

WINE TRAIL TRAVELER QUARTERLY



Contents

Winemaking/Winegrowing Scene: What were Kathy and Terry up to with winemaking and winegrowing during the Winter 2011?

On the Cover: Ponzi Vineyards Late Winter

Focus on Oregon's Willamette Valley during Late Winter/Early Spring

Focus on St. Mary's County, Maryland

Wine in the Bible: Sour Wine, Hyssop and Jesus' Crucifixion

A Splash of Wine: Recipes that use wine as an ingredient from Oregon

- Chicken and Mushroom Risotto
- Filet Mignon with De Ponte Pinot Noir Sauce
- Harissa Braised Short Rib & Green Lentil Un-Cassoulet
- Red Raspberry Champagne Granita
- Mixed Berries w/Caramel Ice Cream and Syrup

35th Wineries Unlimited Trade Show and Conference

Book Reviews

- My Calabria: Rustic Family Cooking from Italy's Undiscovered South*
- Reading Between the Wines*

Partners

Back Page

WINE TRAIL TRAVELER QUARTERLY

Cover Story
Oregon's Willamette Valley

Publisher
Wine Trail Traveler LLC

Editors
Terry Sullivan/Kathy Sullivan

Writers
Kathy Sullivan
Terry Sullivan
Meghan A. Sullivan

Winemaking Scene

by Terry Sullivan

Snip, snip goes the pruning shears as grapevines are pruned during the late winter months. This winter was colder than average almost every day. That delayed pruning to March. I could have pruned during February but it was too cold for that. I pruned the four Niagara and two Dornfelder vines around my house. Kathy and I then helped prune the vineyard planted close by at Tin Lizzie Wineworks in Clarksville, Maryland. We pruned 80 vines almost to the ground.

The Tin Lizzie vineyard was planted in May of 2010. Grow tubes were used to protect the tender vines. It wasn't long before the vines grew higher than the grow tubes. Not long after that, the local deer began to party and continued to munch on the vines until winter. We were instructed to prune off any vines below the graft and limit the buds above the graft to one. We cut just above the first bud. The idea is to have one vine grow up from the bud that can be tied to the trellis system that will eventually be installed.

While pruning away, a herd of deer bounced along the open fields of the farm. In unison they stopped to view us, intruders in their dessert patch. After staring us down they leaped off into the woods. In a month a deer fence is going to be placed



Niagara grapes weeping after a March pruning

around the vineyard.

A couple days after pruning the vines at home, the vines began to weep. This is normal however some people may be a bit apprehensive when they believe that the grapevines are crying.

Not much was done with the wine in carboys at home. The Muscat is clearing up nicely and I used a light toasted French oak spiral in the Petite Sirah. Our barrel of 2009 Cabernet Sauvignon in French Oak at Vint Hill Craft Winery in Vint Hill, Virginia continues to age.

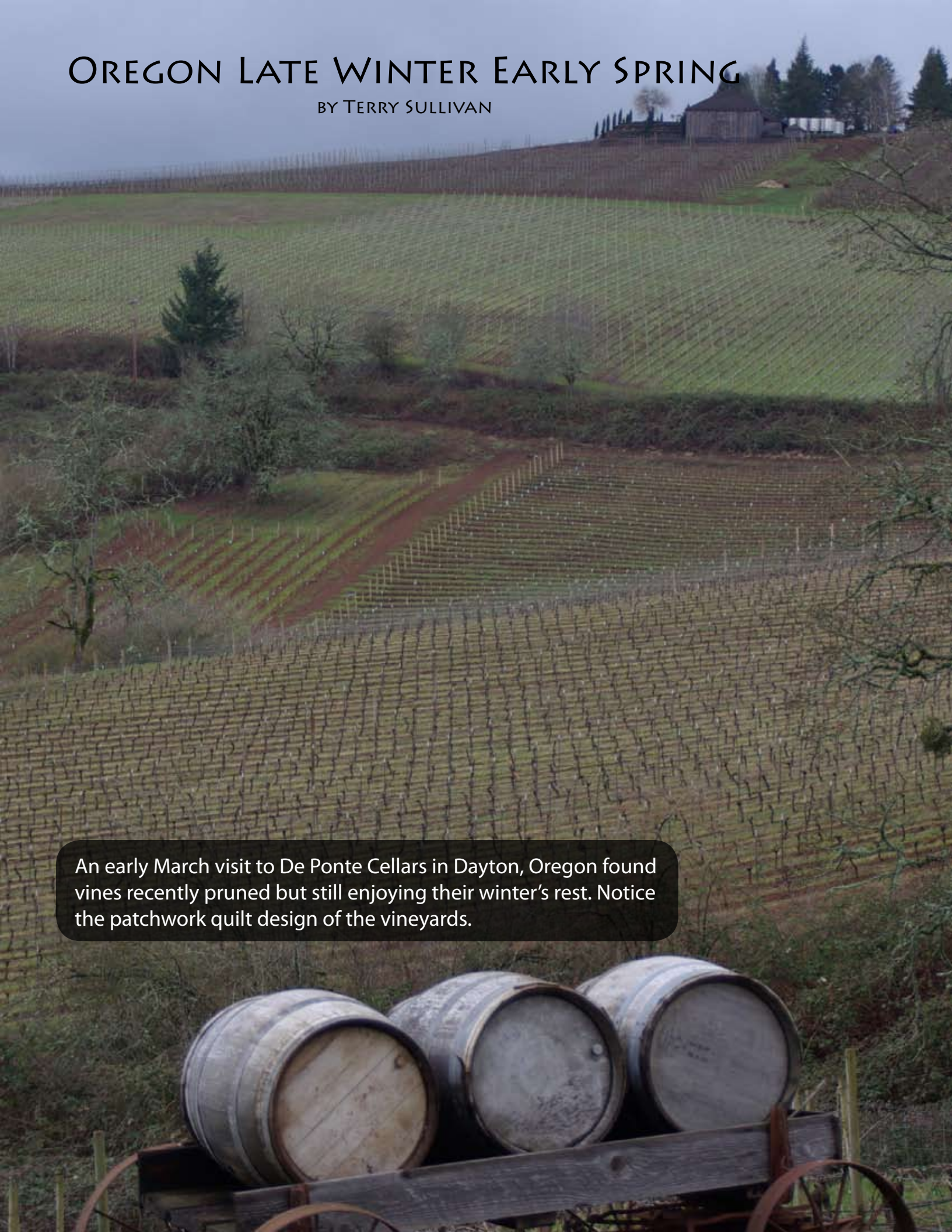
On the Cover: Moss-Covered old vines

by Terry Sullivan

One of the wine regions focused on in this issue is Oregon. During a March visit to Oregon's Willamette Valley, one can observe moss-covered old vines. This photo was taken at Ponzi Vineyards in Beaverton, Oregon.

