

Spring / Summer  
2015



### SPECIAL POINTS OF INTEREST

- New Wine Awards from the world's largest American Wine Competition
- Upcoming Springtime in the Vineyards Celebration!
- Auction Napa Valley E-Auction lot
- New Referral Program: Get rewarded!



### IN THIS ISSUE: NEWLY BOTTLED WINES + MORE

2013 VINTO Estate Syrah Red Rhone	2
2013 Zinfandel, Mt. Veeder	2
2014 PRANZO Estate Rosé of Syrah	2
Springtime in the Vineyards Celebration	3
Lucky 7 Ways to Pair Wine & Food	3
Auction Napa Valley	3
Friends of Fortunati Referral Program	4
Napa Valley Wine Facts	4
SAVE THE DATE: Sunset Harvest Paella	4
Out and About	5
Washington, DC: Winemaker Series Dinner	5
Paella Recipe Paired with Rosé	5
Ordering Information	6
Friends of Fortunati: Customer Story	6

# Fortunati

NAPA VALLEY

*Heard it through the...*

## GRAPEVINES

### CELEBRATING GOOD FORTUNE

*"All plants need showers and sunshine to prosper"-proverb*



January was a record dry month for Napa this year, so the welcome rains of February rewarded us with views of beautiful green hills and plush carpets of grasses that sprung up between the dark, barren vines. After a fairly mild winter and several warm spells, all signs pointed to an early and imminent bud break. This meant vintners in the valley pushed to finish pruning before vines fully awoke, potentially allowing new vine cuts to "bleed" too much sap. Cover crops where managed to allow cold, frosty air to flow away from vines in order to reduce chances of frost bite. A close watch

("a frost watch") was kept during clear, cold nights for plummeting thermometers heralding frost formation that could potentially damage sprouting baby buds. Even then, grower's didn't just sit by and watch crops succumb to frost. They fought back with a number of techniques - wind machines to stir the cold air and prevent frost from settling, heaters to literally raise temperatures in the vineyards by just a crucial few degrees, and watering the vineyards in order to coat the vines in ice, paradoxically warming buds in their own ice blankets. Is there an upside to early bud break? A dash off the starting line means vines set fruit earlier, offering the potential for longer hang time and possibly ripen slower - intensifying flavors, sugar and nutrients. Still a long way from crush time, we don't count our bottles before the hens have laid them (if we can mix metaphors!), instead we keep a watchful eye on Mother Nature all throughout the year. Reconditioning our Oak Knoll vineyards has really paid off with resilient vines, and if temperatures don't get too cold during the rest of spring, we hope to harvest amazing fruit yet again this year!

#### Did you Know?

*Tomentum- thin spider-like web of cottony fibers that firsts protects emerging buds on the vine. Growers sometimes call it "cotton" as in: "the vineyard's showing cotton already" meaning buds have emerged.*

## LUCKY 7- LUCKY US! SEVEN WINES, SEVEN WINNERS!



During the year, we are regularly invited to enter festivals, contests and wine competitions throughout the world. We just don't have the inclination to enter all we're invited to, and being such a small producer we typically sell out of a particular varietal before the results come in anyway. Yet, it's always nice to know that when we do enter a competition from time to time, our efforts are appreciated! Last December, we submitted seven different wines to the 2015 San Francisco Chronicle Wine Competition. Known as the largest competition of American made wines in the world, this year's event received over 6,400 entries from more than 28 states, judged by over 100 wine experts - who narrow thousands of wines down to an exclusive few winners. We'd just about forgotten our entries by the time the results arrived. We opened the award announcement with excitement-what had the esteemed panel thought of our wines?

WOW! Seven wines and seven winners! We're humbled. Incredible, and a testament to our passion and drive to produce the wines we think our friends will enjoy most!



