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Zinfandel/Primitivo

Geography Zinfandel is California's speciality grape. Also produced in Italy and Croatia.

Flavour & Character Has a unique raspberry flavour, intense spicy fruitiness and a vibrant colour.

Body, Dry/Sweet Ranges from

delicious dry reds to sweetish, sometimes insipid ''blush,'' and intensely sweet wines. Viticulture

Research into viticulture and an absence of age old traditions in California has meant that Zinfandel is cultivated in the best possible terroir and aided by modern technology.

Vinification

New technology ensures the adaptability of this grape. It is capable of producing everyday quaffing wine as well as top class, complex, rich reds. Varietal/Blend

Zinfandel is produced as a varietal.

Style

Ranges from lightweight, juicy and fruity to intensely rich aromatic wines.

Notes

Known as Primitivo in Italy. It is also probably the same as Croatia's Plavac Mali grape.

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Zinfandel

Zinfandel is a variety that has been important almost exclusively in California. Zinfandel can make solid red wines with good fruit and structure. It was a popular variety with home winemakers during the American prohibition era because its thick skins allowed the grapes to ship without damage. It later (late 1970's and early 1980's) became popular for the wines produced from it with forward fruit flavors and spicy overtones. Zinfandel declined in popularity in the mid 1980's and became unprofitable to grow until "White Zinfandel" was introduced. White Zinfandel is a Zinfandel rose that is left slightly sweet with an acid balance.

Recent DNA tests indicate that Zinfandel is actually the same as the Primitivo grape found in Italy.



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California's Rhone Rangers have generated growing interest in this French import. Fleshy and plum-scented, perhaps more reminiscent of Australian Hunter Valley Shiraz than the more rustic examples of France, these California Syrahs have achieved remarkable success in only a few years. Already the Sierra Foothills, the warmer canyons of eastern Santa Barbara County, the Hopland area of Mendocino, and Sonoma's Dry Creek Valley have distinguished themselves.

Find California Syrahs featured on Wine.com



Viognier

The 1980s explosion of interest in red Rhone varieties was echoed in the 1990s with their white counterparts. Although a handful of California producers have dabbled with Marsanne and Roussanne, the majority of entrants have cast their lot with Viognier. Indeed while its cradle, the Condrieu appellation in France, boasted about 200 acres of the variety in 1995, California planted at least 600 acres in the 1990s alone. Pioneers included Ritchie Creek, La Jota, and Calera but the first major commitment was made by John Alban who planted 30 acres in San Luis Obispo's Edna Valley district in 1989. Quality and style have been about as variable as the prices with many expensive offerings being mediocre at best, prejudicing the variety's prospects although there have been some successes.

Find California Viogniers featured on Wine.com



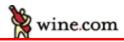
Zinfandel

The 'native' variety for long suffered from an image problem. Lacking a famous European forebear (see Zinfandel) it must be taken on its own terms. Few critics have had the independence of mind to do so, and so it has struggled to find a style.

Although sometimes deliberately vinified to minimize this characteristic, Zinfandel can easily be chewier than a Cabernet. Beyond its robust textures, Zinfandel at the height of its powers tastes of a berry not unlike but more wonderful than the wild blackberries found only in burned-over foothills in the Pacific Northwest and, maybe, the strain of raspberry Americans call boysenberry. Although it often has the structure and balance to age well, time does not replace its glorious flavours of berry with anything as pleasing. Flavours from oak barrels can also be difficult to work into harmony with the taste of berries. All the foregoing means that Zinfandel must come from a superior vineyard or be ordinary. Since it must compete for territory with Cabernet Sauvignon, the broad commercial success of red Zinfandel has been modest, limited primarily to a fervent cult of worshippers who have lived for some time in California.

The variety finds its most congenial home on dry-farmed hillsides originally identified in parts of California at the turn of the last century by immigrant Italians. A centrepiece of this cultural community is Sonoma's Dry Creek Valley, the Russian River district, Mendocino County, Sonoma Valley and, though the fact is little recognized, the Napa Valley. San Luis Obispo County's Paso Robles AVA has a long, strong history with Zinfandel, as does Amador County in the Sierra Foothills AVA and Lodi and the Delta region of the Central Valley. All of these tend to make headier, riper wines than Sonoma and heady, port-style wines made from late harvested old Zinfandel vines enjoyed a brief vogue in the early 1970s. See also White Zinfandel.