OREGON LATE WINTER EARLY SPRING


BY TERRY SULLIVAN



An early March visit to De Ponte Cellars in Dayton, Oregon found vines recently pruned but still enjoying their winter's rest. Notice the patchwork quilt design of the vineyards.

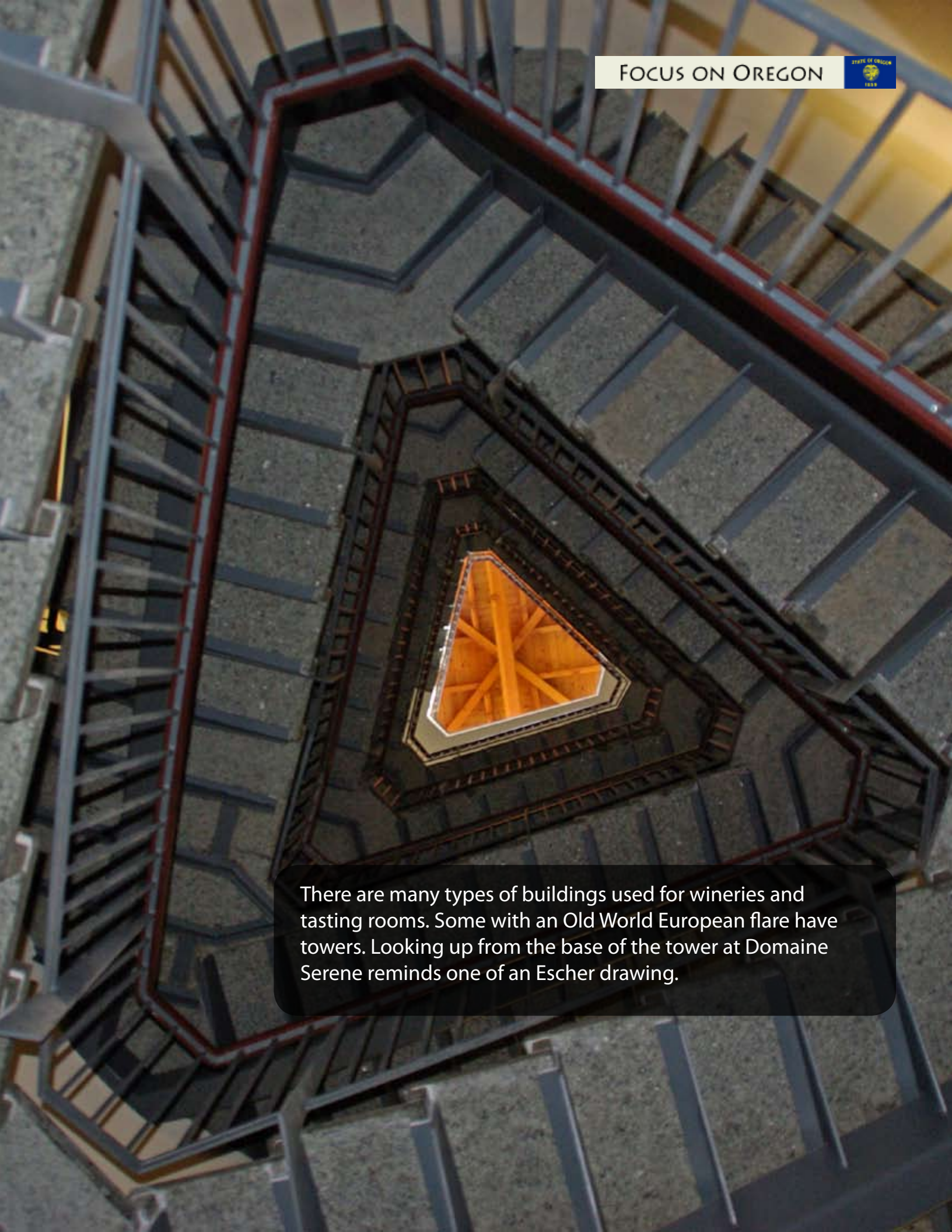


In search for interesting Pinot Noirs led us to Archery Summit Winery. We discovered dark ruby colored Pinots that were full-bodied and had bold tannins. The cherry fruit aroma and taste were balanced with the wood nuances. Archery Summit uses caves to house the wine barrels aging wines. Both temperature and humidity are constant and can be controlled if necessary. The caves are reminiscent of many of the caves observed in Napa Valley, California.

A large, white, egg-shaped cement tank, known as a "cement egg," is the central focus of the image. It has a metallic top with a handle and a small label on its side. The tank is situated in a winery, with a yellow plastic crate visible to the left and a wooden floor beneath it. The background is a plain, light-colored wall.

A cement egg in a winery seems at first to be out of place. However in years long past, large cement rooms use to age wine. Now the newer version is different sizes and shapes of cement eggs. The cement has much of the same effect on the wine as oak barrels except for the influence that oak makes on aroma and taste. The egg-shape helps the circulation of the wine inside.

