

Fall / Winter  
2014



# Heard it through the... Fortunati

NAPA VALLEY

## Grapevines

### TIMING REALLY IS EVERYTHING

#### SPECIAL POINTS OF INTEREST

- 15 years of Professional Winemaking - from Hobby to Pro
- Friendship Comes with Benefits
- Fall Harvest Extravaganza: Rocking Out Amongst the Wines
- Snippets of Wine Love Letters



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Gary Luchtel conducting a private vineyard tour for Crushpad guests, a custom microvintner which started in a San Francisco warehouse in 2004. He was also one of their first consulting winemakers.

Using some tried and true techniques and handling the near disastrous drought season impeccably well, Fortunati Vineyards is once again poised to have its third consecutive year of fabulous harvests!

Concentrating on reinvigorating and livening up the minerals and nutrients in the soil, Gary made the decision to disc and till the soil in the rows for the first time in several years. This combined with the mustard cover crop being mowed and tilled in, the vineyards has been completely reconditioned.

With the majority of California having experienced severe drought conditions this past spring, the wait was on to see exactly how bad the crop would suffer. With very heavy rains in late March, Mother Nature threw grape growers another curve ball and saved what could have been a very challenging growing season.

With harvest now concluded, all signs point to Fortunati Vineyards once again producing extremely high quality fruit from the Oak Knoll District in the heart of the Napa Valley.

### CONGRATULAZIONI TO OUR WINEMAKER

#### *Congratulations to Gary on 15 years as commercial winemaker*

There are special milestones in every career that are both notable and worth remembering. As a winemaker, there are several that stand out as common and worth raising a glass to. Such as your first vintage, planting and harvesting your vineyards and receiving that truly heartwarming compliment about your wine. There are others that stand out for differing reasons, time and longevity and success being the true benchmarks. With that in mind, this past September 6th, we celebrated our winemaker, Gary Luchtel's, benchmark achievement representing his staying power in the commercial winemaking industry. In 1999, Gary made the decision to go from hobby home winemaker to a true "pro", and now we celebrated his 15th year as a professional winemaker.



Winemaker photo shoot at Fortunati Vineyards.

*Celebrate With One Of Life's Greatest Gifts*

## CHARDONNAY—NEUTRAL OAK

If collective wisdom holds true, 2013 was no less than a perfect growing season in Napa Valley and the north coast. The long, mild summer across northern California provided growers an enormous harvest of evenly ripened grapes. Chardonnay from a good friend's and nearby vineyard in the Oak Knoll District fell squarely into this category growing high quality fruit. With Fortunati's fifth vintage. It's a lush, racy, mineral-laced version that may be the best yet!

As a hallmark of this fabulous vintage, it possesses substantial weight without seeming overly rich. It opens with an aromatic combination of apple and pear and enticing secondary notes of toasted bread, caramel, and a hint of baked fig. The palate displays a forwardly fruity, apple-and-pear profile, but the flavors are crisp with the citrusy lift of acidity, a characteristic typical of both the vineyard and its cool, down-valley location.

Subtle notes of roasted nuts and sweet corn also emerge among the layers of flavor as it sheds some of its chill in the glass.

As in our past vintages, its received full barrel and malolactic fermentation, with lees stirring occurring for 10 months while it remained in neutral oak. The results are classic Oak Knoll chardonnay: lushness and spice balanced by a very fine, firm acidity. Through the lengthy finish, it continues to show generous flavors of baked fruit, sweet spice, toasted brioche, and a streak of vibrant minerality, which nicely adds a degree of tension. Our 2013 chardonnay is equal parts opulence and restraint! It's a food-lover's wine to pair with rich, ripe cheeses, grilled fish, fresh cracked crab or even a roast of veal. We couldn't be happier with results from this certifiably fantastic vintage!



Enjoy Fortunati Chardonnay with a light meal or sip on its own!

