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## Internet for Wine Lovers



Follow us on Twitter at:  
[Twitter.com/locatelliwine](http://Twitter.com/locatelliwine)

The internet never ceases to amaze us with all of the incredible information available at the touch of a few key strokes. We'd like to share with you some of our favorite websites, and would like to know which sites you would recommend to others.

- LocatelliWinery.com** - \*A personal favorite.\*
- WineLibraryTV.com** - Gary Vaynerchuk is a nut—but knows his stuff—all the while having fun. Check out the past episodes, where he co-stars on Late Night, Ellen etc.
- Ablegrape.com** - Search engine for the wine industry. Great to find some meaty wine information.
- SanLuisObispoCounty.com** - A good website to know what's going on all around the county when you come and visit us.
- **Pasowine.com** - Paso Robles Wineries Association: for information regarding festivals, winery profiles and more.
- Winesearcher.com** - Expanded search of wineries across California. They recently have launched a new Apple App for those that like to search for wineries en route.
- Yelp.com** - Ever wanted to shout from the rooftops about a favorite winery? Or warn everyone regarding a bad experience at a restaurant? Here's your chance!
- Wordle.net** - Make word art—lots of fun! This website helped us to design our current t-shirt. ☺



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### locatellify

(verb) the process of crafting something extraordinary out of the ordinary: Louie will locatellify this year's Cabernet Sauvignon.



# Newsletter

WWW.LOCATELLIWINERY.COM

Mid-Year 2009

## Welcome to our World!

Harvest is just around the corner as some varieties of grapes are already turning purple. All across wine country you'll see the sites of shimmer tape and hear propane cannons firing in hopes of keeping the birds at bay. This time of year we're crazy busy doing last-minute work to get ready for what looks to be quite a favorable harvest.

For our devoted club members, we've added our new "Wine of the Month" benefit. We will offer a substantial discount on a featured wine (see inset at right).

And Harvest Festival is just around the corner, October 16-18th (see page 2).

We'd like to share with you some new items we have in our

tasting room and other new items to come (see page 2).

And would you like to know what's in store for 2010? Yes, we're already making plans, and we have more wine scheduled to be released this year (see page 3).

We're sharing some of our favorite wine-related websites (see page 4) and are asking you for recommendations, so let us know.

And do any of you tweet? No, I didn't ask if any of you are sweet. Follow us on twitter (see page 4).

Here's to a great Harvest!

### The Locatelli Team

Louie  
Raynette  
Mark  
Jeff

### Club Members Rejoice!!

August's Wine of the Month  
**2007 Melodia**  
Regular \$26  
**Now only \$13**

Offer good to all club members until 8/31/09

## Cesare's Wine Club Shipment

In this club shipment we have included our new release of 2005 Cabernet Sauvignon. Aged over 3 1/2 years in oak barrels it's a definite winner with an incredible nose, good structure and great finish.

Next is our 2008 Sauvignon Blanc, which is a playful white with a freshness that pairs well with any light fare.

And last but not least is our 2006 Petite Sirah with it's inky crimson hue, great nose and surprisingly smooth finish—we're sure you're going to love it. Those that normally don't care for Petite Sirah think differently after tasting ours. And with just a

few cases remaining, we didn't want you to miss out.

For those of you who signed up for "Red Wines Only" will receive equal amounts of the Cabernet and Petite Sirah.

Detailed tasting notes are available on page 3 of this newsletter as well as on our website.

And don't forget about our new Wine Club Member benefit, which will feature a "Wine of the Month" and only our club members will be eligible to purchase, (see inset above).

### Cesare's Wine Club

Named after Louis' great grandfather, who is pictured on our label. Join today and enjoy the following membership benefits.

- Opportunity to purchase "Wine of the Month" at a substantial discount
- Receive limited-production releases
- No Membership Fees
- 10% off tasting room merchandise
- Option to choose "red wine only" or "no dessert wines"
- Wine shipped 3 times per year, choose your level of membership:

- 3 bottle shipment - 20% Discount
- 6 bottle shipment - 25% Discount
- 12 bottle shipment - 30% Discount

You may cancel after 3 Shipments.

### T-shirt Fun Plus More

We know that the main purpose of a winery is to make wine, right? And the main purpose of a tasting room is to taste that wine, right? But occasionally, you have to admit that buying a little something else along with the wine is enjoyable if not just down right fun.

Inspired by our Late Harvest Merlot, we had our new label silk-screened on two different tops for women. One is a ribbed tank top available in black, lime and hot pink, and another is a cap-sleeved top that is silky soft and available in brown, brick red and lavender. More color selections will be available soon, as these are tremendously popular, and both are 100% cotton.

