



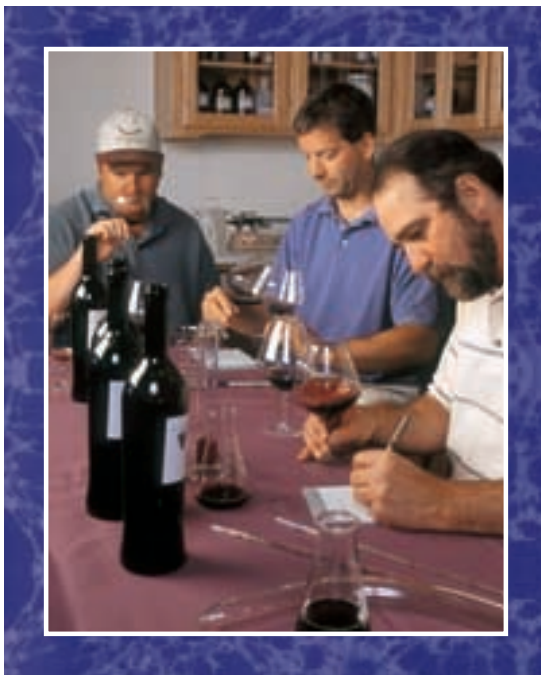
A SEAMLESS BLEND

If two heads are better than one, how good are three heads (and three noses and three tongues)? Add to that nearly 50 years of winemaking experience and you've got a pretty awesome team of winemakers at Martin & Weyrich. On one of his periodic trips here, our consultant Ken Bernards oversaw the final blending of the 1998 Insieme. Here's the inside story of how we blended our "seamless" wine.

It's an early spring morning in Paso Robles, another beautiful day in paradise. Ken is driving down from his home in Napa; Alan is on a tractor in the vineyard; and Craig is rubbing the glare out his eyes in front of the computer. Each has a 10 a.m. appointment in the new Martin & Weyrich laboratory to finalize the blends for the 1998 red wines that will be bottled in early June.

Cellarmaster Troy Wisberg has assembled an array of wines to try. Each separate lot of 1998 red wines will be analyzed, scrutinized, swirled, tasted, spit and discussed before the day is over. Most of the wines are relatively easy to finish at this stage. The Insieme is a complex wine that shows the true synergism of blending between different grape varieties.

The separate lots of wines tried for Insieme included Nebbiolo, Nebbiolo Vecchio (there won't be a 1998 Vecchio because we didn't feel it was up to our stringent standards—that was one of the hard decisions made during the day's tasting), Sangiovese, Zinfandel (both 1998 and 1999), and Cabernet Sauvignon.



Winemakers Craig Reed, Ken Bernards, and Alan LeBlanc-Kinne hard at work.



A final check and the 1998 Insieme is ready.

The first round was a blend of Nebbiolo, Nebbiolo Vecchio, and Sangiovese that was nice but needed more high fruit and richness. We decreased the amount of the regular Nebbiolo for the second round. This improved the overall blend, but we felt it still needed fresher fruit. A small percentage of Weyrich Ranch Zinfandel made the wine fresh and lively. But, now it needed a low fruit note to add mouth feel. A final blend was made adding different Zinfandels.

Here are the winemakers' notes of that final blend:

"Insieme IV:

(25% Vecchio, 35% Nebbiolo, 34% Sangiovese, 2.9% Weyrich Zinfandel, 2.8% Dusi Zinfandel): Homerun; blueberry, anise, orange peel, nice palate structure with good intensity; very complete and drinkable."

The final nod of approval came from David and Mary Weyrich. A couple of bottles of the blend were given to them to have over dinner at their home (A great meal by Mary or something grilled by Dave. Maybe a gourmet treat by Martin & Weyrich's Master Chef Erich Koberl). The 1998 Insieme passed this test. It tasted

great with food, not just in the lab.

The wine will be bottled in June 2000 and aged for an additional six to twelve months before release and its final test at your dinner table.

HAVE BEAKER, WILL TRAVEL !