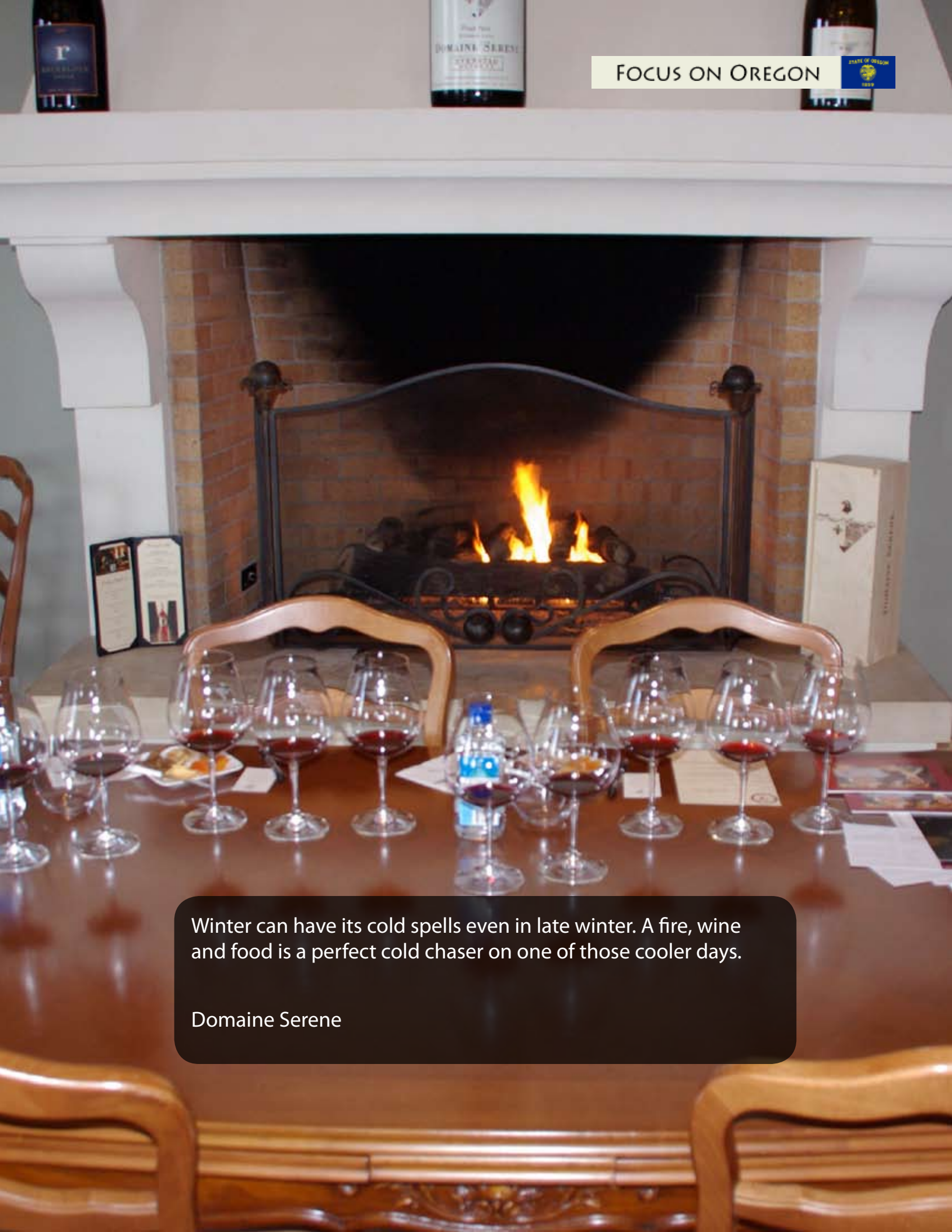
Stoller Vineyards

A high-angle, top-down photograph looking down the length of a multi-story building's central tower. The tower has a complex, repeating geometric pattern of dark grey structural beams and red-brown metal railings. At the very bottom, a bright orange triangular opening reveals the interior structure of the base. The perspective creates a strong sense of depth and architectural rhythm.

There are many types of buildings used for wineries and tasting rooms. Some with an Old World European flare have towers. Looking up from the base of the tower at Domaine Serene reminds one of an Escher drawing.

The Willamette Valley is not far from mountainous ranges. As vineyard vines consider waking, snow still lingers at higher elevations.

J.K. Carriere




FOCUS ON OREGON



Winter can have its cold spells even in late winter. A fire, wine and food is a perfect cold chaser on one of those cooler days.

Domaine Serene


A large, mature tree with dark brown bark and dense, vibrant pink blossoms dominates the upper half of the image. Its branches spread across the top and right, partially obscuring the sky. Below the tree, a white wooden fence runs horizontally across the middle ground. In the background, a vineyard with rows of bare, pruned grapevines stretches across a green field. In the foreground, a garden bed filled with smooth, light-colored river stones is interspersed with clumps of green grass and several bright yellow daffodils in full bloom.

Late winter and early spring travel to wineries and vineyards in the Willamette Valley offers beautiful colors as flowers and blossoms burst forth. The task of pruning vineyards is nearing completion. Soon the buds will swell on the grapevines and leaves will spring forth.

Duck Pond Cellars

ST. MARY'S COUNTY, MARYLAND

BY TERRY SULLIVAN



A time and place unchanged for hundreds of years. Lord Baltimore granted this land, known as Trinity Manor, to his brother Leonard Calvert in 1634. Leonard Calvert became the first Governor of the Maryland Colony. More than 300 years later the site is home to Woodlawn a 180-acre estate that includes a manor house and several buildings. Woodlawn is home to the Slack Winery tasting room and is now used as a bed & breakfast. Future plans include building a new winery facility on the estate.



As with many colonial manor houses, the front door faces the water. Transportation was along rivers before roads on land were built. Woodlawn manor faces the Potomac River. Guests can spend the night in the manor or one of the cottages on the estate. Guests are invited to a wine tasting.

In an area where tobacco once ruled, vineyards are now planted.



Port of Leonardtown Winery is a co-op winery. There are seventeen members of the co-op that provide grapes for wine. Most of these growers have small one and two acre vineyards. The largest vineyard in the co-op is over five acres. A co-op provides challenges for the winemaker. One challenge is to educate growers as to the conditions that can create premium wine grapes.

Wine and the Bible

Sour Wine, Hyssop, and Jesus' Crucifixion

by Meghan Sullivan

After this, when Jesus knew that all was now finished, he said (in order to fulfill the scripture), "I am thirsty." A jar full of sour wine was standing there. So they put a sponge full of the wine on a branch of hyssop and held it to his mouth. When Jesus had received the wine, he said, "It is finished." – John 19:28 – 30 (NRSV)



Every spring, Christians around the world hear the familiar passage of Jesus' crucifixion, death, and resurrection. These events are observed in a fitting time of year – the cold, cloudy days of winter have given way to the warm, sunny days of spring. Bushes and trees that seemed dead have sprung to life, sprouting, budding, and blooming. When Easter comes, we can wholeheartedly participate in the joy of Jesus' resurrection because we are also participating in the resurrection of nature all around us.

Before we celebrate resurrection, though, we must experience Jesus' death on the cross. We must speak the words of Jesus, "I thirst."

The brief scene in which Jesus announces His thirst from the cross is rich in biblical references.

Jesus' cry, "I am thirsty," is an allusion to Psalm 69:21. Psalm 69, often linked to Jesus' suffering, is a prayer for deliverance from one's enemies. Verse 21 reads, "They gave me poison for food, and for my thirst they gave me vinegar to drink" (NRSV). After Jesus voices his thirst, a sponge full of sour wine, or vinegar, is raised on a hyssop branch and held towards His lips.