**SAN FRANCISCO CHRONICLE  
WINE COMPETITION**

*The Largest Competition of American Made Wines in the World!*

#### Wine Competition Winners 2015

- 2012 Syrah-BEST IN CLASS
- 2012 Malbec-Gold
- 2013 Rosé-SILVER
- 2013 Chardonnay-SILVER
- 2012 Dessert Wine Port style-SILVER
- 2013 Viognier-BRONZE
- 2012 Cabernet Sauvignon-BRONZE

#### Wine Competition Winners 2014

- 2012 Zinfandel-SILVER
- 2012 Chardonnay-SILVER
- 2012 Pinot Noir-BRONZE

*Celebrate With One Of Life's Greatest Gifts*

## Newly Bottled Wines

### 2013 VINTO PROPRIETARY RED RHONE ESTATE, OAK KNOLL DISTRICT



Vinto means to have won in Italian. Appropriately named, this is the "Best In Class" Award Winning Wine at the San Francisco Wine Competition—almost! We submitted our 2012, as with all of our wines it sold out quickly. Yet, our 2013 is equally as good, and demonstrates how consistent our winemaker, Gary, can be when he controls the growth of the vines, the blending of the barrels and the crafting of the vintage. Our estate Syrah vines benefitted from the near-perfect growing conditions of 2013, resulting in a big, broad, balanced wine. Its color is violet-rimmed to deep purple-black. Vivid, red-black fruit aromas emerge right away, particularly blackberry and black cherry. With a

little time in the glass, it takes on notes of cooking spice and herbs, bacon, (BACON!) tobacco, and a white pepper. As usual with Syrah, the rich, complex flavors need aeration to show themselves. The wine displays a broad fruit palate out of the bottle that after a few minutes begins to focus in on lush flavors of black cherry, blueberry, and spiced plum. It possesses Syrah's classic balance of dark fruit and meatiness, wrapped in layers of firm tannins and bright acidity. This youthful, big-textured wine is a great example of what our Estate Oak Knoll Syrah vines are capable of, particularly in both the 2012 and 2013 vintages. It's a fantastic food wine—think lamb or game bird—and should easily age for a decade in your cellar as Syrah settles over time.

With cheeses, it pairs well with Asiago, Jarlesberg, Manchego, Muenster, Parmigiano-Reggiano, Pepper Jack and Toscano. With other foods, hit a home run serving this with any barbecue, a little smoky char pairs nicely with Syrah, as do lamb, venison, beef, short ribs and game birds.



Estate Syrah is co-fermented with a dash of Estate Viognier. This methodology is typical of how Syrah is produced in the Northern Rhone region in France.

### 2013 FORTUNATI ZINFANDEL MT. VEEDER APPELLATION



Admirers of our SOLD OUT 2012 Napa Zinfandel have been clamoring for more! Thus, our 2013 follows in its predecessors' award-winning footsteps as another sleek and supple wine. Flavor-driven with expressions of plum, pomegranate and blackberry with dense, rich tones of toasty spices linger on the long finish. The balanced acidity and intriguing, herb-infused gaminess suggests it's a delicious food pairing wine. With only 150 cases produced, such limited amounts won't last. We present our Zinfandel as a pre-release, available to just our Friends of Fortunati members until May 2015, when we will officially release this wine to guests attending our Springtime in the Vineyards celebration. As with all our wines,

if you taste it and like it, get it now—since we only make a small batch of each, they sell out quickly!

Our Zin pairs well with a wide assortment of cheeses, especially Comte, aged Goats and Goudas, Manchego, Dry Monterey Jack, Sharp Cheddar and if you're looking for a buddy for Bleu cheeses, this is the wine! Zinfandel has a love affair with robust meats—grilled sausages, barbecued beef and pork, roast lamb, and braised venison. The lower tannin in this wine can accommodate heat from chilies, so ribs with a spicy barbecue sauce are considered a classic match.

### 2014 PRANZO ROSÉ OF SYRAH ESTATE, OAK KNOLL DISTRICT

Made from our Estate Syrah, this dry Rosé has a lovely salmon-pink hue in the glass, a classically Provencal color. It appears delicate, though it packs an aromatic punch and shows nice complexity. The fruit-forward nose suggests fresh strawberries, wild berries, and a touch of the earthiness inherent to Syrah Rosé. As it opens, stone fruit aromas emerge framed by an edgy minerality and charming floral notes of cut flowers. It's fruit-forward on the palate, but not sweet, a juicy combination of white cherries, fresh strawberries, and hints of peach. Balanced by a subtle minerality and a layer of firm acidity, this is a substantial, earthy, complex rosé meant for some serious warm weather grilling.