Our winery is privileged to have Ken Bernards as winemaking consultant. Ken has worked in the wine industry since the harvest of 1986. He grew up in McMinnville, Oregon and became interested in wine during the late 70s and early 80s when the Oregon wine industry was in its infancy. Ken studied Chemistry at Oregon State University where he received his degree. At the University, his interest in wines and handcrafted beers merged. He embarked on research projects in the Department of Agricultural Chemistry characterizing the flavor components of hops in experimental beers and analyzing Oregon wines.

Bitten by the wine bug, he was anxious for a career in this unique industry that combines art and science. He worked a vintage at Domaine Chandon, where he focused on tracking grape maturity that culminated in a published paper outlining methods of harvest date forecasting. The following year, he returned to Domaine Chandon to take a position as Research Enologist. During the following five years, Ken evaluated every imaginable grape growing and winemaking experiment. This was a particularly dynamic time in California as wineries had reached beyond the basic question of how to make good wine and were endeavoring to raise the standard to make great wines. During this time, Ken also spent time working at Moet



& Chandon's research facility in Epernay, France. By 1993, he had been promoted to Associate Winemaker.

Ken's interest in still wines led to his embarking on a project of his own. He made a small amount of Pinot Noir under his Ancien label beginning in 1992. His desire for hands-on winemaking led him to accept a position as Winemaker at Truchard Vineyards in late 1993. While at Truchard, Ken's wines received major kudos from wine critics. He made wines there through the 1997 vintage when he left to focus on his successful and growing brand. Ken is currently making around 2000 cases of wine under the Ancien label that focuses on Pinot Noir and Chardonnay. His consulting business involves him with several wineries where he works with a wide array of varietals throughout California and the U.S.

Ken's philosophy is to raise the quality standard with every wine each and every vintage. While this is a lofty goal in a sometimes humbling business—so dependent on weather and grape quality—the results have been impressive: five times Ken's wines have been in The Wine Spectator's top 100 wines of the world; dozens of rave reviews from the wine press; winemaking experience with over 20 grape varieties; and last year, the first person in the U.S. to import French Burgundy grapes to California to be made into wine (we're all waiting for that!).

Along with Alan LeBlanc-Kinne and Craig Reed, Ken Bernards completes the Martin & Weyrich winemaking team. We feel they are the most dynamic and quality oriented trio on the Central Coast.

JIM SMOOT'S VINEYARD UPDATE

Although the 2000 growing season started slowly, with cool, wet weather, wine growth has rapidly accelerated in the past few weeks. Routine irrigations, powdery mildew sprays, and fertilizer applications are going on all mature vines at both the Weyrich Family Ranch and Martin & Weyrich Estate Vineyard. Due to large cluster counts, we are doing post-bloom shoot thinning and cluster removal on Zinfandel, Cabernet, Sangiovese and Nebbiolo. These combined operations insure uniform ripening with intensified flavors at harvest. Opening up the interior of the vine also helps generate good fruiting wood for next year's

crop as well as improve spray coverage. The crew just completed inter-planting young Muscat Canelli vines between the older, less productive Chenin Blanc vines at the Martin & Weyrich Estate Vineyard while putting the finishing touches on the two new developments near the winery. Planting of these two new blocks should take place within two weeks. The one-year-old plantings of Muscat Canelli and Pinot Grigio at the Weyrich Family Ranch are growing extremely



well and are currently being trained up the stake. These vines will be established on the cordon wire by mid summer and will provide us with excellent fruit next year.

Extreme heat during Wine Festival Weekend prompted an outbreak of grape leafhoppers.

Left untreated, this pest goes through several generations during the season, reaching peak numbers in September and can drastically delay fruit maturity. We plan to use a selective "soft" pesticide to reduce numbers and disrupt the insect's life cycle.

Overall, 2000 appears to be on schedule to provide us with record yields and exceptional quality.

18TH ANNUAL PASO ROBLES WINE FESTIVAL

By Marcy DeGarimore

We poured our hearts out at the 18th Annual Paso Robles Wine Festival! A team of volunteers from the Martin & Weyrich Winery took tickets, tipped bottles, and talked about what makes our wines so unique. For those of us used to working in other aspects of the Weyrich Companies, it was a great experience watching people sip and sample our Sangiovese and then come back asking for more!