The hyssop branch is also biblically significant. In the Old Testament, hyssop is sprinkled over the blood of sacrificed animals, which sinners offer to God in exchange for forgiveness. Leviticus 14:6-7 provides an example of this ritual. In this passage, God gives Moses instructions for cleansing a leper; in biblical times, lepers were thought to be unclean and impure. God tells Moses to sacrifice a bird. The blood of the bird and hyssop are then sprinkled over the leper.

After this sprinkling, the leper is pronounced clean. Psalm 51 also illustrates the cleansing quality of hyssop: "Purge me with hyssop, and I shall be clean, wash me, and I shall be whiter than snow" (Psalm 51:7). St. Augustine drew a connection between Psalm 51 and the hyssop-wrapped sponge that is given to Jesus as He hangs on the cross. According to St. Augustine, Jesus Himself is hyssop, cleansing us from our sins through His death on the cross.¹ It is significant that wine (viewed as the Blood of Christ by many) and hyssop are involved in Jesus' death; Jesus' sacrificial suffering and death on the cross cleanses us from our sins, just as hyssop and the blood of animals in ancient Judaism cleansed sinners.

Another biblical passage, John 18:11, is also referenced in the Beloved Disciple's narration of Jesus' crucifixion.² This verse describes Jesus' words to Peter,

after he has cut off the ear of the high priest's slave: "Put your sword back into its sheath. Am I not to drink the cup that the Father has given me?" Jesus' consumption of the sour wine on the cross represents His drinking of His Father's mission. This interpretation is further validated by Jesus' next words, "It is finished" (John 19:30). These words, Jesus' last, demonstrate that Jesus has finished the mission that the Father sent Him to accomplish.

When I visited Mother Teresa's Missionaries of Charity in Calcutta, India, last June, I noticed the words "I thirst" inscribed beside a crucifix. Every home of the Missionaries of Charity contains a crucifix with these words. For Mother Teresa, Jesus' cry of thirst on the cross was not only a cry of physical suffering but was a cry for souls, a cry for love. Mother Teresa understood how to say, "I thirst" with Jesus, and she understood that suffering is necessary to experience joy. "Lent," she wrote, "is a time of preparation for Easter. But Easter comes only after the pain, suffering and death of Holy Thursday and Good Friday. That is exactly like our life. We look forward to rising with Jesus, but each one of us must go through pain, sorrow, suffering, sickness and death. Because of the promise of the Resurrection, we do not have to be afraid. We can accept all suffering as a gift of God. We may shed a few tears, but inside we will be at peace, and have a deep sense of joy."³

¹Rettig, John W., trans. St. Augustine: Tractates on the Gospel of John 112-24; Tractates on the First Epistle of John, The Fathers of the Church, vol. 5. (Washington, D.C.: The Catholic University of America Press, 1995), 48.

²See Raymond E. Brown, Joseph A. Fitzmyer, and Roland E. Murphy, eds. The New Jerome Biblical Commentary. (Upper Saddle River, NJ: Prentice-Hall, 1990).

³Mother Teresa, My Dear Children: Mother Teresa's Last Message. (New York: Paulist Press, 2001), 49.




Tin Lizzie Wineworks

"Discover the Magic of Making Wine"

Make Your Own Premium Quality Wines
at a
Fully-equipped Winemaking Facility

Email: info@tinlizziewineworks.com
Website: www.tinlizziewineworks.com
Clarksville, Maryland

Easter Events April 24

Special Easter Menu

Pahrump Valley Winery Restaurant

Pahrump, Nevada

<http://www.pahrumpwinery.com/>

Café Champagne's Easter Buffet

Thornton Winery, Temecula, CA

<http://www.thorntonwine.com/>

Easter Sunday Brunch

DelFosse Vineyards and Winery

Faber, Virginia

<http://www.delfossewine.com/>

Mother's Day Festivities May 8

Special Mother's Day Menu

Pahrump Valley Winery Restaurant

Pahrump, Nevada

<http://www.pahrumpwinery.com/>

Mother's Day Dinner

Serpent Ridge Vineyard

Westminster, Maryland

www.serpentridge.com/index.php

Mother's Day Champagne Brunch **DelFosse Vineyards and Winery**

Faber, Virginia

<http://www.delfossewine.com/>

Mother's Day Celebration

Grand River Cellars Madison, OH

<http://www.grandrivercellars.com/>

Mother's Day Lunch

Driftwood Estate Winery

Driftwood, Texas

<http://www.driftwoodvineyards.com/>

Enjoy a Picnic with Mom May 7-8

Three Fox Vineyards

Delaplane, VA

<http://www.threefoxvineyards.com/>

Mother's Day Special Concert & more

Orfila Vineyards & Winery

Escondido, CA

<http://www.orfila.com/>

Wine-Ee Women's Mother's Day May 5

Winery at Versailles

Versailles, OH

<http://www.wineryatversailles.com/>

Mother's Day -Picnic Table Reservations

Tarara Winery Leesburg, VA

<http://www.tarara.com>



A Splash of Wine

Chicken and Mushroom Risotto

Chef Krystal Waters of [The Coffee Cottage](#), a local favorite, created this recipe. The Pecorino Romano used brings out fruity notes of the wine but any hard cheese would work beautifully. This risotto could also easily be made vegetarian by omitting the chicken and substituting vegetable stock.

Ingredients

5 c chicken stock
2 T butter or extra virgin olive oil, plus 2 tablespoons butter, softened (optional)
½ lb. chicken breast, cubed or sliced
1 medium onion, minced
2 cloves fresh garlic, minced
½ lb. mushrooms, coarsely chopped, tough stems discarded
½ c Arborio rice or other short-grain rice
Salt and freshly ground pepper to taste
¾ c Stoller JV Chardonnay
1 medium zucchini, chopped
½ c freshly grated Pecorino Romano cheese
2 T fresh finely chopped sage

Directions

1. Warm the chicken stock over medium heat.
2. In separate saucepan or skillet, heat the butter or oil over medium heat.
3. When it is hot, add the chicken breast and cook 3-5 minutes stirring occasionally. Add onion and continue to stir occasionally until it softens, about 3-5 minutes.
4. Add garlic and mushrooms and cook 1-2 more minutes
5. Add the rice and stir until it is coated with mixture. Add a pinch of salt and pepper, then the JV Chardonnay. Stir and let the liquid bubble away.
6. Begin to add the stock, 1/2 cup at a time, stirring after each addition and every minute or so. When the stock is just about evaporated, add more. Keep the heat medium to medium high and stir frequently.
7. After about 20-25 minutes of adding stock the rice will have absorbed most of the liquid. Remove from heat at this time. You want it to be tender but still remain a tiny bit of crunch. Stir in the zucchini, softened butter, fresh sage and Pecorino Romano. Taste and adjust seasoning if necessary. Serve immediately.