Find California Zinfandels featured on Wine.com



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Rancho Zabaco Dancing Bull Zinfandel

If you are *BIG INTO ZIN* then you must try Rancho Zabaco Dancing Bull Zinfandel. Rancho Zabaco is named for the original Mexican land grants in Sonoma County. At Rancho Zabaco, they pride themselves in producing award-winning Zinfandels crafted with the grapes from top vineyards in California. With their newest release of Zinfandel, they are continuing this tradition. The grapes selected for this wine come from their growers in some of California's best Zinfandel appellations.

The Dancing Bull Zinfandel is zesty with black cherry and raspberry flavors and soft, supple tannins. An extremely versatile and approachable wine that pairs well with marinara sauce, grilled chicken or barbecue beef. With its bright, vibrant fruit flavors and zesty personality, this wine can go with just about any dish!

Cheese Pairing

A fine Zinfandal offers tremendous opportunity to pair the flavors with many cheeses. We think that this particular wine would dance on your palate when paired with an ripened Chevre. The cheese will have some tart characteristics and be slightly aromatic. The ripened Chevre will offer a wonderful spiciness that will bring out the bright flavors of the wine.



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WINEMAKER'S **NOTES**

Oh the black pepper and lush fruit... Truely unique, utterly American, and completely unpretentious.

Each half pack contains one bottle of:

Rancho Zabaco **Dancing Bull** Zinfandel Dark, ripe and juicy with velvety tannins and fresh blueberry. chocolate. and raspberry flavors.

Ravenswood Vintners Blend Zinfandel Lighter bodied than the Cline or Rancho Zabaco, with delightful fresh strawberry and raspberry fruit and a



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touch of vanilla.

Cline California Zinfandel A bold Zin, characterized by ripe berry fruit with a little white pepper spice and earthiness on the finish.

Please note that due to the popularity of this product, we reserve the right to substitute like wines and vintages.

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Cline Cellars History ... After spending his childhood summers learning farming and winemaking from his grandfather, Valeriano Jacuzzi (of the pump and spa fame), Fred Cline founded Cline Cellars in 1982, in Oakley, California. Fred started the winery with the \$12,000 inheritance from the sale of Jacuzzi Bros. In 1986, Fred's brother Matt joined Cline Cellars as winemaker after studying winemaking at the University of California at Davis. In 1991, the winery facilities relocated to the Sonoma Valley on a 350 acre estate in the Carneros District.

The Cline Brothers, Fred and Matt, are Zinfandel and Rhone varietal specialists. Their holdings include some of the oldest and rarest vines in California. They are best known for the one hundred year old plantings of Carignane, Mourvedre and Zinfandel grapes they farm in Oakley, California. The Mourvedre represent approximately 85% of the state's total supply of this fascinating and versatile varietal. This treasure is the inspiration for Cline Cellars many "Rhone style" bottlings.

The Rhone Ranger ... Rhone Rangers are a progressive group of California vintners who vinify grapes that have flourished in France's Rhone Valley for more than 2,000 years. These areas include Cotes-du-Rhone, Chateauneuf-du-Pape and Hermitage, to name a few. The grapes include Mourvedre (Mataro), Syrah, Carignane, Grenache, Cinsault, Marsanne, Roussanne and Viognier.