Record-breaking weekend temperatures didn't spoil the fun for more than 15,000 people who packed the Paso Robles city park that Saturday afternoon. With more than 40 wineries pouring an estimated 150 different wines, a positive energy in the air kept people smiling and in great spirits. Almost like a neighborhood picnic, joining people from around the world who make a pilgrimage here each year, there was too much to see, to do and to talk about to worry about the heat. (But booths like ours equipped with plenty of spray bottles and fans were definitely crowd pleasers and may have contributed to our success!) Another sure bet—our 1998 Moscato Allegro. It was arguably the most popular wine at the entire Festival. For those of us who love this wine, it's easy to see why a chilled bottle on a hot day would be such a hit! (And why I poured more Moscato than I think I'll see again in my lifetime!)

Girls in tank tops, men in khaki shorts and polo shirts, babies bouncing lazily in backpacks and a sea of sundresses painted the park that afternoon. Bands played a rhythmic Latin beat, beckoning festival-goers to pick up their feet and dance in the shade. Still, one could argue the volunteers behind the bar had the best deal: we had huge tubs filled with the



*left:
Picture yourself here at the
Paso Robles Wine Festival
in May 2001.*



Owner David Weyrich and Winemaker Craig Reed pouring ice-cold Moscato Allegro.

second-most popular commodity at the park that day—ice cubes to help beat the heat!

The 18th Annual Paso Robles Wine Festival is the largest outdoor wine tasting in California and is the second largest tourist attraction in Paso Robles, behind the California Mid-State Fair. The 3-day event includes winemaker dinners, open houses, and special events at most wineries in addition to the Saturday tasting in the park.



MARTIN & WEYRICH WINERY WELCOMES MARCY DeGARIMORE

If you live on the Central Coast, you probably know her face and her name. Marcy DeGarimore was born and raised in San Luis Obispo County and spent the past six years reporting the news on local NBC-affiliate KSBY-TV. As an Anchor of the morning Daybreak show, she was credited for record ratings and a loyal TV following. Now, Martin & Weyrich Winery is proud to welcome Marcy on-board as the new Public Relations Director for all Weyrich-owned companies.

After six years of working week-end shifts, long nights, and early-morning hours (starting her day at 2am!) Marcy says, "It wasn't hard accepting a position with the Weyrichs. You can't help but be

proud of all their accomplishments. From award-winning wines to major contributions to this community, I never run out of great things to say about the family and their organization. As the area's first in-depth wine reporter, with my weekly series "Roots of the Vine", I learned a lot about this huge Central Coast industry. I am honored to work for one of the best in the business."

A native to San Luis Obispo County (her parents met at Cal Poly) Marcy attended Cuesta College where she received the "Broadcast Student of the Year Award" and graduated with an AA in Radio/TV. She went on to major in English at Cal Poly and received



her BA in 1994. Marcy earned the "Public Image of the School" award while at Cal Poly and was also nominated as "Liberal Arts Student of the Year." Currently, she serves on the Cuesta College

Broadcasting Advisory Committee.

Marcy lives in Atascadero with her husband Giovanni and young daughter Katie. When she's not doing Public Relations for the winery and other Weyrich companies, you'll find her hard at work in Morro Bay, helping at Giovanni's Fish Market — her husband's family-owned business.



'97 INSIEME *By Winemakers Craig Reed & Alan LeBlanc-Kinne*

Some of the greatest wines in the world are blends of several grape varieties. One of the true arts of winemaking is to blend a wine with a look to the future development of flavors and aromas. It calls for an understanding of not only the characteristics of the individual varieties, but also the synergy when they are combined.

Our Insieme is a new world blend of old world grapes grown in California. We have brought together four of the key varietals of Northern and Central Italy: Sangiovese, Nebbiolo, Barbera and Dolcetto to fashion this tasty blend. Insieme means "together" in Italian and "seamless" in the Piedmontese dialect.

The 1997 Insieme is 43% Sangiovese, 26% Nebbiolo, 20% Cabernet Sauvignon (not indigenous to Italy but widely planted there), 8% Barbera and 3% Dolcetto. The wine was barrel aged for 18 months in French oak to mellow and integrate the flavors.

