

Spring / Summer
2014



Heard it through the...
Fortunati
NAPA VALLEY

Grapevines

FORTUNATI'S LARGEST HARVEST EVER

"Life is true to form, and records are meant to be broken" -Mark Spitz

Nothing could have rang more true in the Napa Valley this past year. The 2013 harvest was the single biggest in Fortunati Vineyards 10 year history. Adding to the record-breaking 2013 harvest in Napa Valley.



With the hustle and bustle of the harvest and crush season over, we are back in the vineyards and are hard at work to maintain the ever increasing reputation of both the quality of the fruit our vines produce as well as the meticulous, labor intensive, attention to detail driven techniques of winemaker and vineyard manager Gary Luchtel.

In an effort to keep up with our ever increasing demand and growing family of Friends of Fortunati, Gary, along with co-owner and wife Ellen, have continued to increase production.

Fortunati will continue to provide the premium handcrafted, ultra-boutique Napa Valley wines you and your friends have come to know and love!

At Fortunati Vineyards we enjoy sharing our experiences with our

customers both new and old! If you have any pictures of you and friends enjoying Fortunati wines, please send them to us as we would love to see them and share them with all of our friends!

You can also check out the now legendary Fortunati welcoming, and friendly crew of Otto, Riva and Haley in the new, yet to be released large-format book *2014 WINE DOGS CALIFORNIA*. Contact us for more info on how to obtain a "paw friendly" signed copy of this new coffee table, hardcover book.

SPECIAL POINTS OF INTEREST

- Celebrate 15 years of professional winemaking with Gary Luchtel this fall
- Enjoy the benefits of being a Friend of Fortunati
- Visit us at Fortunati Vineyards for a truly unique experience
- Share Fortunati with friends and enjoy the perks!



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NEWLY BOTTLED
WINES + MORE**

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Vineyard Update ■ Bud Break

Pruning is done. The vines have been returned to their rootstock and main branches. And now we are onto suckering.

This time of year can be a bit of a white knuckle ride as the weather starts to warm, the vines wake up from their dormant stage and begin their growing process. With frost still a concern this time

of year, flowering and bud break on the vines is tightly controlled and monitored.

With a careful blend of organic compost, Mother Nature's rain and manual irrigation, grape growers and farmers can stave off early bud break and lower the risk of the new shoots and flowers succumbing to the crisp and cold Napa Valley nights.



Celebrate With One Of Life's Greatest Gifts

2013 Estate PRANZO Rosé of Syrah NEW VINTAGE

In the true tradition of making a dry Rosé wine, winemaker Gary Luchtel has tapped into the Fortunati Vineyards estate-grown Syrah.

Oak Knoll District fruit coupled with Gary's passion and precision produces a lively refreshing Rosé. Scents of strawberries and raspberries permeate the wine and are backed by an invigorating and zesty acidity. Being slightly dry the attitude in this wine comes forth in just a hint of fruit flavors.

Dating back centuries, the origins of Rosé range far and wide from the early wines of the Egyptian and Greek

cultures to serving the aristocracy in ancient Provence.

While taste and appeal is absolutely influenced by color, do not be fooled by the lovely salmon hue in our PRANZO, this dry Rosé is truly *Summer in a Glass!*

Low in alcohol, made from red grapes, and built like a white wine, this is the ultimate summer sipper. Enjoy a chilled glass with PRANZO - lunch in Italian - or open a chilled bottle on a warm summer afternoon and watch the sunset!



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

2012 VINTO Estate Rhone Blend NEW VINTAGE

*"Making good wine
is a skill,
making great wine
is an art!"*

-Robert Mondavi, Sr.

As the first ever wine produced by Fortunati Vineyards, the popular, estate grown Rhone-style blend of Syrah and just a touch of Viognier, is truly our flagship red wine.

Equal parts jammy, fruity and tart this wine genuinely benefited from the near perfect growing conditions of 2012.