Recipe provided by [Stoller Vineyards](#), Dayton, Oregon.

Filet Mignon with De Ponte Pinot Noir Sauce

Note: This recipe serves one. Adjust for additional servings.

Ingredients

- A. 1 glass of De Ponte pinot noir
1 c beef stock
- B. 1-6 oz Filet Mignon
Salt and pepper to taste
- C. 1 t olive oil
½ c roasted red potatoes
1 t chopped garlic
1 t chopped parsley
Salt and pepper to taste
- D. 1 t butter
1/8 c of chopped and blanched parsnips
1/8 c of chopped and blanched turnip
1/8 c of chopped and blanched carrots
1 t chopped shallots
1 t chopped parsley
Salt and pepper to taste

Directions

A. Place the wine and the beef stock in sauce pan over high heat and let it reduce for about 7 minutes or by 95%.

B. Season the steak on both sides with salt and pepper. Then place it on the grill and cook each side for about 3 minutes for medium rare or cook longer for preferred doneness.

C. Place the olive oil in a hot pan then add your potatoes and sauté. Then add your garlic, chopped parsley, salt and pepper sauté quickly then place it on the plate.

D. Place the butter in a hot pan then add your parsnip, carrot and turnip and sauté. Then add your shallot, chopped parsley, salt and pepper sauté quickly then place it on the plate.

Place the filet on top of the vegetables and potatoes. Then ring the plate with the sauce and drizzle the rest of the sauce on top of the filet.

Serves: 1

Recipe provided by [De Ponte Cellars](#) in Dayton, Oregon.

Harissa Braised Short Rib & Green Lentil Un-Cassoulet

Be prepared for this recipe by reading the entire recipe first. The Harissa is made the first day. On the second day the short ribs are made and Harissa added. This mixture is then refrigerated overnight. On the third day the dish is finished and served.

Ingredients

Ingredients for Harissa:

10-12 dried Guajillo peppers
3 cloves garlic, minced
½ t salt
2 T extra virgin olive oil
1 t ground coriander
1 t ground caraway seeds
½ t cumin

Ingredients for Short Ribs:

6 flanken style short ribs, with bones
salt & pepper to taste
1 large onion, finely chopped
2 carrots, sliced
3 celery ribs, sliced
3 garlic cloves, chopped
3 dried Guajillo peppers
1 750 ml bottle of REX HILL Pinot Noir
4 thyme sprigs
3 c chicken stock

Ingredients for Finishing/Serving

10 oz green lentils
2 Toulouse sausages, chopped
10 oz bread crumbs or panko

Directions

Directions for Harissa

1. Soak the dried chilies in hot water for 30 minutes.
2. Remove seeds and stems.
3. In a food processor combine chilis, garlic, salt and olive oil.
4. Add remaining spices and blend to a smooth paste.

Directions for Short Ribs

1. In a large skillet, heat the oil.
2. Season the ribs with salt and pepper. Add them to the skillet and cook over moderate heat, turning once, until browned and crusty, about 18 minutes.
3. Transfer the ribs to a shallow baking dish in a single layer.
4. Add the peppers, onion, carrots, celery and garlic to the skillet and cook over low heat, stirring occasionally, until very soft and lightly browned, about 20 minutes.
5. Add the harissa, wine and thyme sprigs and bring to a boil over high heat.
6. Pour the hot marinade over the ribs and let cool.
7. Cover and refrigerate overnight, turning the ribs once.

Directions for Finishing/Serving

1. Clean and drain the lentils in cool water, removing any debris or split lentils.
2. In a large saucepan heat the sausages over medium high until browned.
3. Add enough water to scrape up the bits on the bottom of the pan. Remove from heat.
4. Add lentils and cover with water.
5. Return to heat and cook until lentils are soft about 30-45 minutes. Do not add salt as it will cause the lentils to be mushy.
6. Remove from heat and season liberally with salt and pepper.
7. Preheat the oven to 350°. Transfer the ribs and marinade to a large, enameled cast-iron casserole.
8. Add the chicken stock and bring to a boil. Cover and cook in the lower third of the oven for 1½ hours, until the meat is tender but not falling apart.
9. Uncover and braise for 45 minutes longer, turning the ribs once or twice, until the sauce is reduced by about half and the meat is very tender.
10. Transfer the meat to a clean shallow baking dish, chop or pull apart, discarding the bones as they fall off. Strain the sauce into a heatproof measuring cup and skim off as much fat as possible.
11. In a casserole, add the lentils until they come up about halfway. Add the meat to the casserole.
12. Pour the sauce over the meat; there should be about 2 cups.
13. Cover with bread crumbs or panko.
14. Preheat the broiler. Broil the meat about 10 minutes.

Recipe provided by [Rex Hill Vineyards](#), Newberg Oregon.



Sculpture overlooking vineyards at Rex Hill Vineyards.

Red Raspberry Champagne Granita

Ingredients

1 c sugar, divided
¾ c water
4 c frozen red raspberries, thawed and divided
1½ c fresh grapefruit juice
1½ c dry Champagne (if non alcoholic granita is desired substitute 1½ cups lemon lime soda such as Sprite or 7-Up)
½ c fresh lemon juice
¼ c Framboise (or other raspberry liqueur)
1 c fresh red raspberries (optional garnish)

Directions

Preparation Time: 1½ hours

Freezing Time: approximately 5 hours

Serves 6

1. Combine ¾ cup sugar and ¾ cup water in a small heavy saucepan. Stir over medium heat until sugar dissolves. Increase heat and boil 1 minute. Cool. Refrigerate syrup until cold, about 45 minutes.
2. Puree enough raspberries (about 1 cup) in blender to yield ½ cup of puree. Transfer raspberry puree to large bowl.
3. Mix grapefruit juice, Champagne, lemon juice and chilled syrup into raspberry puree.
4. Pour mixture into 13x9x2-inch metal baking pan.
5. Freeze granita mixture until icy at the edge of pan, about 55 minutes.
6. Using a whisk, mix to distribute frozen portions evenly.
7. Freeze again until icy at edge of pan and overall texture is slushy, about 40 minutes.
8. Whisk again to distribute frozen portions evenly.
9. Cover with plastic wrap and freeze until mixture is solid, about 3 hours. (Freezing time may differ with individual freezer temperature)
10. Meanwhile, mix remaining red raspberries with ¼ sugar and ¼ cup Framboise in a medium bowl. Cover with plastic wrap and refrigerate at least 30 minutes.
11. Using fork, scrape granita down length of pan, forming ice flakes. Do this for the whole pan, leave in flakes, cover with plastic wrap and return to freezer or serve immediately. (Granita can be prepared up to 2 days ahead of time.)