This wine, believe it or not, can be served to your red-wine-only loving friends - dare them to expand their palettes! Our 2013 vintage was selected as one of the top 5 rosés produced in the Napa Valley last summer by the St. Helena Star/NV Vintner's in a blind tasting. They won't be disappointed!

Cheeses we enjoy with our estate Rosé of Syrah are Asiago, Comte, Gouda, Jarlsberg, Parmesan, Monterey Jack, Baby Swiss. May we also suggest serving it with fresh salads, chicken and pork, fish or seafood—particularly the Paella recipe on page 5. Always served chilled.



Pranzo means lunch in Italian. Enjoy with a light meal or sip on its own. Pairs perfectly with a hot summer day!

**STAY TUNED. IN OUR FALL ISSUE YOU'LL FIND:  
2014 ESTATE VIOGNIER, 2013 ESTATE MALBEC,  
AND OUR NEW 2013 SINGLE-VINEYARD CABERNET SAUVIGNON**

# Annual Springtime in the Vineyards Celebration

## Sunday, May 24, 2015

*Come enjoy a day in the vineyards with us!*



Terri and Scott LeMarr of Paradise Valley, AZ frolicking in the vineyards.

Come and play with us during our annual Springtime in the Vineyards Wine Release and Customer Appreciation Party! Join hosts Ellen and Gary Luchtel as they open up their new releases and their home to wine members. Friends of Fortunati receive two complimentary tickets to this fun-filled afternoon event.

Additional tickets are available for member's friends and family.

Dance to live music by the Gary Lee Yoder Band, who play a special blend of classic rock & roll, country and bluegrass tunes. Enjoy an alfresco luncheon prepared by Cochon Volant BBQ and meet our friendly and knowledgeable staff while sipping our wines.

New this year, complimentary wine bottle engraving for our wine members! **Say It On Wine**, a personalized engraving service, will be on hand to personalize your bottles. So think ahead to what a great anniversary, housewarming, wedding or birthday gift a custom engraved Magnum or 750ml bottle would be! These can be ordered now and scheduled to ship at a future date.

To RSVP by May 20th, 2015 please go to: <https://2015FortunatiParty.Eventbrite.com>

Questions? Please call 707-255-9300 or email: [info@fortunativineyards.com](mailto:info@fortunativineyards.com)



*Can't make this one, then save the date for next year's annual party!*

*Sunday, May 29, 2016*

*Memorial Day Weekend*

## Lucky 7 3 of the Toughest Foods to Pair & 4 Wine Matches Made in Heaven!

### *The three toughest foods:*

#### **Chilies:**

Alcohol exacerbates chilies' heat, sweetness calms the palette, and heavy tannins add insult to injury. Pick a well-chilled bottle of Fortunati Viognier to take the heat and it will taste refreshing! *Did you know Fortunati 2013 Viognier was selected top aromatic white Rhone wine last summer by the St. Helena Star / NV Vintner's in a blind tasting?*

#### **Bleu Cheese:**

Both the heavy aroma and flavor of many bleu cheeses are challenging to pair wines with. A dry red wine with bleu will bring out undesirable characteristics and suppress the positive notes in both. Try our newly bottled Zinfandel for a bold pairing that works really well together.

#### **Asparagus:**

The green, grassy, herbal character of this vegetable clashes with most wines. Yet, all of you asparagus need not fret! Our PRANZO Rosé has enough fruit forward flavors and aromas to complement asparagus, especially if grilled or roasted which caramelize the vegetable sugars.

### *And the four winners are:*

#### **Chardonnay and Lobster:**

The rich, sea-sweet succulence of lobster was made for a rich, mouth-filling wine. Our opulent Running Rabbit Ranch Chardonnay needs an equally luscious dish. Lobster is a good choice.

#### **Cabernet Sauvignon and grilled Steak (medium-rare):**

This classic combo marries the intensity, complexity and chewy texture of both steak and wine. The steak soothes the wine's tannins, and the smokiness of the wine matches the charring of the steak. Our Napa Valley Cabernet Sauvignon is a classic in itself, and perfect with your next grill.