## RESERVE CABERNET SAUVIGNON



WINE IMAGES BY ALLEN ROSENBERG PHOTOGRAPHY©

The 2012 reserve cabernet sauvignon is one of our best efforts to date! This cabernet is an opaque, bluish-purple in color, with an expressive nose of blueberries and crème de cassis, gaining in complexity as it releases. Upon opening, aromatic expressions of cedar, vanilla, and mint, with just a touch of earthiness come forward. Aeration leads to a charming aromatic display of dried cherry and plum, wild berries, some citrus peel, and a focused minerality. The tannins are forward in the glass and fairly chewy at this young stage, wrapped tightly around a dense core of black and red fruit. Black cherry, cassis, baked plum, and blackberry all show up in this wonderfully concentrated wine.

The acid balance is pitch-perfect, and the wine finishes very long. The tannins softening with time in the glass and over a good meal, it's showing enough forward personality now to suggest it would be a nice complement to a variety of fall and holiday cuisine, especially roasted meat and game birds. This 2012 reserve will be a cabernet sauvignon to consider for long term cellaring. The small cuvée of only 175 cases will age nicely, yet it's certainly accessible now because of the vintage characteristics. It's impressive, outstanding and noteworthy. Drink this rich and full-bodied wine today and over the next 10-15 years!

## PORTO FINO—PORT STYLE DESSERT WINE

This dense, complex Port-style dessert wine is made from a special selection of syrah fruit grown at the estate in the Oak Knoll District. Because the Fortunati syrah ripens evenly and develops firm acidity, it lends itself exceptionally well to the production of fortified wine. To create an age worthy wine, 30% of its free-run juice was removed to increase the skin to juice ratio which adds a significant degree of structure. The syrah's acidity provides enough brightness to the balancing of both the brandy used in fortification and the residual sugar that it lingers in the wine as a result.

Nearly black in the glass, the 2012 Porto Fino has an incredibly seductive nose that ranges from cassis and black cherries right out of the bottle to licorice, blackberries, chocolate, and smoked figs with some aeration. The flavors are equally complex. The sweet, grapey tannins provide

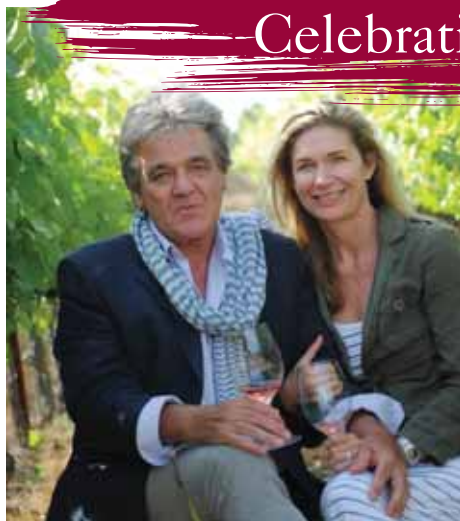
a textural balance to the rich fruit. The palate is an amazing combination of cherry liqueur, blackberry syrup, and black fig compote. Dense and rich at its core, it has a big mouth feel and a long, sweet finish thanks to the well-integrated acidity. Almost two years of aging in oak barrels has assisted the big, racy components in coming together for immediate enjoyment - though it's obviously a wine with a long life ahead of it.

This 375 milliliter bottle expresses juiciness and immediate accessibility making it a wonderful and unique gift! Porto Fino (fine port in Italian) is a great complement to a variety of foods, including packed fruit desserts, nuts, and ripe, salty blue cheeses as well as any type of chocolate-based desserts. Or enjoy it as we do from time to time as a liquid dessert!



Porto Fino, port-style dessert wine in half bottles, (375ml) makes unique gifts!

# Save the Date, Annual Springtime in the Vineyards Celebration On Memorial Day Weekend



John and Justine Galloway enjoying a Fortunati Springtime in the Vineyards wine release party.