To serve:

Divide raspberries in liqueur between six martini, wine or champagne glasses. Top with granita, garnish with fresh raspberries if desired and serve immediately.

Recipe from [Oregon Raspberry & Blackberry Commission](#).

Mixed Berries w/Caramel Ice Cream and Syrup

Ingredients

Ice Cream Ingredients

1 c whole milk
1 oz fennel seeds
5 egg yolks
1 c sugar
1 c heavy cream

Syrup Ingredients

1 bottle Syrah
2/3 c sugar
1 orange slice
1 clove
½ vanilla bean
½ cinnamon stick
4 white peppercorns

Garnish

Use mixed berries – raspberries, blueberries, huckleberries and/or blackberries.

Directions

Directions for Ice Cream

1. Combine milk and fennel; bring to simmer and steep 5 minutes
2. Combine eggs and sugar; whisk in ½ hot mixture, return to sauce pan.
3. Whisk constantly over medium heat until it coats the back of spoon.
4. Place in ice bath; cool to room temperature.
5. Whisk in heavy cream.
6. Strain, cover and refrigerate 2 hours.
7. Freeze in ice cream maker.

Directions for Syrah Syrup

1. Combine ingredients and simmer over medium heat until reduced to a syrupy consistency.
2. Strain and cool.

Presentation: scoop ice cream into a bowl and drizzle syrup over ice cream. Garnish with mixed berries.

Serves 6

Prepared for [Domaine Serene](#), Dayton, Oregon by Chef David McGlade - email [davidrmcglade\(at\)gmail.com](mailto:davidrmcglade@gmail.com).

35th Annual Wineries Unlimited Trade Show & Conference of 2011

by Kathy Sullivan

Summary: The 35th Annual Wineries Unlimited Trade Show & Conference in 2011 featured sessions on Enology, Viticulture and Marketing/Sales. A successful winery is one that produces quality wines and knows how to market the wine. The Trade Show gave winemakers, winery owners and viticulturists the opportunity to view what is new in the industry. The opportunity was also available to purchase equipment and other supplies.



The 35th Annual Wineries Unlimited Trade Show & Conference for 2011, at the Greater Richmond Convention Center, was larger than the previous event held for several years just outside Philadelphia. Vineyard & Winery Management, who sponsors the annual Wineries Unlimited, is focused on professional development and education in the wine industry.

Pre-Conference Day at Wineries Unlimited Trade Show and Conference 2011

The new site for this annual East Coast event was the Greater Richmond Convention Center. This event had more attendees than in 2010. The new site was easy to access from Interstates and the Richmond International Airport. Lodging for this event was available across the street or within a few blocks including the renowned Jefferson Hotel. The

venue was excellent for the 2011 event. The conference rooms of adequate size, low lighting and good acoustics made it easy to focus on the speakers and take notes. Each speaker used a microphone and had slide capability. The best presentations were by those who used slides to emphasize their points. Just a short distance away, the Trade Show room was filled to capacity with vendors' displays.

Wineries Unlimited Trade Show

The Trade Show was a large part of the Wineries Unlimited Conference. More than 300 vendors were available with their displays. Viticulturists and winemakers had the opportunity to see a vast range of supplies including filters, wine presses, bottling lines, oak barrels, wine bottles, bottle closures, grapevine



Wineries Unlimited evening reception guests included Virginians from the past.

netting and fencing. Vendors of tasting room accessories were also available with displays.

Conference Sessions

The conference sessions for the 2011 event focused on Enology, Viticulture and Marketing/Sales. All sessions were informative and provided information that every winemaker and winery owner can use towards making their winery a success.

Tuesday, March 29th there were several Pre-Conference workshops. In the morning attendees could choose from the following topics, "Tasting Room Profitability" or "Wine Case Club Summit." In the afternoon Dave Barber, Vice President of Atlantic Seaboard Wine Association offered an "Overview of the East Coast Wine Industry" delving into Virginia's wine history. This was followed by a session on "Newcomers Expectations." After a realistic view of winery expenditures was presented, it was suggested that some people might want to look at Custom Crush and Alternating Proprietorship possibilities. In both cases, one does not need to own the expensive tanks, presses, filters and other essential equipment necessary to make quality wine. One speaker warned newcomers not to spend a dime without having a business plan in place. Later in the day I had the opportunity to ask others what they thought of the workshops and they were somewhat disappointed. Perhaps there was too much emphasis on Custom Crush facilities.

The first full day of the Conference began on Wednesday. Sessions included Viticulture & Enology and Sales & Marketing. For Sales & Marketing, Paul Wagner of Balzac Communications and Marketing spoke with enthusiasm and added a few personal anecdotes during the conference sessions. Wagner mentioned a few things not to do in terms of marketing but focused on what to do to increase sales.

On Thursday, there were separate sessions for Viticulture and Enology. Marketing & Sales looked at "The Techniques of Selling Wine," and "Getting the Word Out." Presentations were by a wine writer and a sommelier. Lisa Airey of the French Wine Academy followed with a focus on wine education and on the French Wine Academy. The last session on Marketing & Sales was "How Do You Know if it Is Working?"

On Friday, April 1 there was a Post Conference Workshop by Paul Wagner. This session included

"Public Relations Intensive, Media Relations, Advertising and Promotions, Events and Sponsorships, and Consumer Direct Relationship Marketing. Unfortunately this session was not included in the Full Conference package and therefore we did not attend. After hearing Wagner speak during the Conference, it would have been delightful and most likely beneficial to attend the Friday Post Conference.

Attending the Wineries Unlimited Trade Show & Conference is a great experience for learning more about enology, viticulture and seeing the new equipment that is available for the winemaker, viticulturist and winery owner. It is also a great place to network with others in the wine industry.

Read articles about several sessions on the [Wine Trail Traveler site](#).

Many thanks to JAG Publications for the help provided Wine Trail Traveler.