Bold, thick skinned, well balanced and full-bodied, the estate grown Syrah produces a beautiful wine that most closely represents Gary Luchtel's own personality.

With its massive, borderline brash, range of flavors, you can pair our VINTO (a winner in Italian) with anything from bleu cheese to barbeque!

The floral aromatics found in Herbs de Provence (lavender, thyme, fennel and mustard) will complement the herbaceous nature of this wine while soft and stinky cheeses will absorb the tannins famously found in Syrah. Try a dry rub of anise and clove on your gilled meats to bring out more subtle nuances in the wine.

Another great example of the quality wines Fortunati Vineyards fruit produces. To be released in Fall 2014.

2012 Estate MALBEC NEW WINE

This year, Fortunati Vineyards is proud to have Malbec make its debut with this juicy, expressive wine during an amazing growing year!

On a wine trip to Mendoza, the grape growing district of Argentina, Ellen fell in love with this varietal. Upon her return she had Malbec clone #595 grafted into Fortunati Vineyards.

Fickle and sensitive, Malbec is a thin-skinned "black grape" that is often labeled as a rustic relative of Merlot.

Needing ample sunshine and a dry climate to thrive, its plot in Fortunati Vineyards provides ideal growing conditions for this rich, smooth, full-bodied wine.

Now recognized as one of the top 18 noble grapes, Malbec has found a home in Fortunati Vineyards.

Simply a wonderful wine, don't miss out on this extremely small production of this fruit forward complex wine.

This Malbec inaugural release offers a limited supply of only 100 cases.



SUNDAY, MAY 25TH, 2014

Annual Springtime in the Vineyards Customer Appreciation Party



Owner Ellen Luchtel (second from right), and friends (from left to right) Marian Maher, Colby Smith and Lisa Koester enjoying a Springtime in the Vineyards Event.

Please join us, Sunday, MAY 25th, 2014 from 1pm to 4pm for what has become a must attend event in the Napa Valley. Fortunati Vineyards is continuing the tradition of celebrating Memorial Day weekend by hosting our annual Springtime in the Vineyards Wine Release & Customer Appreciation Party. Join proprietor Ellen and Gary Luchtel as they open up their new releases of both new varietals and flagship favorites. Enjoy LIVE music from returning contemporary rock band PINOT EVIL while enjoying a delicious luncheon prepared by Cochon Volant known for their slow-smoked wine country BBQ.

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

To RSVP call 707-255-9300 or email info@fortunatvineyards.com.

Complementary admittance to all Friends of Fortunati Members + their guests, wine growers, hospitality, trade and Family & Friends Members.

*CELEBRATE THE EXPERIENCE
DURING A RELAXING AFTERNOON
AMONGST THE VINES.*

Cabernet Sauvignon Makes A Gallant Reappearance

Due to be bottled this coming Summer and available in the Fall, Fortunati Vineyards one year hiatus of producing high quality Cabernet Sauvignon is over!

The 2011 growing season presented a myriad of difficulties and pitfalls that did not allow the Napa Valley to produce the quality of fruit Fortunati Vineyards insists on using.

That being said, the almost perfect growing season of 2012 allowed farmers and grape growers to once again produce

the superior Cab grapes that produce the elite wines Friends of Fortunati have come to appreciate and love.

While a 100% cabernet sauvignon from the "old world" is rare, Fortunati Vineyards continues to source grapes that produce an excellent wine rolling with herbal and floral flavors like violets, graphite and tobacco. Stay tuned for more info about our yummy 2012 Cabernet Sauvignon coming this fall!



"Imagine you've filled a new leather bag with a pound of black cherries and held it to your chest while rolling down a hill... Yum!"

