

Come Meet  
Bertha Gomez  
our First Proprietary Blend  
Winemaker!  
Invitation on pg 4

# William James Cellars

*Specializing in the production of small lots of hand-crafted wines.*

Newsletter #14, Fall 2007

Page 1

## Warm Welcome

The holidays are fast approaching and it is time to wrap up yet another year. Thanks to Mother Nature and her wonder, 2007 has once again yielded fantastic grapes, full, ripe and luscious for our upcoming vintages. Come celebrate with our first Proprietary Blend female winemaker, Bertha Gomez as we release her **"Intuition"** wine club blend to the public. Invitation on page 4. Come and inquire about her trade secrets on blend-



ing fine wine! Thank you to Bob Engel for sending in this photograph of *William James*

*Cellars* wine spotted in a restaurant in Sunnyside, Nevada while on vacation.

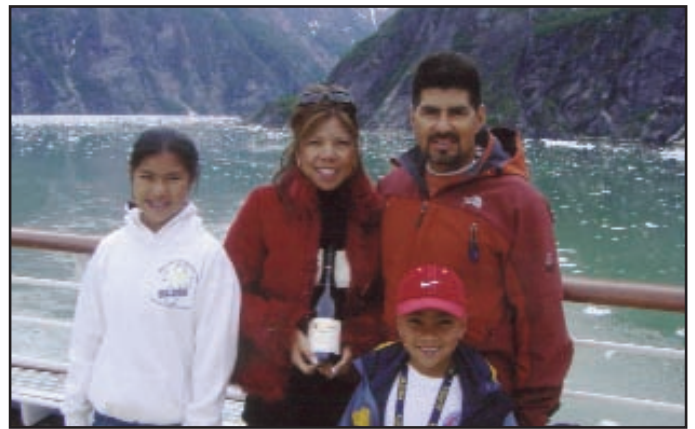
When choosing a Thanks-giving wine consider the turkey. Unlike most poultry and game birds, turkey meat is very dry in texture. So you need a mouth-watering wine to complement it. Good options are rich whites like **Roussane**.

And yes you can drink red wine with white meat: **Pinot Noir** and **Grenache** all have juicy, berry-ripe flavors that go well with turkey.

Look beyond the bird. The range of side dishes means that you don't

## Photo Contest Winner

The pristine treasures of our Alaskan cruise aboard the Dawn Princess were enchanting from dusk to dawn. Our ports of call included Ketchikan, Juneau, Tracy Arm Fjord, and Victoria, British Columbia, where we spent our days walking amongst totem poles, riding on the historical Klondike goldrush railway, whale watching, and hiking throughout vast wilderness. After a particularly glorious day spent breathing in majestic glaciers, soaring eagles and captivating sea life, our senses were delighted even still when we paired *William James Cellars* Grenache with the pecan-encrusted wild Alaskan salmon that was awaiting us in the dining room that evening. Photo taken in the Florentine Dining Room aboard the Dawn Princess June 20, 2007



Pictured L to R: Alexis, Kathryn, Lucas and Pete Adame.

*continued on page 2*

## Table of Contents

Warm Welcome	.....1
Photo Contest Winner	...1
Spirited Advice	.....1
Upcoming Events	.....2
Wine Wonderland	.....2
Trattoria Grappolo Cookbook	2
Wine Order Form	.....3

## Spirited Advice, Quotes & Trivia

**"Go thy way, eat thy bread with joy, and drink thy wine with a merry heart."** Ecclesiastes 9:7

**"Cheese is certainly the best of foods, and wine, the best of drinks."** Patience Gray

**"When there is plenty of wine, sorrow and worry take wing."** Ovid-The Art of Love

**"A bottle of wine contains more philosophy than all the books in the world."** -Louis Pasteur

# William James Cellars

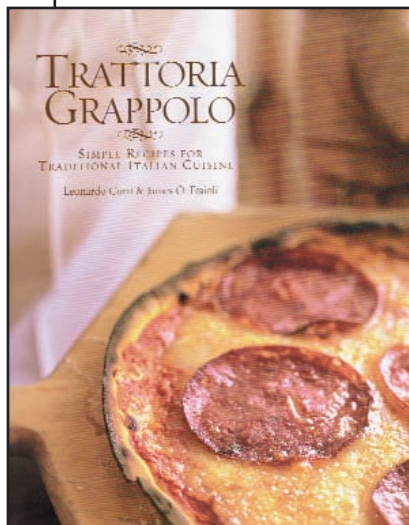
Specializing in the production of small lots of hand-crafted wines.

