

EBERLE

NEWSLETTER

Vol. 1 • Issue 15 Fall/Winter 2011



From Harvest to Holidays
at Eberle Winery

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Great Grapes



By Winemaker Ben Mayo

How does the 2011 vintage look so far? What was the growing season like?

We had plenty of good rain last spring which cleaned out the soil. Fortunately, we were able to protect against the early frosts. A lot of local vineyards lost much of their crop to frost but we were prepared.

What does the Eberle vineyard look like now?

We have nice fruit set on the Cab and a fair amount of shatter with small berries. The vineyard is looking great. The Chardonnay and Muscat are on schedule tonnage wise but we are probably 2 weeks behind in picking. All things considered, right now we could not ask for more beautiful weather than we are having right now and the grapes are loving it.



Why is harvest two weeks behind?

We are two weeks behind because of an unusually cool summer, but now things are definitely warming up. I am expecting the harvest to begin the second week of September and end in late October or early November.

How does the 2011 vintage compare to the infamously difficult year of 2010 (which turned out some great fruit.)

Last year was challenging and we're looking to see how this year will turn out. This year will not be as challenging, but we will have longer hang time producing complex and high quality fruit. I've got great expectations for 2011 being a banner year for Paso Robles and Eberle Winery.



A handwritten signature in black ink that reads "Ben Mayo". The signature is fluid and cursive.

The Buzz - 2011 Competition Results

Out of the 15 major wine competitions in the USA and thousands of wines judged blindly by some of the top winemakers and sommeliers in the world, Eberle Winery ranked in the top five for 4 of our wines...a huge accomplishment given the size of our winery at 27,000 cases a year. According to the California Grapevine, who keeps these statistics, Eberle rated:

- 4th** highest award winning wine for our 2008 Vineyard Selection Cabernet Sauvignon (\$19)
- 3rd** highest award winning wine for our 2008 Eberle Zinfandel (\$24)
- 3rd** highest award winning wine for our Eberle Estate Muscat Canelli (\$14)
- 5th** highest award winning wine for our 2009 Eberle Cotes-du-Robles Blanc (\$24)

PACIFIC RIM INTERNATIONAL WINE COMPETITION

1400 wines, representing 10 countries.
Once again, Eberle came out on top!

GOLD/BEST OF CLASS

2008 Eberle Vineyard Selection
Cabernet Sauvignon, \$19

GOLD

2008 Eberle Steinbeck/Wine Bush Zinfandel, \$24
2010 Eberle Estate Muscat Canelli, \$14

SILVER

2008 Eberle Cabernet Sauvignon/Syrah, \$29
NV Eberle Full Boar Red, \$14
2008 Eberle Cotes-du-Robles, \$21
2010 Eberle Syrah Rosé, \$17
2009 Eberle Cotes-du-Robles Blanc, \$24

LONG BEACH GRAND CRU 2011

GOLD

2008 Zinfandel, Steinbeck/Wine-Bush Vineyards,
Paso Robles

SILVER

2007 Cabernet Sauvignon, Estate, Paso Robles
2009 Cabernet Sauvignon, Vineyard Selection,
Paso Robles
2009 Syrah, Steinbeck Vineyard, Paso Robles
2010 Chardonnay, Estate, Paso Robles
2010 Muscat Canelli, Estate, Paso Robles
2010 Viognier, Mill Road Vineyard, Paso Robles

CRITICS CHALLENGE 2011

1380 wines entered:

Eberle Winery

CRITICS GOLD

2008 Cotes-du-Robles Paso Robles \$21.00
2008 Cabernet Sauvignon, Vineyard Selection
Paso Robles \$19.00

CRITICS SILVER

2008 Cabernet Sauvignon / Syrah
Paso Robles \$29.00
NV Full Boar Red Paso Robles \$15.00
2009 Cotes-du-Robles Blanc Paso Robles \$24.00
2007 Cabernet Sauvignon Paso Robles \$34.00
2010 Viognier, Mill Road Vineyard
Paso Robles \$21.00

2011 LA COUNTY FAIR

Gold Medal Winner, Best of Class – 92 Points!
Eberle Winery, Viognier, Mill Road Vineyard,
Paso Robles, 2010

Gold Medal Winner, Best of Class – 92 Points!
Eberle Winery, Muscat, Estate, Paso Robles, 2010

My name is Courtney Rich. I am a Sommelier and write a wine blog called “Quit WINEing—yes you can drink wine with that!” After sampling your wine I knew I had to create a pairing to introduce my fans to it. Today I am featuring your 2008 Muscat Canelli with fruit cocktail on my blog.
<http://quitwineing.com>.