Recent Awards

With 5,825 entries from more than 25 states, professional wine judges from around the world came together in a collaborative effort to make the San Francisco Chronicle 2014 Wine Competition the largest competition of American wines in the world! Amongst internationally recognized labels and up against wineries with deep pocket marketing budgets, Fortunati Vineyards more than held their own. Our 2012 Mt. Veeder Zinfandel as well as our 2012 Oak Knoll District Chardonnay were both awarded Silver medals by the

panel of 65 judges. The Gold medal is equal to a unanimous rating from the judges. Not to be outdone, our 2012 Los Carneros Pinot Noir established its own resume recently with a Gold Medal win at the 12th Annual Pinot Noir Shootout. The Pinot Shootout, with its diverse panel of 40 wine professionals, is recognized as the most comprehensive and focused Pinot Noir tasting in the United States.



Fortunati Vineyards Pinot Noir, Chardonnay and VINTO Syrah proudly displaying a couple of their awards.

Become a Friend of Fortunati

Enjoying a wonderful glass of wine is a guilty pleasure no one should be deprived of... Having close friends is a must in life. Combine the two in enjoying great company with a fabulous wine and memories are made that will last a lifetime. As a Friend of Fortunati Member, you enjoy not only the guarantee of a lasting friendship, but you also will never want for great wines! With unique features, our wine subscription program offers



amenities such as being able to fully customize your wine selections in our twice-annual shipments (in spring and fall), significant discounts and complimentary event tickets. The Friends of Fortunati Program is an

Gary Luchtel (top) with longtime friends (father and son) John and Mike O'Connor.

absolutely great way to enjoy all the wines Fortunati produces as well as a chance to make new friends and strengthen old relationships! Being a Friend of Fortunati means more than a nameless, faceless shipment of wine. We here at Fortunati truly value our Friends and will stop at nothing to be the very best Friends we can be!

How and Where To Store Your Wines

When storing wine, things to consider include temperature, light and humidity. Keeping wines stored properly assists in wine longevity.

With heat being public enemy number one for wine, finding a suitable place to store your wine can often be difficult. If you are not blessed with a custom wine cellar or a basement that is not too damp, here are some simple tips and ideas to helping your wine live as long as it can in the bottle. Look for a location that stays cool and out of direct sunlight, 55 degrees Fahrenheit is as close to a perfect storage temperature as you can get, but anything in the 45-65 degree range will work just fine. Steady temperatures are just as important as the actual temperature. Avoid rapid, extreme or frequent temperature swings. Keep wine away from warm kitchens, laundry rooms or the furnace! One reason why vintners use colored bottles is to protect wine from sun and incandescent light. Corks need some humidity as not to dry out, and mold can be an issue if it's too humid! Storing wines properly helps to ensure optimal enjoyment.

Fall Harvest Celebration ■ Save the Date

Fortunati's Fall Harvest Party is booked and ready to rock with live music from returning band BUBBA'S TAXI. We also have something special to celebrate this year with the 15 year anniversary for when Gary took his hobby home wine-making skills to the professional level! Celebrate with Gary, Ellen and friends as he reaches the 15 year milestone of being a commercial winemaker! This year's Fall Harvest Extravaganza will take place on Saturday, September 6, 2014 the weekend after Labor Day. So SAVE

THE DATE as we plan to see you there! Friends of Fortunati Members receive complimentary tickets for yourself and two guests Enjoy the last look and taste of Fortunati fruit before it comes off the vine, and experience the anticipation and thrill of Harvest looming right around the corner!

Ellen and Gary Luchtel sorting their grapes during a quality control inspection on the sorting table prior to crushing.



Recommended Aging Time For Your Wines

ROSÉ: Chill and enjoy now or within two years of vintage date. Serve between 40-50 degrees. Great on a hot summer day!

VIOGNIER: Serve chilled today. Enjoy within three years. Best when served between 50-60 degrees.

CHARDONNAY: What are you waiting for? Chill and drink any time in the next three years at a 50-60 degree temperature.

PINOT NOIR: Savor now and drink through 2017. Serve between 55-60 degrees.

MALBEC: Age one to two years prior to opening. It will continue to evolve while cellaring for another 10 years.

VINTO (SYRAH): Open after one to two years of aging or cellar longer, and enjoy by 2022.