We also redesigned our main unisex t-shirt which comes in brown, blue, green and red. These 100% cotton age-washed shirts are more roomy than most. They're never tight or binding, and the pre-washed feel of this shirt makes it very comfortable. The design features our Locatelli logo printed over



Age-Washed Unisex 100% Cotton T-Shirts available in Blue, Brown, Red & Green.



Women's Tank Tops available in Black, Lime and Hot Pink.



Comfortable 100% Cotton Women's Cap-Sleeved Top available in Brown, Lavender and Brick Red.



the list of all of our wines and varietals. We think you'll enjoy these shirts, and we have all three of these new designs available on our website as well as in our tasting room.

Our giftware in the tasting room will be expanding as we add new products throughout the year. We will continue to carry and increase the selections offered by the designer, Sharon Kurtz, who makes the beautiful crosses and plaques. Some other products being introduced include a selection of recycled-glass platters and bowls, which are both beautiful and functional. Unfortunately, at this time these giftware items are not available on the website, but give us a call and we'd be happy to ship any of these items to you.

### Harvest Festival

Harvest Festival Tour will be October 16 - 18th so mark your calendars. We will be releasing two new wines: our long-awaited Cabernet Blush and ever-popular Zinfandel will be available for purchasing. We will also have nibblers for you to munch on as you taste our entire selection of available wines. Tours of the winery will be at scheduled times to see, hear and smell the fermentations of 2009. Wine discounts all weekend long, so come and join the fun at this year's Harvest Festival!

This is an area-wide event of the entire Paso Robles region. For more information visit [www.pasowine.com](http://www.pasowine.com).

### More New Releases in 2009



As many of you already know, we've released four new wines this year, two whites and two reds, but we're not done yet. We will be releasing our 2007 Zinfandel and our Estate 2008 White Cabernet, which many of you may already know by the name of "Aurelia Dolce" (Sweet Aurelia), which was first introduced in 2006. The Aurelia Dolce is an enjoyable light-alcohol wine with a fresh Cabernet berry taste that we're sure will be a hit. Some of you may be fans of our previously-released Zinfandels, so don't be bashful when this one is released—it sells out quickly every year. Look for both this coming fall.

Now, only an image remains of our ever-popular 2006 Zinfandel.

### Tasting Notes:

If you've missed reading about our previous new releases for 2009, here are the tasting notes.

#### 2008 Sauvignon Blanc (Mid-Year's Club Shipment)

This wine commands the nose with impressions of lemon frosting, lanolin and limestone. A mantle of glycerin coats the mouth while a delectable sonata of pink grapefruit and orangepeel tantalizes the palate. Gracefully unified by a bracing acidity, you'll feel enervated as it meshes with seafood and chicken dishes, building up to a memorable finish reminiscent of sunsets on a clean, white coastline. 112 cases produced

#### 2005 Cabernet Sauvignon (Mid-Year's Club Shipment)

Aromas of butterscotch, raspberry crumble and leather will bring you back to times of warmth and joy. A tapestry of deep plum, marionberries and sage enjoy the connoisseur to dig deeper. The true pleasure occurs when you embrace this wine's redolent aspects of figs and sandalwood, with a rootsy, earthy finish of cassis and black pepper. This wine's medium grip will engage culinary indulgences like rich vegetable stews and roasted squash. 68 cases produced

#### 2007 Melodia (Beg.-Year's Club Shipmet)

A truly sonorous *tete a tete* between dark, dusky berries and caressing notes of crème de cacao, brown sugar pie crust and carrot cake. This is a luscious wine that bewilders the senses and begs to sing to your senses. You'll find yourself transported to a leather ship built in the center of a plum orchard, with a patch of spearmint nearby. Impeccable balance is showcased as superbly delineated flavor components delight the imagination. 97 cases produced

#### 2008 Muscat Canelli (Beg.-Year's Club Shipmet)

Like a cooling breeze on a warm afternoon in the honeydew patch, this unique wine is refreshing and lighthearted. White peach, ripe pineapple and apricot crème softly dance across the palate. Slightly botyriized, this quaffable delight delivers a nuance of honeyed melon as its succulent texture is revealed. Graceful acidity, lovely balance and a truly memorable finish will make this wine a popular favorite and an endangered species in the cellar! 205 cases produced

### And Next Year...

We're already making plans, and are very excited to be bringing you some very new varietals from Locatelli. In addition to the usual wines you've come to know and love, we're also planning on releasing:

- Pinot Grisio
- Malbec
- Sangiovese
- Barbera
- Aglianico