Wineries Unlimited Trade Show Richmond, Virginia 2011

Book Review

Title: **My Calabria: Rustic Family Cooking from Italy's Undiscovered South**

Review by Kathy Sullivan

Title: *My Calabria: Rustic Family Cooking from Italy's Undiscovered South*

Authors: Rosetta Costantino with Janet Fletcher

Photographs by Sara Remington

Wine Suggestions: Shelley Lindgren

Copyright 2010

Publisher W.W. Norton & Company

ISBN 978-0-393-06516-9

Summary: Readers who do not know the Calabria region of Italy will feel as though they have been to visit Calabria when they take time to peruse the book. Calabria is located at the southern end of Italy, sometimes referred to as the "toe." The authors' descriptions of the region are picturesque and display Costantino's love of the region and regional foods.

Rosetta Costantino, the author of *My Calabria: Rustic Family Cooking from Italy's Undiscovered South*, lived in Italy's Calabria region until she was 14. At that time her parents moved to the United States. The region is described with details provided by her memory, her parents and return trips to Calabria.

The first few pages of *My Calabria* provides a map of Calabria and then goes into detail of the geography and foods produced in different areas of the region.

A section with Key Ingredients includes numerous ingredients that Costantino recommends as essential in a Calabrian kitchen. Best of all she includes guidelines on how to use these seasonings and ingredients. The items necessary in Calabrian kitchens include anchovies, canned tomatoes, canned tuna, capers, dried oregano, flour, olive oil, pecorino cheese, polenta, hot and sweet red pepper, salt, salt cod and wild fennel.

While this book offers numerous recipes, it is also a book on the culture of Calabria. Every chapter with recipes has a page or so of a description about the types of food that will be mentioned. Recipe chapters include Antipasti, Pasta, Soup Rice Polenta, Bread Cheese Eggs, Seafood, Meat, Vegetables, The

Calabrian Pantry and Desserts.

Pasta is an important part of Calabria food. Costantino writes, "For Calabrian women of my grandmother's generation, knowing how to make fresh pasta was not only a survival skill but a measure of marriageability. According to custom, a Calabrian girl was not ready to marry until she knew at least fifteen ways to transform flour and water into pasta." (p. 45)

A unique section is "The Calabrian Pantry," that provides interesting details on how to preserve a variety of foods. Discover how to make Green Tomato Jam, Fresh Fig Jam, Pickled Eggplant, Sun-Dried Zucchini, and Sun-Dried Sweet Peppers.

The Wines of Calabria chapter begins with "A meal without wine is like a cloudy day without rain." Several pages describe what vineyard growing and winemaking was like in the 1950's and 1960's and now. According to Costantino, there has been a dramatic change in Calabria's wine industry, with more interest in vineyards and wineries. "Calabria is one of the last untapped wine frontiers of Italy, a region where ancient wisdom and renewed spirit converge to ensure a bright future." (p. 364)

Pros: *My Calabria* is a thorough book emphasizing culture, food and traditions of Calabria. Photos are large with excellent colors. *Cons:* The directions for some of the recipes are long and detailed with paragraph formatting. *Recommendation:* This is a perfect gift for yourself or someone else.

About the Author:

Rosetta Costantino came to the United States from Calabria with her parents when she was 14 years old. She has warm memories of Calabria and presents *My Calabria: Rustic Family Cooking from Italy's Undiscovered South*, with enthusiasm for Calabria's culture with a focus on the local foods.

Book Review

Title: Reading Between the Wines

Review by Kathy Sullivan

Title: *Reading Between the Wines*

Author: Terry Theise

Publisher: University of California Press

Copyright: 2010

ISBN 978-0-520-26533-2

Summary: Author and renowned wine importer, Terry Theise, a passionate wine lover, looks at wine from a different perspective than many wine writers. There is much more to wine than analyzing it or describing its characteristics. Terry Theise is passionate about wine.

The author, Terry Theise, looks far beyond the taste of wine into how he personally looks at wine. This is a thoughtful look at the world of wine with perhaps another way of appreciating wine.

In the first several chapters of *Reading Between the Wines*, Terry Theise looks beyond the aroma and taste of wine. He notes that wine writers tend to lose sight of the fact that there is much more to wine than describing its characteristics. Theise prefers looking at the "Aspects of Flavor." He lists the most important aspects as clarity, distinctiveness, grace, balance, deliciousness, complexity, modesty, persistence, and paradox. This list is then followed by a description of each aspect.

In the second chapter, "Remystifying Wine", Theise discusses the issue of wine writers attempting to simplify wine to make it more conducive for more people to understand wine and therefore become interested in wine. However Theise believes that there are limits to understanding wine. "Wine is bigger than us, and this is perfect, it is why we spend our lives in love with it; and if this is mystifying, then please, *bring it on.*" (p 66)

In the chapter, "Of Places and Grapes", Theise emphasizes the importance of where grapes are grown. In referring to the search for where grapes grown will produce the best wine, he writes, "It wasn't

only the desire for the 'best' possible wine; it was also the desire to hear the voice of the land in the form of flavor. When a grape feels at home, its voice is clear as it narrates the text the land has written." (p. 118)

The final chapter presents delightful experiences that the author has had involving wine. One can feel a connection with the writer as he describes his wine experiences.

Pros: *Reading Between the Wines* is a unique way of looking at the enjoyment of wine. Do you need to take tasting notes and analyze every glass of wine or can you simply enjoy the experience the wine offers? This is a good book to read for experienced wine drinkers.

Cons: The book is written in first person and at times tends to be esoteric.

Recommendation: *Reading Between the Wines* offers a unique view of the wine world with an emphasis on enjoying the wine. Do we really need to analyze a wine in order to enjoy it? Anyone who appreciates wine and wants to enjoy the experience of wine may want to check this book out. For me it offered an affirmation to the idea that it's okay to enjoy a glass of wine for the experience it offers without feeling forced to note its bouquet, taste and finish.

About the Author:

Terry Theise has been involved in the wine industry business for many years. He is a wine importer, primarily importing wine from Germany, Austria and Champagne. In 2006 he was Food & Wine Magazine Importer of the Year. In 2008 Theise was named a James Beard Outstanding Wine and Spirits Professional. He has also written for *The World of Fine Wine* magazine.