Please join us next Memorial Day Weekend 2015 for what has become a must attend event in the Napa Valley. Fortunati Vineyards is continuing the tradition of celebrating during

a relaxing afternoon amongst the vines during this long holiday weekend by hosting our annual Springtime in the Vineyards Wine Release & Customer Appreciation Party!

Join proprietors Ellen and Gary Luchtel as they open up their new releases of both new varietals and flagship favorites. Enjoy LIVE contemporary rock music while savoring a delicious luncheon prepared by a local food purveyor featuring slow-smoked wine country BBQ.

Open wine stations tended by extremely knowledgeable and friendly staff, will feature numerous Fortunati's crowd pleasing wines.

To RSVP call 707-255-9300 or email [info@fortunatvineyards.com](mailto:info@fortunatvineyards.com).

Complementary admittance to all Friends of Fortunati wine subscriptions + their guests, growers, hospitality, trade and family & friends members.



Celebrating the experience, Joe Rosenberg and friends are relaxing amongst the vines.

WINE RELEASE PARTY IMAGES BY JOSEPH OSGOOD

*Say cheers in other languages... Cin Cin, Salud, Prost, Santé, Skål, Serefe, Gesondheid, Prosit, Mabuhay, Biba, Saúde, Kippis!*



## SIGNATURE CABERNET SAUVIGNON

Brilliantly dark, ruby purple in color, this 2012 Cabernet Sauvignon shows signature rich characteristics of classic Napa Valley fruit. The peppery, spicy nose is followed by aromas of cassis and black currant, with secondary tones of sweet French oak and cola. Solidly endowed, with integrated tannins, the opulent fruit carried by bright acidity, is fleshy and framed by a classic Napa-like structured wine. Beautifully balanced and silky, this wine will easily age and is best drunk over the next decade.

Large format bottles available including 1.5 liter magnums. Other sizes available upon request.

## Local Accolades for Fortunati Wines

St. Helena Star and Napa Valley Vintner's Tasting Panel this summer conducted a tasting of aromatic whites in Napa Valley and named Fortunati Vineyards 2013 Estate VIOGNIER one of its Top Aromatic White Wines in blind tasting. Here's what they said...

*August 4, 2014 - Fortunati Vineyards (\$32). The 2013 Viognier is packed with floral mineral notes and aromas of dried and crushed flower petals. Initial white peach and apricot are layered with more detailed, exotic flavors of passion fruit and lychee. This warm-weathered white wine can be enjoyed year-round and pairs beautifully with grilled vegetables, Asian noodles and fish. It's the floral notes in this wine that make it wonderfully aromatic.*

St. Helena Star and Napa Valley Vintner's Tasting Panel named Fortunati Vineyards 2013 Estate ROSÉ of SYRAH, PRANZO (lunch in Italian) one of its 5 Top Rosé Wines in Napa Valley in a blind tasting. Their comments where...

*July 1, 2014 - Fortunati Vineyards, PRANZO (\$20). The excellent vintage of 2012 was followed by yet another in 2013. This dry rosé made from the estate syrah is one of Napa Valley's earliest indicators of a near-perfect growing season. With a lovely salmon-pink hue in the glass, the 2013 rosé displays 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 up, stone fruit aromas emerge, framed by an edgy minerality and charming floral notes of*

*cut flowers. It's fruit-forward on the palate, 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.*



## Friendship Comes with Benefits

### *Wine Subscription Members Enjoy Complimentary Entrance to Wine Events*

Continuing to maintain our relationships with our FRIENDS OF FORTUNATI is of the highest priority! We want to continue to celebrate and foster the relationships we have with what we consider our FAMILY! As a reminder, our Friends of Fortunati are always welcome to visit and sample our newest releases and cheese pairings completely complimentary as well as receive tickets to our hosted events. Not to mention receiving a fantastic discount on all your wine purchases with us through our Wine Subscription Program.



Jeanette Harris and sister, Marcia McCabe enjoying a recent wine event.