New Releases

2007 Eberle Estate Cabernet Sauvignon Reserve

The 2007 growing season while unique, has turned out to be an exceptional vintage for the Paso Robles wine growing region. Warm days and cool nights throughout summer brought early season varietals in at normal harvest times. A drop in temperature in late September delayed harvest for our Cabernet, however the lengthy hang time and allowed the fruit to come into its perfect flavor maturity. The result of the 2007 vintage is a well-balanced, high quality wine that displays concentrated fruit, intense flavor profiles and vivid color extraction.



2010 Eberle Estate Muscat Canelli

Eberle's Muscat Canelli reveals floral aromas of orange blossom and ripe melon integrated with hints of citrus and bursts of guava and nectarine, culminating in a finish laced with spice. Crisp and semi-sweet, this wine is a surprising delight for every occasion.



2010 Eberle Syrah Rosé

Our dry rosé displays aromas and flavors of wild strawberries and hints of spice. A light red wine that drinks like a red and pairs exquisitely with a variety of foods.



What's Happening:



(TOP LEFT) The 13th annual Paso Robles Rotary Wine-makers' Cookoff raised more than \$30,000 for local high school scholarships. Pictured are Rotarians Linda Midkiff, Julie Opheim and (Past President) John Tubb. (BOTTOM LEFT) Shrimp the Alligator pays a visit to Eberle Winery. He is shown here with a volunteer from Zoo to You. The visit was part of a fundraiser on behalf of the Wineries of Hwy 46 East with proceeds going to the non-profit organization. (BOTTOM MIDDLE) It's another tough day at work at Club Eb! Holly Rabun and Mark Hardon share some water time with their dog Sienna. (BOTTOM RIGHT) Gary Eberle meets the Rotary President of Columbia during a recent trip to New Orleans. Gary (a past-Rotary President) was in town for fun and food. The Columbian Rotary President was in town for work. Hmmmm....



On the Road:

September 29–October 2, 2011

Sunset Magazine Savor the Central Coast
www.savorcentralcoast.com

September 29–30, 2011

Kansas City American Royal BBQ
www.americanroyal.com

October 9–11, 2011

Eberle Winery in Pittsburgh, PA

October 13, 2011

Eberle Winemaker Dinner
Nittany Lion Inn, State College, PA
www.pshs.psu.edu/NittanyLionInn

October 29–November 5, 2011

Tahiti Cruise with Eberle Winery
Paul Gauguin Cruises
www.pgcruiises.com
email Carolyn@venturatravel.com

Haunted Caves at Eberle Winery

Friday and
Saturday,
October 28th
& 29th, 2011
5:00-9:00pm

Who needs a
haunted house

when you can have haunted caves? For more than a dozen years, Eberle Winery has opened its doors to our 16,000 square feet of underground caves that are lit by professionals and provide an exciting



venue for children and parents alike. A \$5 donation goes directly to children's charities in San Luis Obispo County. Parents can try the Cab-oo-nay while kids enjoy the spooky caves and games on the cellar floor. Wear

your costumes and join us for this annual tradition!
www.eberlewinery.com or 805-238-9607.

Halloween Poker Run with the Wineries of Highway 46 East

October 28th–
30th, 2011

Join the Wineries of Highway 46 East for a weekend of fun as we host our Second Annual Halloween Poker Run to benefit

Hospice of San Luis Obispo County. Belly up to the bar, donate \$20 for your poker game board and then have fun pulling a card from each winery you visit. Enjoy complimentary wine tasting at each 46 East participating winery. Visit 5 wineries to make a hand, or visit all 10 wineries over the weekend and double your chances to win!

Wear a costume and get a discount on wine purchases at all winery locations! For more information, please visit www.pasorobleswinerieseast.com.



2011 Guest Chef Dinners and



Celebrity chef Cindy Hutson and partner Delius Shirley of Ortanique in Coral Gables, Florida and the Cayman Islands return to Eberle Winery for Harvest Fest 2011.

as a guest chef on the Today Show on NBC. Chef Hutson says her goal is to include all five senses in the dining experience, and after Gary Eberle ate at her restaurant, he can attest this will be a fabulous meal from an outstanding chef! We are honored to have Cindy and her partner Delius return to Eberle Winery for Harvest Fest and one of our most anticipated dinners of the year.