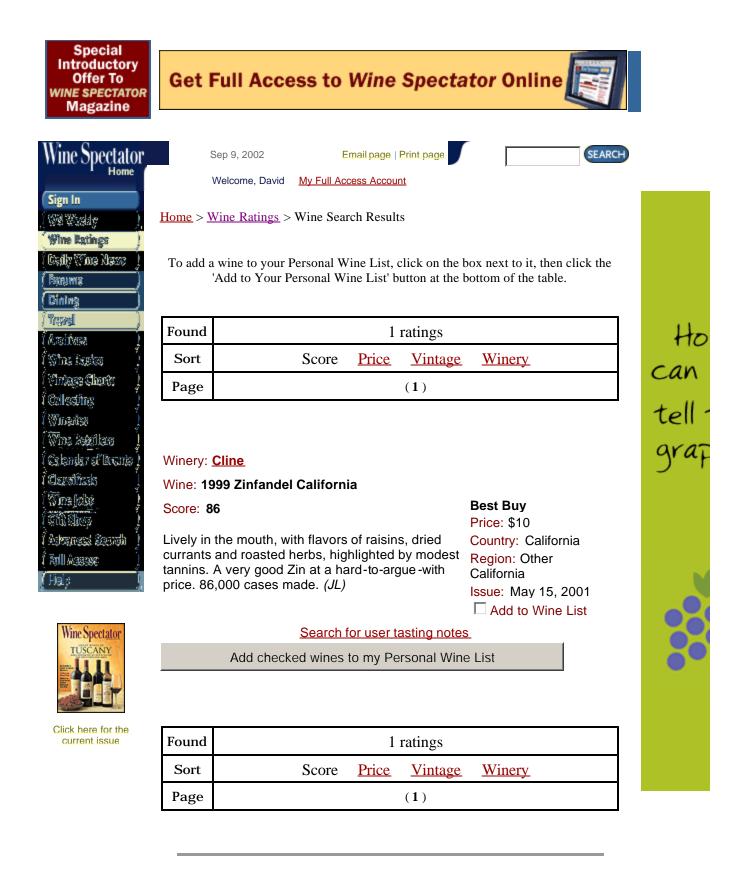
Contact the <u>Rhône Rangers</u> at their new website or call John MacCready at Sierra Vista Winery 916-622-7221.

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About The Winery ABOUT THE WINERY Welcome to Peachy Canyon Winery and Vineyards, home to owners Doug and Nancy Beckett. Peachy Canyon is WHAT'S NEW a small, family owned winery that has gained a reputation as one of the premier red wine producers in the United States. The Beckett family has WINE TALK been handcrafting some of California's most noteworthy Zinfandels and Cabernets since establishing their winery in 1988. The Beckett's pride TASTING ROOM themselves on their highly acclaimed Zinfandels, Cabernets and Merlots. COUNTRY STORE FIND A DISTRIBUTOR GUEST COTTAGE PHOTOGRAPHS Peachy Canyon Winery Staff **Owners:** Doug & Nancy Beckett WINE LINKS Winemaker: Florence Sarrazin Office Manager: JoAnn Hoffmann Assitant Winemaker: Joshua Beckett Vineyard Manager: Jake Beckett Tasting Room Manager: Amy White Peachy Canyon Winery Facts

Case Production: 22,000

Varietals Produced: Zinfandel Cabernet Sauvignon Merlot Chardonnay

Special Release: Late Harvest Zinfandel

Varietals: Red Blend

Annual Events:

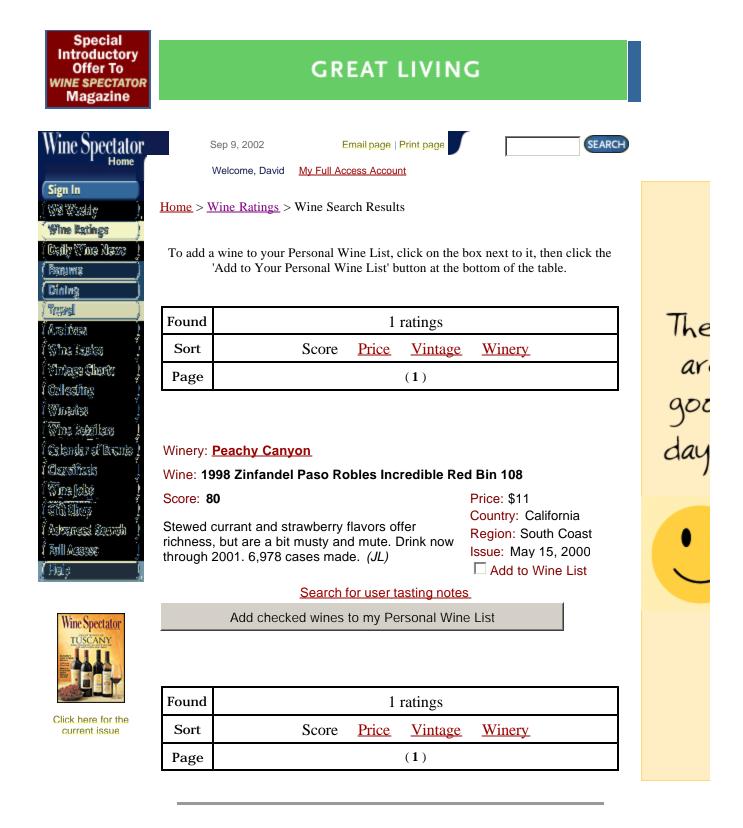
- March: Paso Robles Zinfandel Festival
- May: Paso Robles Wine Festival



Peachy Canyon Winery is located in the heart of the Paso Robles wine country. Nestled in the Santa Lucia Mountains just three miles west of Paso Robles at Mustang Springs Ranch, the winery exemplifies the contrasts of a region which is ideally suited for growing a premium red wine grape.