Warm Welcome continued, Upcoming Events, Wine Wonderland

Page 2

have to match your wine just to the turkey. Since Thanksgiving dinner is often a banquet-style meal, with everyone choosing the trimmings, why not do the same with your wines? Offer both red and white, and possibly more than one depending on the size of your group. Complement or contrast. A **Chardonnay** can complement the roasted, smoky flavors of squash, chestnuts and pecan stuffing. But if you'd rather have a contrast to the richness of cream sauces and dressings, a crisp **Rose**. End on a sweet note. If anyone still has room left when it's time for pumpkin or pecan pie, offer a **Port**. If you're a chocolate fan, try serving a full bodied **Syrah** with complementary flavors such

as raspberry or blackcurrant. According to our winemaker, Jim Porter, the best holiday wine is Grenache. Bon Appetit!



Hot off the presses! Chef Leonardo Curti from Trattoria Grappolo in Santa Ynez just published his first cookbook pairing 100 recipes with a fine California wine.

*William James Cellars*, Santa Barbara County Pinor Noir is paired with a Risotto Al Ragu di Agnello. To visit the restaurant in Santa Ynez, go to 3687-C Sagunto Steet (805)688-6899. To purchase a cookbook for \$34.95 call Robin (805) 478-9412.

**Wine Wonderland**  
"The Hidden Jewel of Santa Barbara County"

**Pinor Noir**  
Sunday, December 1, 2007  
11am - 4pm  
"Hidden Jewels"

**PARTICIPATING WINERIES:**

★ ★ ★ ★ ★

**POURING AT WINE COTTAGE BISTRO:**

★ ★ ★ ★ ★

**POURING AT CHEF RICK'S:**

★ ★ ★ ★ ★

+ Tickets: only \$30.00 per person  
 + You will receive a SMVWC Riedel crystal passport glass at your "Check-in Winery" to take home.  
 + In support of a Designated Driver Program, all Designated Drivers will be able to purchase a ticket at 1/2 price and receive a special passport to get stamped to enter for a "DD ONLY" drawing.

To enhance your visit to the Santa Maria Valley, please visit our website [www.smvwc.com](http://www.smvwc.com) for a list of member wineries, hotels, restaurants, and order forms available online.

**Order Form: Saturday, December 1, 2007**  
 Fax your order to: 805 938-0431 or Mail to: Santa Maria Wine Country, P.O. Box 5351, Santa Maria, CA 93456

Name _____	# of Passports Purchased _____	# of DD (1/2 Price) _____
Address _____	Total Amount Due \$ _____	<input type="radio"/> MasterCard <input type="radio"/> Visa
City _____ State _____ Zip _____	CC# _____	Exp. Date _____
Phone _____ Fax _____	Signature _____	Date _____
Email _____		

For information please call: 1-866-488-5194. This check is payable to: Santa Maria Valley Wine Country (SMVWC).  
 Refund policy: All sales are final. Tickets are non-refundable, not refundable.  
 By law, all registrants and guests attending any SMVWC event must be at least 21 years of age.

## Upcoming Events

- "Intuition"** Proprietary Wine Club Blend Release Party  
November 12, 2007 6-8pm  
The Bistro 113 College Ave, Santa Maria
- Celebrity Soup** 11/30  
What's Cookin On Wine!  
California Adventure Park, Disneyland
- Cystic Fibrosis** 12/1  
Dallas, Texas
- Wine Wonderland** 12/1  
Santa Maria Valley Wine Country 11-4  
Wine Cottage Bistro, Orcutt
- San Francisco Wine Chronicle** Feb '08
- Family Winemakers** Pasadena March '08