#### **Red Bordeaux Blend and Lamb:**

The meat's intense, gamy flavor stands up to a full-bodied red like our Proprietary Red Bordeaux. This wine's tannins moderates the lamb's fats and holds its own with strong seasonings such as rosemary and garlic.

#### **Zinfandel and Ribs:**

Spicy wines complement this spicy dish; the inherent sweetness of the Zinfandel grape suits sauces that include brown sugar or molasses; and there is enough tannin and acidity in the wine to slice through the meaty, slightly fatty ribs.

## Auction Napa Valley-Sharing our Good Fortune!

AUCTION  
NAPA VALLEY



2015

Fortunati is once again participating in Auction Napa Valley (ANV) June 5-7, 2015! The mission of the Napa Valley Vintners annual fundraiser, is to use the worldwide reputation of Napa Valley wines to enhance the well-being of the Napa County community. ANV blends extraordinary wines, memorable meals from talented chefs, the beauty of our valley at every turn, music and fabulous design with the thrill of bidding on one-of-a-kind Napa Valley wines and experiences.

Fortunati is pleased to be a part of the ANV excitement again this year, with our incredible e-auction offering. Now everyone can be a part of the largest charitable wine auction in the world, even if you can't join us here. Beginning May 31st, visit <http://auctionnapavalley.org> to view our package and make a bid! While we're sworn to secrecy about our lot, we can hint that it will have MAGNUMS! FOOD! FRIENDS!

*-Wines sold at ANV have a small decorative label on them-an additional mark of prestige for gift giving or holiday sharing!*

## Friend of Fortunati Referral Program

*Good fortune for all Fortunati Friends*

We feel incredibly blessed to have the wine members that we have—truly each one feels like a special friend to us and it is such a privilege to share our wines with you! We love imagining you sharing them with your friends, opening for special occasions or just elevating the ordinary with one of our bottles. Over the years, many of you have been so gracious as to recommend us to your friends and work associates visiting the wine country, and inevitably these “friends of our friends” have been delights to host and often end up Fortunati members as well—Thank You!

In an effort to put our thanks to you into a tangible result,



Friends of Fortunati take a moment to enjoy some Estate Viognier and Chardonnay while checking out Fortunati's Facebook page and Twitter feed.

we are inaugurating a new rewards program. Members who refer guests, who then become official “Friends of Fortunati”, will receive an appreciation gift. This gift will vary based on a few variables: what caught our eye, what we think you would like, the frequency and quality of your referrals. We hope you will like our wine themed selections! We will be asking visitors, “Who told you about us?” so please tell your friends to mention you when they visit! It's a win-win for everyone!

Please follow us on Facebook and Twitter—that's a great way to keep abreast of what's happening in Wine Country!

### Fun Facts About the Napa Valley

#### *Did you know?*

#### *Fun Fact*

Only 4% of California's wine grapes come from the Napa Valley, and it's only 1/8th the size of the Bordeaux growing region in France.

- Napa County has a total area of 789 square miles. Approximately 9% of Napa County's 504,460 acres are planted to grapes and only about 45,000 acres are under cultivation.
- The county population has a mere 140,326 inhabitants; the wine industry generates 46,000 jobs in Napa County and over 303,000 jobs nationwide!
- The local wine industry and related business creates an economic impact of more than \$13 billion annually to the Napa County economy and represents a huge \$50 billion economic impact on the U.S. economy.
- 16 sub-appellations have been recognized because they possess distinct microclimates and terrain within the Napa Valley AVA or American Viticulture Area imprinting recognizable characteristics on the grapes grown here. It's this extensive diversity which allows a wide range of wine grapes to grow well, and thus, provides the winemaker a varied palette to create from.
- The dry Mediterranean climate found in Napa Valley covers only 2% of the Earth's surface and is IDEAL for growing wine grapes.

## Harvest Celebration Paella Party!



Join us for an intimate sunset paella feast and twilight wine reception inspired by local U.S. House of Representative's Wine Series Dinner (see next page). Join hosts Ellen and Gary Luchtel as we enjoy a traditional Paella feast, live guitar music and the latest Fortunati vintages among the vines! If you love the aromas of rich saffron broth and succulent seafood steaming over a large paella pan, sharing conversation and exquisite wines with friends and savoring the beauty of a late summer's twilight in the Napa Valley while Spanish guitar music plays, then this is where you want to be! This seated, sunset dining experience is limited to a small intimate gathering, so please contact us to be put on our invitation list. The exact date is to be determined, as harvest is dependent on Mother Nature and when the grapes are ready to pick. So stay tuned!