Simple twice annual shipments (in spring/summer and fall/winter), comes with the ability to fully customize your shipment. This will always keep you well stocked with our current release wines and as your relationship blossoms, you will often find a small, wine themed token of our appreciation included with your wines after your first year of friendship!

Our Friends of Fortunati wine program is an absolutely great way to enjoy all the wines Fortunati produces as well as a chance to make new friends and strengthen old relationships!

## WINE DOGS of California

California... bathed in sunshine, the birthplace of surf music and Hollywood dreams, and home to some of America's most celebrated wine estates. And wherever good wine is made, you're likely to find a dog scouting the winery or vineyard. And this is certainly true at Fortunati Vineyards! A welcoming and furry crew reside here - Otto, Riva & Haley!

*Wine Dog California is a photographic journal of stunning pictures and great stories: created for the love of dogs and wines.*

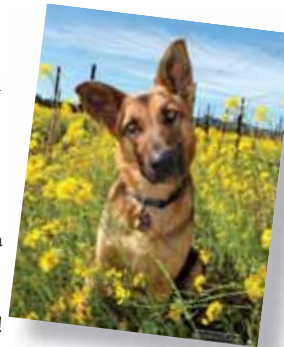
Wine Dogs California is a large-format book and features over 120 wineries from the Golden State with stunning portraits of their loyal pooches. Along the way, the mutts and purebreds are interspersed with short essays by Robert Parker Jr, Cole Danehower, Eve

Bushman, Jack Burton, Jennifer Rosen and Lori Crantford.

Fortunati's coffee table book has cover girl, Haley pictured on the front cover, with other brother and sister, Otto and Riva featured on the back cover. And contained within these pages are other local wine country dogs. Find out which dog holds the pizza-eating record,

discover the identity of Sonoma's infamous lingerie thief and see Elvis, Bob Marley and Keith Richards battle it out for the title of 'top dog'.

Order your Fortunati Wine Dogs California book today and be entertained by these wine country canines!



Craig McGill, gifted photographer and co-founder of Giant Dog Publishing (along with Susan Elliott, creative director), is capturing Otto and sister, Riva both Labradors during their *Wine Dogs* photo shoot.

## Fall Harvest Extravaganza Rocked Fortunati

*Life is a journey; some benchmarks are worth remembering... 15 Years of Winemaking is one of those experiences to remember!*

This year's Fall harvest celebration came with a little added incentive and emotion! In addition to one last blowout and frolic in the vineyards before harvest, our 15 year anniversary was celebrated on Saturday, September 6, 2014, of when Gary took his hobby-home winemaking skills to the professional ranks! Glasses were raised with Gary, Ellen and friends from near and afar, as the 15 year milestone was commemorated in becoming a commercial

winemaker! Wine lovers danced to live music from 7-piece band BUBBA'S TAXI while sampling the small production Fortunati Vineyards wine and eating good food! Friends and family alike joined in for one last look (and taste!) at the ripening 2014 Fortunati fruit before it came off the vine and advanced into the winery for the next phase of a wine grape's life cycle!



Left: Tom Dietz, lead guitarist. Above: Keao Caindee, singer.

## Little Known Facts About Wine

Wine is one of those things people love to talk about! And, while some people can carry on an in-depth wine related conversation, most people just wing it. Over the last 10,000 years, wine knowledge has expanded from winemakers and others who really needed to know about the fermentation process, to being able to chat with your neighbors and friends alike about a tasty bottle or experience. Here are some fun and interesting FACTS to help spur that next conversation!

### WINE TRIVIA

Over 10,000 varieties of different wine grapes exist in the world today.

An Italian study showed that 2 glasses of red wine daily significantly boosts the sex drive of women.

During the 1976 Paris tasting, in which the California wines won, the lone reporter covering the event was George M. Taber, a reporter and editor for Time magazine.

If you are presented a cork in a nice restaurant, it's for examining, not smelling. Check to see if it's all in one piece, not fragmented or moldy.

