

Rosenblum Cellars
Riding a Wave of Popularity
What's New in 2006

2005 was an incredible year for Rosenblum, reaching it's zenith as one of the few wineries with *two wines* in the *Wine Spectator's* Top 100. Their **2003 Rockpile Road Zinfandel** (94 points) was 3rd on the list (the first time a Zinfandel has ranked that high) along with their **2003 Richard Sauret Zinfandel** from Paso Robles with a 92-point score. Call me the grim reaper (wicked messenger?), *but as many of you already know, both wines are sold out.* The good news is: the 2004 "Richard Sauret" is scheduled for release in February, and the 2004 "Rockpile" is scheduled for release in May. For those familiar with the Rosenblum portfolio, life is a dance of constant change: full of new vintages, new varieties, and new labels. Here's some exciting new releases for 2006:

What's new?

We're very excited about the new **Appellation Series Zinfandels**. Big and juicy, with relatively affordable price points and larger productions --- not to mention the new packaging --- they are the "Middle Tier" of zins from Rosenblum many of us have been waiting for:

#9845 Zinfandel "Paso Robles" 2004 12/750 186.00 15.50

*This rich and delicious Zinfandel emanates from two premium vineyards in the Paso Robles appellation: **Estancia Vineyards** – Located on the rolling plane east of the Salinas River, it's a 30 year old vineyard with a cordon trellis system and rocky loam soil. **San Marcos Creek Vineyard** – This vineyard is located on a sloping hillside west of the Salinas River, just above San Marcos Creek near the historic San Miguel Mission. It sports a sandy loam soil and is trellised using a four wire smart Dyson trellis system to produce yields of approximately three tons per acre. A blend of: 86% Zinfandel, 7% Carignane, 5% Petite Sirah, 2% Syrah, it's aged in 50% French and 50% American 60 gallon oak barrels. This rich, full wine exhibits the signature spicy earth tones that make Paso Robles Zinfandel so excellent. In this wine you will discover flavors of rich cherry, black raspberry a touch of chocolate truffles and aromas of anise.*

#9856 Zinfandel "San Francisco Bay" 2004 12/750 186.00 15.50

Fans of the great, old-vine Contiente Zins, will be disappointed there's no 2004 vintage --- the good news is it all went into the "new" 2004 San Francisco Bay Zinfandel which combines fruit from four of the finest vineyards in the San Francisco Bay appellation, which sits at the foot of Mt. Diablo in eastern Contra Costa County.

***Contiente Vineyard** – Home to the oldest vines in Contra Costa County, this family-owned vineyard dates back to 1878. **Cutino Vineyard** – A comparatively youthful 30-year-old vineyard using the Samsel vineyard clone in Oakley. **Cecchini Vineyard** – Planted to the 100-year-old St. Peter's Church clone in heavier soil just east of Oakley, this vineyard yields intense, currant-flavored fruit. **Madruga Vineyards** – a selection of old St. Peter's Church clones of both Zinfandel and Petite Sirah. The S.F. Bay Zinfandel is 96% Zin and 4% Petite Sirah, aged in 50% French and 50% American 60-gallon oak barrels. This delicious wine which reflects the San Francisco Bay regional characteristics of rich plum, zesty cherries and spicy earth tones.*

Rhone Wines

Dr. Kent Rosenblum's passion for Zinfandel has carried over to the Rhone varieties, too. Managing his *Adult-ADD-inspired-portfolio* of bottlings --- exceeded only by Snapple with it's plethora of labels --- cannot be easy! One meeting with the "spirited" winemaker Jeff Cohn answers that question. Although he's taken zinfandel to new heights, he calls himself a "Rhone-guy":

#9852 Syrah "Vintner's Cuvee" '04 12/750 123.00 10.25

This wine is an enticing introduction to the Rosenblum Cellars style of Syrah – fruit forward, rich and layered. It is smooth and readily drinkable on release with no need for aging. Like the Vintner's Cuvee Zin, this new Syrah is an incredible value and comes from some of the best (Syrah) vineyards in California, the majority from the rocky hillsides of Paso Robles and are planted to low yielding Syrah clones. Dark and rich, this wine honors its origins by displaying elements of ripe blackberry and currants with hints of smoked bacon and chocolate.

New Releases (February 2006) --- Vineyard Designated Zinfandel

2004 Paso Robles Zinfandel, Richard Sauret Vineyards \$214.20 / Case

The much-anticipated follow-up to the 92 Point (Wine Spectator) 2003 vintage. This wine comes from the highest elevation vineyard in the region and is a blend of three different clones of Zinfandel. The resulting wine was aged in 60 gallon oak barrels with 30% new American oak, 30% one and two year old American oak, and 40% one and two year old French oak. The Sauret has a very intense and rich bouquet of ripe blackberries and currants with hints of vanilla and black pepper.

2004 Monte Rosso Vineyard, Sonoma Valley \$399.00 / Case

This wine is a pure example of what mountain fruit can produce. Zinfandel at its finest! Outrageous and truly a Zin lovers dream! Monte Rosso means Red Mountain, and indeed the terrain in this vineyard is both red and mountainous. It is located at the top of Moon Mountain Road in Sonoma and the vines date back to the 1800's. The particular blocks that produced grapes for this wine also contain a small amount of Alicante Bouschet, Carignane and an unidentified varietal now known as a UVO (Unidentified Vinous Object). Aged in 75% French Oak, 25% American 60 gallon Barrels, 85% New. Tiny production.

"Further On Down the Road": Future Releases (May 2006) --- More 2004 Vineyard Designated Zinfandels

Maggie's Reserve, Sonoma Valley \$37/Bottle; Harris Kratka Vineyard, Alexander Valley \$27/Bottle; Rockpile Road, Dry Creek Valley \$24/Bottle.