The wine has a spicy, peppery aroma with berry and cherry fruit overtones and the mouth is full and rich with a good acid backbone. Insieme goes *together* to create a *seamless* pairing with rich spicy foods and tomato based sauces along with smoked or grilled meats. An elegant and versatile partner to share at dinner.



*Co-winemakers'
Alan LeBlanc-Kinne and Craig Reed.*

in avanti

WINE CLUB

EXCLUSIVE INFORMATION ABOUT
OUR NEW RELEASES... ***FIRST HAND***

When you join *In Avanti*, MARTIN & WEYRICH will send you a quarterly shipment of our unusual Italian varietals, selected just for this program!

You'll also receive:

- A handsome *In Avanti* key ring, which entitles you to a 30% discount on all tasting room wines.
- A quarterly newsletter full of wine talk and coming winery events.
- Winemaker notes and recipes with each shipment.

Here's an easy way to become both a connoisseur and cook — and enjoy life a little bit more.

Join In Avanti today!

MEMBER NAMECOMPANY

MAILING ADDRESSDAYTIME PHONE

CITYSTATEZIP

SHIP TO (IF DIFFERENT):

NAME

SHIPPING ADDRESS

CITYSTATEZIP

METHOD OF PAYMENT: ☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS ☐ DISCOVERY

CARD NUMBEREXPIRATION DATE

I hereby authorize MARTIN & WEYRICH to charge two bottles of wine plus shipping (not to exceed \$40 total) on a quarterly basis to the above charge card. I certify that I am 21 years of age or older.

SIGNATURE

• Call 805-238-2520 and have your charge card ready, or FAX to 805-238-0887

• Mail to: MARTIN & WEYRICH WINERY, PO Box 7003, Paso Robles, CA 93447 www.martinweyrich.com

YOU MUST BE 21 YEARS OF AGE TO PARTICIPATE.
OFFER LIMITED TO THE FOLLOWING STATES: AK, CA, CO, LA, ID, IA, ME, MN, MO, NE, NM, OH, OR, VT, WA, WV, WI.

MARTIN & WEYRICH ROBUST ITALIAN WINES ORDER FORM

WHITE WINES				
	# BOTTLES		\$/BOTTLE	\$ TOTAL
1999	PINOT GRIGIO		\$12.00	
	Light, dry, nose of figs and lemons.			
1997	CHARDONNAY IN BOTTI		\$12.00	
	Fermented and aged in chestnut barrels and French oak.			
1998	EDNA VALLEY CHARDONNAY		\$21.00	
	Barrel fermented and sur lies aged in french oak barrels.			
1998	MOSCATO ALLEGRO		\$10.00	
	Fresh, fruity and slightly effervescent. Low in alcohol.			
1994	BRINDISI BRUT RESERVE		\$40.00	
	A true Méthode Champenoise vintage reserve produced especially as a toast for the new millennium.			
RED WINES				
1998	NEBBIOLO		\$15.00	
	Ruby in color. Nose of cedar and cherries. Fresh flavors.			
1997	INSIEME		\$22.00	
	A New World blend of Old World grapes. Grown on the Central Coast.			
1997	ZINFANDEL LA PRIMITIVA		\$15.00	
	Deep ruby color, strong aroma of black pepper, blackberries, and ripe cherries.			
1997	SANGIOVESE IL PALIO		\$15.00	
	Named for the famous Sienese horse race, this wine is as frolicking, zesty, and frisky as those resplendent horses.			
1997	ETRUSCO CABERNET SAUVIGNON		\$20.00	
	85% Cabernet Etrusco, 15% Sangiovese.			
1997	DANTE DUSI ZINFANDEL		\$22.00	
	Full of concentrated cherry & raspberry fruit and spice,			
1996	UEBERROTH ZINFANDEL		\$22.00	
	Big and brambley, with several types of ripe fruit, Black pepper spice, toasty oak and vanilla.			
DESSERT WINES				
1992	VIN SANTO		\$15.00	
	Made from Malvasia Bianca dried on straw to intensify the honey, nutty flavors.			
GRAPPA				
	GRAPPA DI MOSCATO		\$30.00	
	GRAPPA DI NEBBIOLO		\$30.00	
MARTIN & WEYRICH "SIGNATURE" ITEMS				
	SIZE(S)		\$/EACH	\$ TOTAL
#2117	POLO SHIRTS		\$45.00	
	Short sleeve, various colors.			
#1095	CABERNET ETRUSCO T-SHIRT		\$16.00	
#2366	ZINFANDEL LA PRIMITIVA T-SHIRT		\$22.00	
#2367	MOSCATO ALLEGRO T-SHIRT		\$22.00	
#1155	MARTIN & WEYRICH SIGNATURE WINEGLASS		\$ 5.00	
SUB-TOTAL MERCHANDISE			\$	