ZINFANDEL: Drink now, or age one to two years and continue to enjoy for another 8 to 10.

MOSAIQUE BORDEAUX BLEND: (Four Varietals) Ready to drink now and through 2017.

FORTIVO BORDEAUX BLEND: (Two Varietals) Cellar one to two years before opening, and keep through 2020.

CABERNET SAUVIGNON: Age this treasure until 2015 and keep for an additional 10 years+.



Good friends Leif Vasstrom and Laura Masters enjoying good wines while visiting Fortunati Vineyards.

PORTO FINO: Port-style dessert wine ages 5 to 50 years. Once tasted, it's extremely difficult to cellar very long!

2013 Estate Grown VIOGNIER NEW VINTAGE

For years Viognier has been known as a blending grape. Used to soften red wines and releasing more aromatics or to brighten and sweeten a white wine.

The last ten years have brought significant change in the way California winemakers are viewing Viognier. Fast rising in popularity, Viognier is now seen as a serious challenge to the monopoly of Chardonnay as a full-bodied white wine.

Our estate grown, Viognier is a wonderful example of a substantial white wine. With great palate weight and depth, balanced incredibly well with a bright, integrated acidity, this wine bursts with aroma and delicious fruit flavors.

Enjoy chilled by itself or experience the wide array of cuisine it pairs with especially all types of Asian food favorites, or also enjoy with a bowl of popcorn while watching a good movie!

Use a splash of wine in a recipe & it's an automatic wine & food pairing!

SLAW SALAD

WITH ORANGE GINGER & FORTUNATI VIOGNIER

THE SLAW

In a large bowl, toss the following ingredients:

- 1 cup red onion, sliced thin
- 3 cups each of finely shredded Napa cabbage, red cabbage and green cabbage
- 1/3 cup green onions, sliced on the bias
- 1/4 cup each of chopped cilantro, shaved carrots, diced red peppers, sliced celery
- 1 teaspoon peeled and minced fresh ginger
- 1 teaspoon honey

THE VINAIGRETTE

Mix ingredients in blender until well combined:

- 3 tablespoons orange juice
- 2 tablespoons finely chopped shallots
- 4 tablespoons Fortunati Estate Olio di Oliva (Olive Oil)
- 4 tablespoons rice vinegar
- 4 tablespoons Fortunati Viognier

Combine the Viognier based vinaigrette with salad ingredients, sprinkle with a touch of parsley, and compliment the rest of your meal by serving this chilled slaw with a nice cold glass of Fortunati Viognier!



Pair Fortunati Viognier & Orange Ginger Slaw Salad for a refreshing duo.

Fortunati

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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.

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



Create a cheese and cracker plate to complement your Fortunati wines.

CHEESE PAIRINGS

Dating back centuries, when a hunk of bread, a chunk of cheese and a flagon of wine was considered a good meal, wine and cheese have gone hand in hand!

Pairing the perfect cheese with the perfect wine to achieve a perfect flavor and texture combination has become like winemaking itself, equal parts art and science. It is also something that pretty much anyone can do and be successful at.

Here are a few simple hints to make a successful wine and cheese pairing...

The right cheese pairing can really enhance the flavors and complexities of the wine, so make sure you pick a cheese that complements the wine, don’t over think it and keep it simple.

Look for similarities in the styles of both the wine and cheese. For example,

a bold, tannic, full bodied cab works really well with hard, aged cheeses like cheddar or Parmesan. While more fruit forward wines with higher acid lean towards working well with soft-ripened cheeses such as Brie or goat cheese.

The most important thing to remember is that the wine is the star of the show!

Start with selecting the wine you would like to enjoy, and then work from there. Pairing your wines with cheeses and other snacks can provide endless combinations of complimentary, contrasting and new flavors!

Experiment, be creative and in the end, leave it up to your taste buds! If it tastes good to you, then it is the perfect pairing!

Celebrate With One Of Life's Greatest Gifts