21 **6:00 PM** **Pig Roast**

At Tablas Creek, we love terrific parties, especially when they involve great food, charming company, and, of course, wonderful wines. To that end, we’re hosting our annual pig roast to celebrate the beginning of harvest and the newly released 2008 *Mourvèdre*. Join us for roast pork with all the accompaniments. This is a casual outdoor party, just right for summer in the vineyard. The cost is \$65 for VINsiders and \$75 for guests. This event is currently at capacity, and we are keeping a waiting list. If you would like to be on the waiting list, please contact Nicole Getty.

Saturday, October 9 **9:00 AM** **Harvest and Winemaking Seminar**

Winemaker and Vineyard Manager Neil Collins will lead this seminar on grape analysis, harvest and winemaking. He and the Tablas Creek vineyard and cellar staff will walk participants through the process of testing grapes for ripeness, both through traditional examination of physiological characteristics and more modern chemical analyses of sugars, acids, and pH. Participants who wish to do so will have an opportunity to work for about an hour in the harvest, followed by a hands-on demonstration of the destemming process and typical cellar techniques, including hand punch-downs and pump-overs of fermenting tanks. The day will conclude with a field lunch prepared by our vineyard crew. The event is free for VINsiders and \$20 for guests. Space is limited and reservations are required.

Friday, October 15 **6:00 PM** **Winemaker Dinner at Hoppe’s Bistro**

We’ll kick off the Paso Robles Harvest Wine Weekend’s festivities with a five course, six wine dinner at Hoppe’s Garden Bistro in Cayucos. Chef Bill Hoppe is a local treasure, and we’re thrilled to be joining forces with him once again. Seats at the dinner are just \$95/person; call Hoppe’s at 805-772-5371 for reservations.

Saturday, October 16 **10:00 AM** **Best of the West** **Far Out Wineries Tasting**

Join us for the Far Out Wineries’ signature annual event: a celebration of the Paso Robles west side! Winemakers and owners from the seventeen Far Out Wineries will showcase their top wine as they impart insight into their winemaking philosophy and vineyard operations. It is sure to be an impressive line up of wines, and a memorable collection of personalities! The price is \$55 per person and tickets are on sale now. The seminar will be held at Opolo Winery and Vineyard, and sells out quickly. For tickets, visit faroutwineries.com or call 805.237.0138.

Friday through Sunday, October 15-17 **Paso Robles Harvest Wine Weekend**

Celebrate Paso Robles Harvest Wine Tour Weekend with Tablas Creek. Join us all weekend for tastings including selections from our new VINsider club shipment such as the spectacular 2008 *Esprit de Beaucastel*. Tours run daily at 10:30am and 2:00pm; no reservations are necessary. On Saturday afternoon, we welcome back Pier 46 Seafood for delicious fish and chicken tacos. These tacos will be served from noon to 3:00pm, or until they run out. They are free with a tasting fee, and no reservations are required.

Friday through Sunday, November 26-28 **Holiday Open House**

After eating your fill at Thanksgiving dinner (accompanied by Tablas Creek wines, of course!), come out to the Tablas Creek tasting room to sample an assortment of gift ideas for the holidays. The open house and gift showcase is free to all, and no reservations are necessary.

Saturday, December 4 **En Primeur Tasting and Futures Offering**

VINsiders are invited to join Tablas Creek’s winemakers for the seventh annual barrel tasting and sale *en primeur* of Tablas Creek’s remarkable red wines from the outstanding 2009 vintage. Offering wine *en primeur* is a time-honored French tradition most often associated with first-growth Bordeaux estates. In outstanding vintages, valued customers are offered the opportunity to secure a limited quantity of sought-after wines at a special price in advance of bottling and subsequent general release. VINsiders will receive an invitation and reservation form in the mail in early November.

To make reservations or for more information about any of these events, please contact Nicole Getty at 805.237.1231 x39, or events@tablascreek.com.

Tablas on Tour: National Events

August 8, 2010

Rhone Rangers Southern California Tasting
Santa Monica, California
www.rhonerangers.org
800.467.0163

August 22-23, 2010

Family Winemakers of California Tasting
Fort Mason Center
San Francisco, California
www.familywinemakers.org

September 22-25, 2010

Santa Fe Wine & Chile Fiesta
Santa Fe, New Mexico
www.santafewineandchile.org
505.438.8060

September 30 - October 3, 2010

Sunset's Savor the Central Coast
Santa Margarita, California
www.savorcentralcoast.org

October 3, 2010

Winemaker Dinner at Catalan Food & Wine
Houston, Texas
713.426.4260

October 28-30, 2010

New World Wine Experience
Las Vegas, Nevada
www.winespectator.com

November 5-7, 2010

Big Sur Food & Wine Festival
Big Sur, California
www.bigsurfoodandwine.org
831.667.0800

November 16-18, 2010

Yosemite Vintners' Holidays
Ahwahnee Hotel
Yosemite Park, California
www.yosemitepark.org
559.252.4848

 www.tablascreek.com  phone: 805.237.1231  fax: 805.237.1314  email: info@tablascreek.com 



Printed on recycled paper

9339 Adelaida Road
Paso Robles, CA 93446



TABLAS
CREEK
VINEYARD