Friday, September 16, 2011 6:30pm

Cracked Crab of Pismo Beach

Please join us for our first Crab Feast on the panoramic deck at Eberle Winery! The Cracked Crab is a local highly acclaimed favorite restaurant with a mission to serve the finest seafood available. The owners, Mike & Kathy Lee, fly fresh crab down from Alaska for Chef Mike McGourty to create amazing menus to showcase crab and other delicious seafood with fresh seasonal ingredients. Your evening will be further enhanced with the beautiful acoustic music of Jan & Ted on Eberle Winery's deck overlooking the vineyard! \$99.00 / pp. This dinner will sell out quickly, so make your reservation early! For more information call 805.238.9607 or email events@eberlewinery.com

Friday, October 21, 2011

Harvest Festival Winemaker Dinner in the Caves Cindy Hutson and Delius Shirley, Ortanique, Florida and Cayman Islands

Chef Cindy Hutson's Ortanique, Cuisine of the Sun, restaurants are located in Miami, Florida and the Cayman Islands. Recipient of the esteemed 5-Star Diamond Award, Ortanique has also been awarded as one of the city's best restaurants in Miami. Chef Hutson has been invited to share her talents at the South Beach Wine and Food Festival as well as the James Beard House in NYC and has been featured

October 28th–30th, 2011

Halloween Poker Run

Join the Wineries of Highway 46 East for a weekend of fun as we host our Second Annual Halloween Poker Run to benefit Hospice of San Luis Obispo County. Belly up to the bar, donate \$20 for your poker game board and then have fun pulling a card from each winery you visit. Enjoy complimentary wine tasting at each 46 East participating winery. Visit 5 wineries to make a hand, or visit all 10 wineries over the weekend and double your chances to win!

Wear a costume and get a discount on wine purchases at all winery locations!

For more information, please visit www.pasorobleswinerieseast.com.

Friday and Saturday,

October 28th & 29th, 2011 5:00-9:00pm

Haunted Caves

Get dressed up in your Halloween best and put your courage to the test! Decorated and lit by a team of professionals, our 16,000 square feet of underground caves turn into one of the spookiest tickets in town. Brave souls 10 and older are recommended for this Halloween fun, but there will be plenty of games for the little ones above ground as well. A \$5 donation goes directly to children in need in San Luis Obispo County. It's a great cause and a lot of fun! (Parents, the Tasting Room will be open for complimentary wine tasting as well! Just ask for the Ca-BOO-nay!)

Special Events

Saturday, December 3, 2011

Eberle Welcomes Acclaimed Chef Michel Richard, Citronelle, Washington D.C.

It is with great honor that Eberle Winery hosts one of the highest acclaimed chefs in the United States. Good friend Michel Richard is returning to Eberle to create another spectacular Guest



World renowned chef Michel Richard returns to Eberle Winery for a Holiday Black Tie Dinner in the Caves December 3rd

Chef dinner in the caves. With a culinary career more than 40 years in the making, Chef Richard's restaurants in Los Angeles and Santa Barbara and flagship restaurants Citronelle and Central Michel Richard in Washington, D.C. have earned a staggering array of honors befitting such

a talented chef. Author of popular cookbooks including *Home Cooking with a French Accent* (1993) and *Happy in the Kitchen* (2006), Richard has a new cookbook which focuses primarily on desserts and features his original artwork to illustrate the recipes. Recipient of several James Beard Awards as well as Exxon Mobile Four Star and AAA Four Diamond awards, Chef Richard was admitted into the acclaimed Traditions & Qualité, Les Grandes Tables du Monde, in 2002. The same year he received the unprecedented dual honors of "Best Chef of the Year" and "Best Fine Dining Restaurant of the Year" by Restaurant Association Metropolitan Washington. *Gourmet Magazine* recognized him in its "Top 20 Restaurants in the Country" lists in 2001 and 2006, and he was inducted into the James Beard Foundation's "Who's Who" in American Food and Wine in 1988. Experience a meal like no other from a culinary talent who Robert Parker

of the *Wine Advocate* describes as "A great chef, who is cooking at a level that far exceeds any Michelin three-star chef in France." Ladies and Gentlemen, it's black tie with Michel Richard.

Saturday, December 10, 2011

Holiday Open House at Eberle Winery!

Visit Eberle Winery and join the festivities with carolers, free appetizers, and Gary's famous barbecue. We've even got the train (and believe us...Gary is into his train!) under the tree. Experience the holidays "wine country style" and de-stress from the hustle and bustle of the season. Our friendly elves in the Tasting Room will be happy to help you finish your shopping list with great ideas, free gift wrapping, and pre-made or custom gift baskets.