Support these Wine Trail Traveler Advertisers

Bordeaux, France

The Bordeaux Wine Experience at Château Coulon Laurensac

1, chemin de Meydieu
33360 Latresne (BORDEAUX), France
Phone: 00 33 (0)556 20 64 12

Spello, Umbria, Italy

Sagrantino Wine Excursions

New Zealand

Destiny Bay Vineyards

Waiheke Island, Auckland, 1971
New Zealand
+649 372-9300

California

Temecula Valley Wine Growers Association

34567 Rancho California Road
Mailing Address: P.O. Box 1601
Temecula, California 92593
800-801-9463

BARRA of Mendocino Winery

7051 North State Street
Redwood Valley, California 95470
707-485-0322

Briar Rose

41720 Calle Cabrillo
Temecula, California 92592
951-308-1098

Foot Path Winery

36650 Glen Oaks Road
Temecula, California 92592
Phone: 951-265-9951

Lorimar Wines

42031 Main St. Suite # C
Temecula, California 92590
951-240-5177

Magnanimus Wine Group

13601 Old River Rd.
Hopland, California 95449
Tel: (415) 885-7927

Naughty Boy Vineyards

10,000 Gibson Lane
Potter Valley, California 95469
Tel: (707) 743-2868



Ferrante Winery & Ristorante in Geneva, Ohio offers great food and wine.

Orfila Vineyards & Winery

13455 San Pasqual Road
Escondido, California 92025
800-868-9463

Tesoro Winery

28475 Old Town Front Street & 6th
Temecula, California
(951) 308-0000

The Wine Tailor

8916 Foothill Blvd
Rancho Cucamonga, California
91730
Phone: 909-481-5050

Thornton Winery

32575 Rancho California Road
Temecula, California 92592
951-699-0099

Vezér Family Vineyards

Mankas Corner Tasting Room
2522 Mankas Corner Rd
Suisun City, California 94534
707-429-3958
Blue Victorian
5071 Suisun Valley Rd.
Suisun City, California 94534
707-422-8025

Yorkville Cellars

25701 Highway 128
Yorkville, California 95494
Tel: (707) 894-9177

Colorado

J. A. Balistreri Vineyards

1946 E. 66th Ave.
Denver, Colorado 80229
303-287-5156

The Wine Country Inn

777 Grande River Drive
Palisade, Colorado 81526
888-855-8330

Connecticut

Maugle Sierra Vineyards LLC

825 Colonel Ledyard Highway
Ledyard, CT 06339

Maryland

Tin Lizzie Wineworks

13240 Greenberry Lane
Clarksville, MD 21029

Serpent Ridge Videyard

2962 Nicodemus Rd.
Westminster, MD 21157
410-848-6511

Michigan

Bucci Ristorante

20217 Mack Ave.
Grosse Pointe Woods, Michigan
313-882-1044

Contessa Wine Cellars

3235 Friday Road
Coloma, Michigan 49038

Chateau Chantal

15900 Rue de Vin
Traverse City, Michigan 49686
231-223-4110

Nevada

Pahrump Valley Winery

3810 Winery Road
Pahrump, Nevada 89048
800-368-9463

New York

The Halsey House

2057 Trumansburg Road
Trumansburg, NY 14886
Phone: 800-387-5590

Three Brothers Wineries & Estates

623 Lerch Road,
Geneva, New York 14456
315-585-4432

Ohio

Ferrante Winery & Ristorante

5585 N River Road W (State Rt. 307)
Geneva, Ohio 44041
440-466-8466

Grand River Cellars

5750 South Madison Rd. (Route 528)
Madison, Ohio 44057
440-298-9838

Laurello Vineyards

4573 State Route 307 East
Geneva, Ohio 44041
440-415-0661

Meranda-Nixon Winery

6517 Laycock Road
Ripley, OH 45167
937-392-4645

Silver Moon Winery

4915 Old Route 39 NW
Dover, Ohio 44622
330-602-6040

Winery at Perennial Vineyards

11877 Poorman Street SW
Navarre, Ohio 44662
330-832-3677

Winery at Versailles

6572 St Rt 47
Versailles, Ohio 45380
937-526-3232

Pennsylvania

The Winery at Wilcox

1867 Mefferts Run Road
Wilcox, Pennsylvania 15870
814-929-5598

Texas

Driftwood Estate Winery

4001 Elder Hill Road
Driftwood, Texas 78619
512-858-9667

Fredericksburg Winery

247 West Main Street
Fredericksburg, Texas 78624
830-990-8747

Grape Creek Vineyards

10587 East Highway 290
Fredericksburg, Texas 78624
830-644-2710

Rancho Ponte Vineyard

315 Ranch Road 1376
Fredericksburg, Texas 78624
830-990-8555

Virginia

Arcady Vineyard Wine Tours, LLC

1376 Sutlers Rd
Charlottesville, Virginia 22902
434-872-9475

Barrel Oak Winery

3623 Grove Lane
Delaplane, Virginia 20144
571-238-0033

Delfosse Vineyards and Winery

500 Delfosse Winery Lane
Faber, Virginia 22938
434-263-6100

Kluge Estate

100 Grand Cru Drive
Charlottesville, Virginia
434-984-4855

LeoGrande Vineyards and Winery

1027 Wingfield Drive
Goode, Virginia 24556
Phone: 540-586-4066

Mariners Landing Resort

1217 Graves Harbor Trail
Huddleston, Virginia 24104
540-296-1259

Peaks of Otter Winery

2122 Sheep Creek Road
Bedford, Virginia 24523
540-586-3707

Pearmund Cellars

6190 Georgetown Road
Broad Run, Virginia 20137
540-347-3475

Tarara Winery

13648 Tarara Lane
Leesburg, Virginia 20176
Telephone: 703-771-7100

The Hague Winery

8268 Cople Highway
Hague, VA 22469
804-472-5283

Three Fox Vineyards

10100 Three Fox Lane
Delaplane, Virginia 20144
540-364-6073

Vint Hill Craft Winery

7150 Lineweaver Road
Vint Hill, Virginia 20187
703-991-0191

The Winery at La Grange

4970 Antioch Road
Haymarket, Virginia 20169
703-753-9360

White Rock Vineyards Winery

2117 Bruno Drive Goodview
Virginia 24095
Phone: (540) 890-3359

Wisconsin

Wine Seasonings Inc.

1351 Ellis St.
P.O. Box 352
Waukesha, Wisconsin 53187
Tel: 800-533-8144

Washington

AprèsVin

Post Office Box 2
Prosser, Washington 99350
509-531-1293

On the Back Cover

Flight

A robin perched for flight sits atop a post surrounded by the Evergreen Vineyards. The vineyards lay dormant in March however pre-flight preparations are in the process for another year's production of Pinot Noir. Beyond the vineyards are retired aircraft that have seen their share of flights. The Evergreen Aviation and Space Museum, in McMinnville, Oregon houses the Evergreen Vineyards tasting room and many planes including the famous Spruce Goose.



WWW.WINETRAILTRAVELER.COM