SHIPPING CHARGES

Shipping charges are per case, and include foam packing.

CASES

\$/CASE

\$ SHIPPING

UPS

\$15.00

FEDERAL EXPRESS

\$32.00

ORDER CALCULATIONS

SUB-TOTAL MERCHANDISE (FROM LEFT)

= \$

IN AVANTI CLUB DISCOUNT

- \$

7.25% CA SALES TAX (NON-WINE ITEMS)

X \$

SUB TOTAL

= \$

SHIPPING (FROM ABOVE)

+ \$

TOTAL ORDER

= \$

ORDERING INFORMATION

NAME

TELEPHONE

MAILING ADDRESS

CITY

STATE

ZIP

SHIP TO (IF DIFFERENT)

SHIPPING ADDRESS

CITY

STATE

ZIP

METHOD OF PAYMENT: ☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS ☐ DISCOVERY

CARD NUMBER

EXPIRATION DATE

I hereby authorize MARTIN & WEYRICH to charge the above merchandise to the above charge card.

SIGNATURE

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WINE SHIPMENTS LIMITED TO THESE STATES: AK, CA, CO, LA, ID, IA, ME, MN, MO, NE, NM, OH, OR, VT, WA, WV, WI.

Event-ful Calendar Dates

JUNE 16 – FATHER'S DAY WEEKEND

Let your taste buds travel around the world! Martin & Weyrich Winery welcomes back Patricia Crawford as the guest chef for our June 16th Tuscany at Twilight Winemaker Dinner.

Patricia Crawford has been pairing exotic foods with fine wines since her early college days at UC Berkley. She remembers spending Sunday afternoons with friends, experimenting with recipes & exploring bottles of old Bordeaux and Burgundies. After moving to the Central Coast, Ms. Crawford became a Board member of the Mozart Festival and often found herself donating her culinary talents at annual fundraisers held at Martin & Weyrich Winery. A love of pairing food & wine eventually grew into a profession. Now the owner & chef of the popular Busi's on the Park restaurant in Paso Robles, Ms. Crawford has made a name for herself among locals & tourists alike.

Join us for memorable evening of North African cuisine paired with several award-winning wines. Learn from our winemakers why certain vintages were paired with each course.

Tickets for Chef Crawford's multi-course prix fixe dinner are \$70 per person, and include wine and appetizers. Festivities begin at 6:30p.m. For more information and reservations please call the tasting Room.

JULY 14

An evening with Erich Koberl
Winemaker Dinner

JULY 22

Mozart Festival Concert
Quartetto Gelato

AUGUST 5

Mozart Festival Concert
Trio Voronezh

AUGUST 17

Luck of the Draw Cigar Night
Winemaker Dinner

SEPTEMBER 15

Bistro Med
Winemaker Dinner

OCTOBER 20

Harvest Festival
Villa Creek Winemaker Dinner

NOVEMBER 17

Brambles – Winemaker Dinner

DECEMBER 8

Special Holiday festivities with Erich Koberl
and the Uncommone Carolers

**For Reservations, call
the Martin & Weyrich
Tasting Room at
(805)238-2520**

The Martin & Weyrich tasting room is located at highway 46E and Buena Vista Drive. In Avanti Wine Club members receive a 15% discount on Martin & Weyrich concerts. Bring comfortable low patio chairs or blanket. No off-site alcohol allowed.

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P. O. BOX 7003

PASO ROBLES, CA 93447

(805) 238-2520

WWW.MARTINWEYRICH.COM