The Chinese drank a record 155 million cases of wine in 2013, surpassing the French as the world's largest consumer of wines. Not to be outdone, the Vatican is the world's largest wine consumer per capita.

Amazingly, there are people around the world who are afraid of wine. This disorder is called oenophobia.

Recent studies have shown that people who consume on average one glass of wine per day carry almost ten pounds less body fat than those who did not drink at all. See, wine is healthy!



### INGREDIENTS

**Fortunati Olio d'Oliva**, extra-virgin

Kosher Salt

1 large finely chopped onion

2 cups Arborio rice

2 large pinches saffron

1½ to 2 cups **Fortunati Chardonnay**

3 to 4 cups chicken stock, keep hot

Freshly chopped Italian parsley

2 tablespoons butter

½ to ¾ cup freshly grated  
Parmigiana-Reggiano cheese

### DOES SIZE MATTER?

Does drinking wine make you feel enlightened? The ancients certainly thought so as they appropriately named large format bottles after biblical kings and historical figures! Below are a list of wine bottle sizes and their accompanying names and descriptions:

**187.5ml Piccolo:** Small in Italian. Also called quarter bottle, pony or split.

**375 ml Demi:** Half in French. Also known as a half bottle.

**750 ml Standard:** Common bottle size for most distributed wine.

**1.5 L Magnum:** Equivalent to two standard 750 ml bottles.

**3.0 L Double Magnum:** Equivalent to two Magnums or four standard 750 ml bottles.

**4.5 L Jeroboam:** Equivalent to six standard 750 ml bottles or ½ case of wine.

**6.0 L Imperial:** Equivalent to eight standard 750 ml bottles or two Double Magnums.

**9.0 L Salmanazar:** Equivalent to twelve standard 750 ml bottles or a full case of wine!

**12.0 L Balthazar:** Equivalent to sixteen standard 750 ml bottles or two Imperials.

**15.0 L Nebuchadnezzar:** Equivalent to twenty standard 750 ml bottles.



### HOW MANY BERRIES IN ONE WINE GLASS OF WINE (APPROXIMATELY)?

#### WINE MATH FOR RED GRAPE VARIETALS

One cluster of red grapes contains 75 berries

One grapevine holds 24 to 26 clusters (after pruning)

One acre of vineyards equals 2400 clusters (dependent upon spacing)

One acre of harvested grapes yields two tons of grapes

One barrel of wine holds 25 cases

One case contains 12 bottles

One bottle holds 5 glasses

One glass contains 8.4 clusters or 630 berries!

## RISOTTO MILANESE *with Fortunati Chardonnay*

### DIRECTIONS

Over a medium heat coat the large saucepan with olive oil, then add salt and finely chopped onion. Cook until translucent about 4-5 minutes. Increase heat to medium-high and add Arborio rice, stir briskly ensuring the grains are coated with oil. Sauté for 3-4 minutes, as the rice sticks to the pan, scrape it off. It will sound crackly and start to give off a slightly nutty aroma. The rice shouldn't become brown or toasted.

Add the saffron to the chicken stock which will turn a bright yellow when doing so.

Next, to brighten the overall flavors of this dish, add the **Fortunati Chardonnay** to the rice and season with salt stirring constantly until it's fully

absorbed. Add the saffron chicken stock until it completely covers the rice and also stir constantly until it, too, is fully absorbed. Repeat this process two more times adding the hot chicken stock, stirring constantly to prevent sticking. When the third addition of stock is absorbed and the rice is very creamy, taste a few grains to be sure its fully cooked. Arborio rice will take on a creamy consistency as it begins to release its natural starches. When al dente, it's done - grains are tender, yet firm to the bite, without being crunchy.

Stir in butter and freshly grated cheese. Add a pinch of freshly chopped Italian parsley, if desired. Serve immediately (it becomes sticky if sitting too long). It looks, smells and tastes wonderfully - like being in Italy!

# Fortunati

Wines you Choose to Celebrate Good Fortune!

Two convenient ways to order wines any time.