Pastoral and peaceful on the one hand, the vines grown in this area must struggle to succeed in meager soils stressed by daytime temperatures that soar into the hundreds and nighttime tem-peratures that plunge into the forties. The resultant small yields of premium quality grapes combined with the Beckett's fine vinting expertise produce some of the best red wines in the country that have drawn accolades from wine connoisseurs worldwide.

Read more information on the History of Peachy Canyon Winery.



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May 28, 2002

Chief (Attn: Notice 941) Regulations Division Bureau of Alcohol, Tobacco and Firearms P.O. Box 50221 Washington, DC 20091-0221

Dear Sir/Madam:

OBJECTION TO ATF NOTICE No. 941 PRIMITIVO AS SYNONYM FOR ZINFANDEL

We object to the proposal that would allow Primitivo to be used as a synonym for Zinfandel. The following points outline our reasons for believing that the two varietals are and should be distinct from each other.

DNA RESEARCH. We believe that there are flaws in the DNA research on the proposal is based and it would be unwise for the ATF to base its conclusions on the results of limited research.

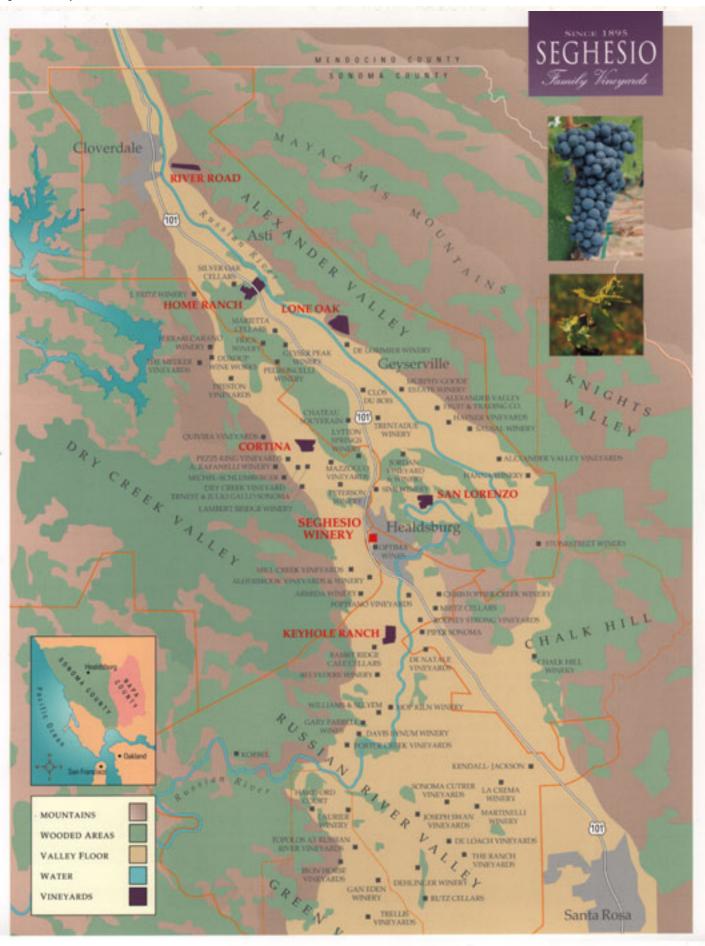
REAL DIFFERENCES. We believe that DNA should not be the only factor that influences the naming of grape varieties. ATF should look to other factors, such as consumer usage and understanding, as the impetus for creating synonyms. Wines are regulated differently in other countries and varietal authentication is not consistent - what could be labeled as Zinfandel might not even be Primitivo. Also, there are significant differences in sensory perception between wines made from the two varietals.

CONSUMER CONFUSION. We believe that the ATF would be encouraging consumer deception and confusion by adopting this proposal. Consumers are not familiar with Primitivo and have not accepted it as a varietal because of previous ATF refusal to use it as a synonym for Zinfandel. There are significant differences in quality and taste between the two varietals and consumers should not be fooled into thinking they are the same thing.