# William James Cellars

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Wine Order Form

Page 3

## Complement your Holiday

<u>Year/Variety</u>	<u>Bottle/Case</u>	<u>20% Case Discount</u>	<u>Quantity</u>	<u>Total</u>
<i>2006 Chardonnay Santa Barbara County</i>	\$22/\$264	\$17 <sup>60</sup> /\$211 <sup>20</sup>	_____	_____
<i>2005 Roussanne Santa Barbara County</i>	\$24/\$288	\$19 <sup>20</sup> /\$230 <sup>40</sup>	_____	_____
<i>2006 Grenache Rose Central Coast</i>	\$20/\$240	\$16/\$192	_____	_____
<i>2005 Grenache Central Coast</i>	\$24/\$288	\$19 <sup>20</sup> /\$230 <sup>40</sup> (30 cases left)	_____	_____
<i>2006 Pinot Noir Santa Barbara County</i>	\$32/\$384	\$25 <sup>60</sup> /\$307 <sup>20</sup>	_____	_____
<i>2006 Pinot Noir Santa Maria Valley Gary Ranch Vineyard</i>	\$38/\$456	\$30 <sup>40</sup> /\$364 <sup>80</sup>	_____	_____
<i>2004 Syrah Central Coast</i>	\$20/\$240	\$16/\$192 (10 cases left)	_____	_____
<i>2005 Syrah Santa Barbara County</i>	\$26/\$240	\$20 <sup>80</sup> /\$249 <sup>60</sup>	_____	_____
<i>2005 Syrah Hampton Family Vineyard, N.Y.V.</i>	\$32/\$384	\$25 <sup>60</sup> /\$307 <sup>20</sup>	_____	_____
<i>2004 Cabernet Sauvignon Paso Robles</i>	\$32/\$384	\$25 <sup>60</sup> /\$307 <sup>20</sup>	_____	_____
<i>2004 Port California</i>	\$35/\$420	(3 bottle limit)	_____	_____

*2006 "Intuition" Santa Barbara County* \$20/\$240 \$16/\$192 \_\_\_\_\_

*Wine Club Proprietary Blend* Special Wine Club Member pricing - 25% off bottles and 35% off case purchases.

NAME: \_\_\_\_\_ Subtotal \_\_\_\_\_

ADDRESS: \_\_\_\_\_ Tax 7.75% \_\_\_\_\_

CITY & STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_ TOTAL \_\_\_\_\_

PHONE #: \_\_\_\_\_ EMAIL: \_\_\_\_\_

PLEASE BILL MY:  MASTERCARD  VISA  AMEX  CASH  CHECK

CREDIT CARD #: \_\_\_\_\_ EXP. DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

**RETURN TO:** *William James Cellars* 1355 W. Main Street, Santa Maria, CA 93454 (805) 478-9412 [williamjamescellars.com](http://williamjamescellars.com)

# William James Cellars

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Photo Contest

Page 4

## A Pictures Worth a Thousand Words!



Cleve & Katie Robinson, Angela Freitas and Susie Benson wearing logowear and holding a bottle of Grenache At "The End of the Road" in Homer, Alaska.

Since we received photographs of our customers enjoying our wine at holiday dinners or wearing our logowear on vacations we decided to start a photo contest.

**How to enter:** Send in your photograph and story showing

you wearing logowear or enjoying a bottle of *William James Cellars* wine. The story should be 100 words or less. The more creative the better.

**The Prize:** Winner to be published in our quarterly newsletter and a 3 pack of wine.

**The Rules:** 1 winner per quarter. All photos and stories roll over to next quarters competition. All decisions of the judges will be final. Quality of picture counts a lot. Entries cannot be returned and all winning photographs become the property of *William James Cellars*.

**Suggestions from the judges:** Have Fun!

To enter send your story and picture to:

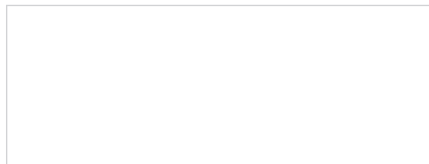
### William James Cellars Photo Contest

1355 W. Main Street  
Santa Maria, Calif. 93454

For additional information, call 805-478-9412 or email [wine@williamjamescellars.com](mailto:wine@williamjamescellars.com)

Proprietary Wine Club Blend  
Release Party  
November 12, 2007  
6-8pm  
The Bistro  
113 College Ave, Santa Maria  
RSVP 478-9412

William James Cellars  
"Intuition"



Santa Maria, California 93454

1355 W. Main Street

William James Cellars