**Email:**  
**orders@fortunatvineyards.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*

A "hobby gone wild" is the best way to describe the birth of Fortunati Vineyards. Gary and Ellen Luchtel gave up "the city" life to follow their true passion, wine! Nestled into the heart of the Oak Knoll District appellation in the Napa Valley, Fortunati Vineyards provides extremely limited productions of ultra-premium, handcrafted wines. With space to accommodate everything from a private tasting to catered events and parties, the sprawling views and ultra-friendly atmosphere imparts an experience you will never forget.

From estate grown Rosé of Syrah and Viognier, to carefully blended Rhone and Bordeaux varietals, the wine line up also offers Napa's best-known Chardonnay and Cabernet Sauvignon. Fortunati Vineyards is certain to provide a wonderful wine sure to please a discriminating palette.



PHOTO TAKEN BY EDGAR SOLIS, NAPA VALLEY WINE EXAMINER

Fortunati Vineyards proprietor, Ellen Reich Luchtel at the 2014 Napa Valley Vintner's Wine Auction.

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

## Snippet of Love Letters from our Cherished Friends Across the Country...

Thank you for your handwritten notes, emails, calls and for sending us your photos. We love hearing where and with whom you're enjoying our wines! We thought we would share a few comments with all our FRIENDS across the county.

### ABOUT OUR...

#### WINES

We couldn't stand to wait any longer so we tried the 2012 Syrah last night. Amazing Syrah!! We loved the wine! Your notes said that it's good for a decade. It won't last nearly that long in our home. BTW, we shared a glass with our friend who worked as a sommelier in France for 20 years. He was equally blown away.

— Tom & Elizabeth, Lexington, Kentucky

I just had a second bottle of Viognier. OMG!!! I'm addicted!!! Paired with stuffed chicken, sundried tomatoes, and goat cheese.... Wow! Thank you so much for the experience! I've never had an apricot smelling wine, it was so different for my senses, I couldn't comprehend it at first, but now... I see another order in my future.

Cheers! — Cliff Ivey, Fort Smith, Arkansas

#### OLIVE OIL

I love your olive oil. My cooking has been SO MUCH better since I started using it!! THANK YOU!!!

— Joanne Darlin, Virginia Beach, Virginia

#### SERVICE

On Friday afternoon I ordered a case of wine. It arrived at 12:00pm on Monday. I thought to myself, WOW! Fortunati is on top of it. Then, I realized I had forgotten to order 6 bottles of a different wine so I called to place another order at approximately 3:30 pm that same day. Guess what! It was at my door step the very next morning. NOW that's service. At the moment I'm writing this, I'm enjoying a crisp glass of Fortunati Chardonnay on a warm Vegas afternoon! Thank you Fortunati. You're the best!

— Kim Voy, Las Vegas, Nevada

#### EVENTS

Thank you very much for the party last weekend. The wine was great, the food was exceptional, the band was the best and the location very comfortable. Our guests enjoyed themselves and bought some wine. I am very pleased with my purchases.

— Peter Bland, Novato, California

Of course we are coming to your party! You give good party!

— Walt & Bernadette Brooks, Napa, California

#### POST-EARTHQUAKE WELL WISHES

Blessings from Texas and the Stacy's. We hope all is well with you and yours. Thinking about all of you during the news of the earthquake.

— Nancy Stacy, Dallas, Texas

(NOTE: Thank you all for your post-quake emails and calls. It was a very unnerving experience. We were very blessed and miraculously had no damage. Yet, there was destruction to homes all around us. We spent the following 48 hours post-quake assisting neighbors and friends cleaning up their rubble. It has given a whole new meaning to being Fortunati.)

We can't thank you enough for supporting us in what we LOVE to do... Please come back and visit us again or perhaps we'll come and visit you!

Warm regards,  
 Ellen & Gary Luchtel  
 Vintner, Grapegrower and Winemaker

*Celebrate With One Of Life's Greatest Gifts*