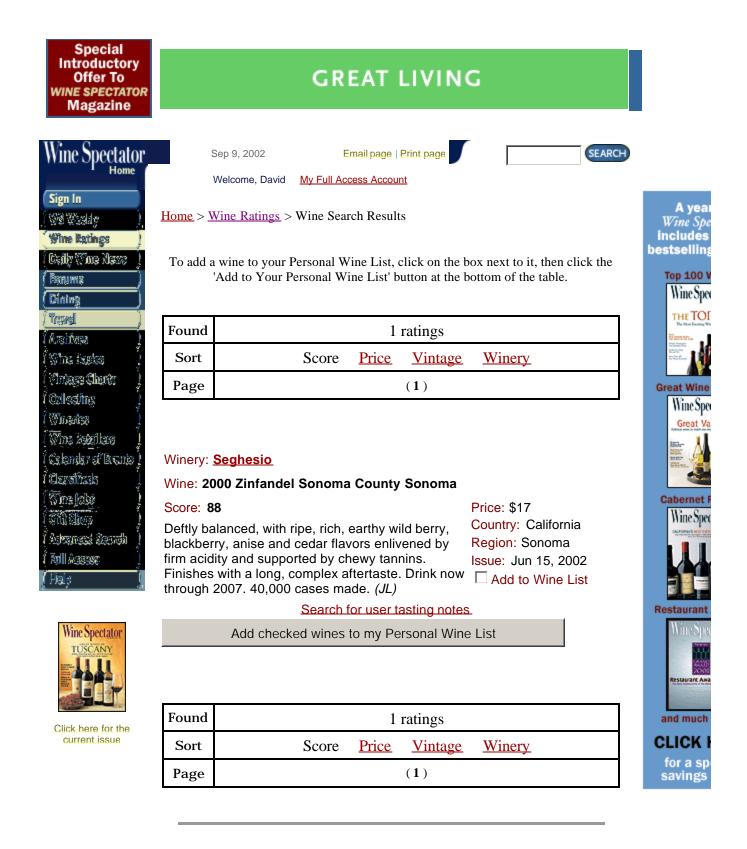
TRADE IMPACT. We believe that the proposal would allow Primitivo producers in other countries to unfairly equate their product with a level of quality that has long distinguished US Zinfandel wines. The appearance of such wines in the marketplace would dilute the consumer perception of Zinfandel and confuse consumers in their purchasing decisions.

There are real differences between the two varietals and it would be harmful to the wine industry and consumers alike, if these were to be ignored. The term "Zinfandel" was coined in America. It represents an unknown varietal that was adopted by our country and made famous by the matching of its character with our soil. Zinfandel has been separated from wherever it originated for well over a century and, like all Americans, came to this land and became its own entity with its own independent character. I am hopeful that the ATF will reconsider its proposal and maintain the distinction between Primitivo and Zinfandel.

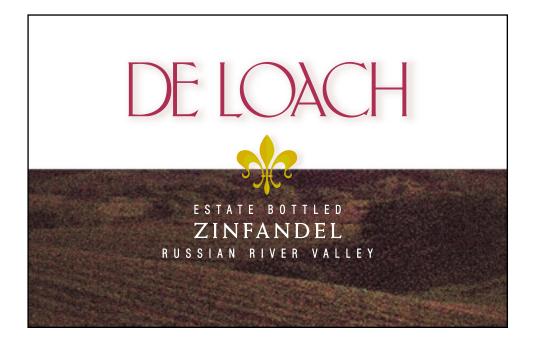
Sincerely, Doug Beckett Owner, Peachy Canyon Winery



http://www.seghesio.com/Vineyards.shtml (2 of 3) [9/9/2002 9:54:09 PM]



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Winemaker Notes

These estate-grown grapes were hand-harvested October 1st - 26th, 1999. This wine is a blend of our 5 Zinfandel ranches planted between 1895 and 1934. Located within one mile of the winery, these vineyards comprise the heart of the De Loach Estate.

With careful vineyard management, these head-pruned vines grow in light soils and produce intense fruit from very low yields. In the cellar, the juice was fermented in stainless steel tanks and the wine was aged 9 months in a combination of A & K, Nadalle and World Cooperage American oak barrels.