Contact 707-255-9300 or email: [info@fortunativineyards.com](mailto:info@fortunativineyards.com) to be placed on the Paella Party invitation list.

# Winemaker Series Dinner

Fortunati Pranzo Rosé was perfectly paired with succulent seafood Paella and a hit at Congressman Mike Thompson's Winemaker Series Dinner #10. We were thrilled to have had this opportunity to represent Napa Valley wines in Washington D.C.



## SEAFOOD AND CHICKEN PAELLA with Fortunati Rosé

There are many variations of this traditional Spanish dish. Below is the recipe that was served with Fortunati Pranzo Rosé for Napa Valley Congressman Mike Thompson's Winemaker Series Dinner #10. A thousand thank you's - mille grazie - to Jose and Mila from Mila's Catering in Washington, D.C. for sharing it!

### INGREDIENTS

- Chicken breasts, diced 2 pounds
- Chicken thighs, cut small 2 pounds
- Pork, lean, diced (optional) 2 pounds
- Olive oil (Fortunati preferred) 5 fluid ounces
- Garlic, chopped 3 cloves
- Onions, diced 2 medium
- Green and red peppers, diced 1 each
- Tomatoes, diced 2-3 fresh tomatoes or 1 can diced tomatoes
- Short grain rice (Arborio is fine) 2 cups
- Saffron, crushed ½ teaspoon
- Salt 1 teaspoon
- Chicken stock, hot 3-4 cups
- Clams, fresh, clean 15-20 each
- Mussels, fresh, clean 15-20 each
- Shrimp, peeled and deveined 25-30 each
- Calamari, cut in strips ½ pound
- Scallops, medium size ½ pound
- Frozen peas 4 ounces
- Roasted red peppers (garnish) 4 ounces (cut in strips)
- Lemons (garnish) 2 lemons (cut in large wedges)

### DIRECTIONS

1. Use a paella pan that serves 10-15 guests.
2. Brown the chicken and pork in the olive oil on the paella pan. Remove and reserve.
3. Sauté garlic, onions, peppers in the paella pan.
4. Add the pork, chicken, and tomatoes, stir.
5. Add the rice, saffron, and salt. Stir well until rice is coated with oil and juices.
6. Add half of the stock and bring the mixture to a boil. Cover the pan with foil and place it in a 400°F oven for about 8 minutes.
7. Add the shrimp, calamari, scallops, frozen peas, stir and add the balance of the necessary stock.
8. Place the clams and mussels on top of the rice. (See note below.)
9. Cover again and place back in the oven for about 15 minutes, until the shrimp are cooked through and all ingredients are very hot.
10. Garnish with roasted red peppers and lemons.

*Note: If you wish, steam the clams and mussels beforehand. Reserve the liquid in the pan and add to the chicken stock. Important: Place the clams and mussels on top of the rice during the last 5 minutes of preparation.*

*And don't forget to sip some Fortunati Rosé while cooking! Please note: this step is our suggestion and not the chef's, although after tasting our Rose, I'm sure they'd agree!*

## Out & About

*Where you may see us!*



Alex Seddio and Judy LeMarr cruising wine country in a classic Alpha Romeo.

**Jan:** Gone fishing! Flew south for winter holidays in Mexico & carried along our wines since we never leave home without it!

**Feb 14:** San Francisco Chronicle Wine Competition 2015, Fort Mason, San Francisco, CA

**Feb 21:** Premier Napa Valley, Oak Knoll District Wine Reception at Inn at Southbridge, St. Helena, CA

**Mar. 27:** Mia Casa Private Tasting & Dinner, Honolulu, HI

**Mar. 28:** Mia Casa Private Tasting & Dinner, Kailua, HI

**April 18:** Guardsmen 39th Annual SF Wine Auction, Fairmont Hotel, San Francisco, CA

**April 22:** Mia Casa Private Tasting & Dinner, Plano, TX

**April 23:** Mia Casa Private Tasting & Dinner, Dallas, TX

**May 24:** Fortunati's Annual Wine Release Event, Amongst the Vines, Napa, CA

**June 5-7:** Napa Valley Vintners Auction, St. Helena, CA

**July:** Stay tuned, we're sure to be going somewhere!

**Aug. 22:** Harvest STOMP at Henry Ranch, Napa Valley Grape Growers, Carneros, Napa, CA

# Fortunati

Wines you Choose to Celebrate Good Fortune!