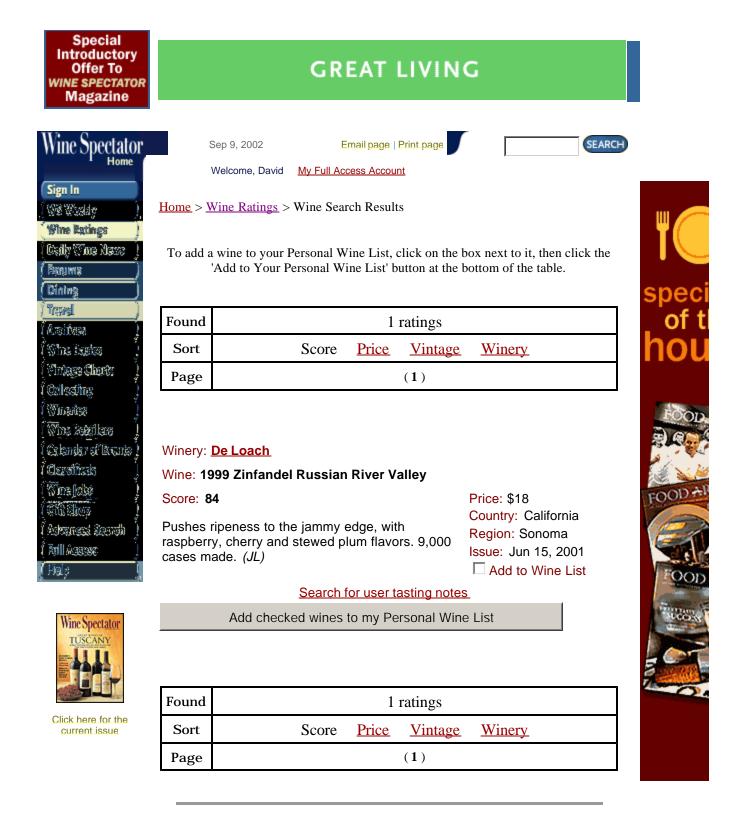
Our 1999 Estate Bottled Zinfandel displays a deep ruby color and intense, ripe, varietal fruit aromas of blackberry, raspberry and vanilla. Flavors of ripe plum and berry fruit mingle on the palate with hints of tobacco, followed by layers of vanilla in the long, jammy finish. A small percentage of Petite Sirah adds a cedar element to the depth and density of the wine, as well as its tannin structure. This wine is big, rich, and very sumptuous with a full body and firm acidity.

Don Cal.

Dan Cederquist, Winemaker

Food Pairings Baby Back Ribs and Grilled Vegetables Dishes with Italian Tomato-Base Sauces

Vintage:	1999
Grape Variety:	95% Zinfandel 5% Petite Sirah
TA at Harvest:	0.87
pH at Harvest:	3.39
Harvest Brix°:	24.0



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GARY FARRELL 1999 Zinfandel Sonoma County/ Dry Creek Valley

Clearly, the Russian River Valley is one of California's greatest regions to grow Chardonnay and Pinot Noir grapes. Some areas within this region are also well suited for such varietals as Merlot and Syrah. For Zinfandel, however, there is probably no finer appellation than Dry Creek Valley.

Some of the pioneers of Dry Creek Zinfandel, such as Rafanelli and Nalle, have been producing great



wines from this valley for 30 years. Now, with the increasing popularity of this varietal, others are producing tremendous Zinfandels from the Dry Creek region. The finest Zinfandels produced today are treated with the same respect in the cellar as the finest Cabernets or Pinot Noirs. In the early 1980's, it was difficult to convince the consumer that a Zinfandel wine should cost more than \$7.00 per bottle, and therefore, the wines were often "bulk produced" in large tanks, and were marginal wines at best.

Today, the highest quality Zinfandel grapes from our Dry Creek sources are among the most expensive grapes we purchase. The wines receive the same level of attention and respect in the cellar as our most reputable Pinot Noirs, and are aged in the finest French oak barrels.

- 100% Zinfandel
- 90% Sonoma County/ Dry Creek Valley
- 72% Maple Vineyard
- 12% Bradford Mountain Vineyard

These grapes were harvested between September 24th and October 5th, with an average sugar content of 24.0 degrees brix, .80 gm/100 ml total titratable acidity and 3.28 pH.

With all our wines, the key is grape sourcing. We credit the tremendous efforts of Tom and Tina Maple for their commitment to growing (what many believe to be) the finest Zinfandel grapes in the Dry Creek Valley. Also, grapes from the equally renowned Bradford Mountain Vineyard contribute to the structure and complexity of this offering.

Our style of winemaking has never focused on producing hugely extracted or highly tannic wines. Zinfandel is often produced very successfully in this style. Again, that is the beauty of wine ... regardless of your stylistic preference, you can find a producer who makes wines to suit your palate.

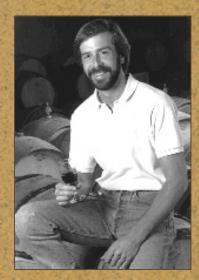
This wine has very forward aromas of blackberry, blueberry and spice, and those themes are accurately reflected and enhanced on the palate by a complimenting component of toasty oak. The wine shows good texture up front, and builds in intensity as the precise acid balance and moderately soft tannins add substance and structure to the lengthy finish.

BOTTLED WINE STATISTICS:

1370 cases produced14.8% alcohol.68 gm/100 ml total titratable acidity3.48 pH

GARY FARRELL	The Wines	Reviews	Winemaker	Newsletter	To Order
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Gary Farrell, Winemaker



Gary Farrell began his winemaking career in 1978, and served as winemaker for many reputable brands in the Russian River Valley such as Rochioli, Limerick Lane and Davis Bynum. The production of his own "Gary Farrell" wines commenced in 1982, with his first release hitting the market in 1985. This wine, a 1982 Russian River Valley Pinot Noir produced from the Allen and Rochioli vineyards, became the most awarded Pinot Noir in America during 1985. Similar success with subsequent vintages (most awarded Pinot Noir in nine of the following fiteen vintages) further established Gary Farrell's reputation for consistency as a producer of superior varietal wines.

Pinot Noir is Gary's varietal of choice—both as a producer and a consumer. He has been experimenting with many vineyards throughout the cooler regions of Sonoma County for many years, and his efforts are now primarily focused around a few selected Russian River Valley and Sonoma

Coast vineyards. These vineyards include the Allen Vineyard, the Rochioli Vineyard, Stiling Vineyard and Starr Ridge Vineyard in the Russian River Valley... and the Griffin Vineyard in the Sonoma Coast appellation. Cool breezes and nighttime fog from the Pacific Ocean provide significant cooling during the late sping and summer months... moderating temperatures and providing for a slow, even ripening of the fruit while preserving natural acidity. Wines from these regions are intensely flavored, wonderfully textured and are often admired for their impeccable balance and stylistic elegance. Gary is confident that access to these grapes, along with proven and meticulous cellaring techniques, will continue to provide some of the finest Pinot Noirs available.

The Gary Farrell brand has also enjoyed remarkable success with their Chardonnays and Zinfandels in recent years. In 1990, Gary began making Zinfandel from some of the most reputable vineyards in Sonoma County's Dry Creek Valley, and in a few short years, he has been labeled as one of the premier Zinfandel producers in the state by top wine critics. His current release (1999 Maple Vineyard Zinfandel) was rated 96 of 100 points, and chosen as the top Zinfandel of the year by *Wine & Spirits Magazine*. Equally impressive have been his Chardonnays, with the current 1999 releases scoring in the 90's with all top wine periodicals (*Wine*



scoring in the 90's with all top wine periodicals (*Wine* Spectator, Wines & Spirits, California Grapevine, Consumer's Guide) and served on two occasions at the White House by President Bush while entertaining President Vladimir Putin of the Russian Federation and Prime Minister Tony Blair of the United Kingdom.



Gary Farrell's wines are now produced in his impressive new "state of the art" winemaking facility on a ridge-top overlooking the Russian River Valley, which is centrally located among the county's finest Pinot Noir and Chardonnay vineyards along Westside Road. Annual production stands at 14,000 cases... much of which is devoted to Pinot Noir, CHardonnay and Zinfandel. Additionally, a premium red Bordeaux blend called "Encounter" is produced in very limited quantities from some of the County's finest vineyard sources. Gary works closely with his gorwers, and feels that truly great wines are as much a product of exceptional work done in the vineyards as the wine cellar. When possible, growers are

credited for their efforts through the use of vineyard designations on the label.

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