Two convenient ways to order wines any time.

**Email:**  
**orders@fortunativineyards.com**  
 or Shop Online at:  
**www.fortunatiwines.com**

FORTUNATIVINEYARDS  
 986 SALVADOR AVE, NAPA CA 94558  
 707-255-9300 Phone 707-255-9303 Fax

*In the heart of Napa Valley, in the Oak Knoll District, there lies a treasure of fruit and earth. For us that know about Fortunati Wines, we are the lucky ones.*

*Cheers!*

*Julie Santiago, Napa Valley Wine Examiner*

"Sold Out? How is that possible?" We hear this often. While we would love to always have your favorite wine right at our fingertips waiting to ship to you, the reality is that we produce extremely limited amounts of each variety we create, and when the last barrel is bottled, there just isn't any more to be had. Each of our wines is carefully handcrafted, and that craftsmanship is what we (and you!) enjoy about Fortunati wines. So we encourage you to pick up the phone or shoot off an email to order more of the ones you love before they're all gone, and if you do hear it's sold out, know that means more delicious wine will be coming soon to replace it!



Known as the best quality of wine to price ratio, Fortunati is truly a good value.

WINE IMAGES BY ALLEN ROSENBERG PHOTOGRAPHY ©

## FORTUNATI [FOR-TU-NÀ-TI] SAY "FOR-TOO-NOT-EE" MEANS LUCKY OR FORTUNATE IN ITALIAN

We feel so fortunate that many of our friends share stories and pictures of themselves while enjoying our wines!  
 We always love to hear where and how "You Fortunati".

### *How Fortunati improved the odds for this lucky couple!*

Starting with a great family photo of four generations, Jim Deacon of Shaker Heights, Ohio shares how much he (and his family) likes Fortunati!

Hi Ellen and Gary,

*I thought I would send you a picture of our family (4 generations!) celebrating the New Year on January 1st at "Grandma Betty's" with our winter shipment of Fortunati. My Mom is 82, but still enjoys her wine! She is a young 82-it must be the wine!*

*Laurie and I have fond memories of your vineyard when my NADA 20 (National Automobile Dealer's Association) Group visited last June. I wish Ohio was a little closer, but I'm sure we'll return someday-hopefully sooner than later! We would love to come out for your Annual Springtime in the Vineyards Celebration, however, Laurie and I are tying the knot June 27th and it might be a little crazy for us to go out of town with family coming out and a wedding just a few*



Left to Right - (Adults) Steve Conway, Stacie Conway (my niece), Terry Ross, Dawn Ross (my sister), "Grandma Betty" Curran (my Mom), Jim Deacon (me!), Laurie Laidlaw (my fiancé)... and the kids Matthew and Natalie (Steve and Stacie's twins).

*weeks later. Maybe the whole family will come to Napa someday soon. As you can tell by the pic, everyone would enjoy a trip to Fortunati!*

*I've also included a photo of Laurie's dessert plate at Auberge du Soleil where I proposed to her the day after our Fortunati visit. She was pretty surprised! Your vineyard coupled with Auberge made for a great long weekend in Napa last summer!*

*Now, we're not saying it was the wine, but...thanks for the wonderful memories!*

*Warm Regards,  
 Jim*

*Jim, Wishing you all the best for your summer nuptials and everything that lies ahead! We're ready and waiting to celebrate with your family and you upon your next visit, be it next year or the next decade. Auguri ai novelli fidanzati! (Best wishes to the newly engaged couple!) Your new friends in California Wine Country,*

*Ellen & Gary Luchtel*



*Celebrate With One Of Life's Greatest Gifts*

Copyright © 2015 Fortunati Vineyards. All rights reserved. Fortunati is a registered trademark of Fortunati Vineyards.