Tasting Room hours: 10am-5pm.

For more information, please see page 8.

Mark Your Calendars for 2012 Dinners in the Eberle Caves

Esprit du Vin

Saturday, January 14, 2012

5:00pm-7:00pm at Vina Robles

What do you get when 10 wineries, 5 hospitality partners and multiple food vendors get together? It's the annual Esprit du Vin—an event to celebrate the "Spirit of Wine" with the Wineries of Hwy 46 East. This fantastic event is always a huge crowd pleaser! \$20/person, \$35/couple plus tax. For more information, please visit www.pasorobleswinerieseast.com.

Eberle Winemaker Dinners

\$150/person | \$120/Cellar Club Members

For more information and reservations, please contact Sheri Kennedy at 805-238-9607 or email dinner@eberlewinery.com. Or visit www.eberlewinery.com.

Wine Country Christmas

It's the busiest time of year for Eberle Winery. From the harvest to the holidays, we've got a lot going on over the next few months. We hope you'll drop by to join us or let us host your next memorable event! And if you're feeling stressed during the holidays, we've got some winter specials you'll absolutely feel festive about!



Gift boxes

Gift boxes can be personalized with your favorite wine, merchandise or olive oils! We'll be happy to ship them for you too! It's a great idea for family members, friends, or business associates.



The Wild Boar Room

The Wild Boar Room in the Eberle caves is the perfect place to host your next party, dinner, or special event. Complete with a full-service kitchen, seating for 80 guests and surrounded by Eberle wine barrels in 16,000 square feet of underground caves...you're sure to have an elegant evening to remember! Contact Hospitality Manager Jan Erkenbrack at 805-238-9607 or email events@eberlewinery.com.



Holiday Hours

Holiday Hours:
10:00am-5:00pm
Closed



Thanksgiving
Closed Christmas Day
Closed 4:00pm Christmas Eve and
New Years Eve
Open 12:00pm New Years Day

Mark Your Calendars for our Holiday Open House

Saturday, December 10th, 2011
Tasting Room Hours: 10am-5pm
Open House: 12pm-4pm

The Uncommon Carolers return to Eberle Winery to celebrate the holidays during Open House December 10th.



Let's Have a Ball!

Saturday, September 17, 2011

Yes, it's that time of year again for our annual (albeit infamous) Bocce Ball Tournament! Mark your calendars and join in on the fun! The competition begins at 11am with mimosas and continues through with a wine and action-packed day. Barbeque dinner and awards on the vineyard deck cap off this day to remember. Make some friends or go head-to-head with some of your favorite Eberle aficionados.



For more information, contact Garry DeRose at 805-238-9607 or members@eberlewinery.com. \$55/Cellar Club Members, \$69/Non-club members, \$39/BBQ only.

Will Call Parties

Will Call parties are for all club members, whether you have wine to collect or not. So come along and join in the fun and taste the latest released wines, along with the wines you will receive in your shipments. As usual, our event staff Jan & Oralia will be cooking up some of those great appetizers we have come to enjoy in the past.

Don't forget to RSVP by the Wednesday prior to the party, to ensure we have plenty of appetizers. Cheers!

Mark your calendar for our next event on Friday, October 14th at 6:00pm.



Eberle Winery's Cellar Club

Treat yourself to exclusive, medal-winning vintages and have Eberle wines delivered to your door!

CLUBS

Quarterly – four shipments a year
(January, April, July and October)

2 bottles • 6 bottles • 12 bottles

Bi-Annual – two shipments a year

(May and September)

6 bottles • 12 bottles

Rare and Reserve – two shipments a year

(June and November)

Must be an existing cellar club member to be added to wait list.

MEMBERSHIP BENEFITS

- Includes pre-releases and limited production wines
- 20% discount on all wine purchases and tasting room merchandise
- 20% discount on all monthly Guest Chef Winemaker Dinners – This discount applies to your guests of Wine Club Members as well.
- Special members only events
- Private VIP cave tours and reserved seating on the deck (advanced booking required)
- Access to the very limited Rare and Reserve Club

Mark your calendars for the Eberle Winery Will Call parties. Taste our newest Cellar Club releases and enjoy the camaraderie of your fellow club members. Food and wine pairings will be made for each shipment. Please note, Will Call parties will be hosted on Friday evenings in 2011.



As a California winery, we can legally ship to the following states:

AK, AZ, CA, DC, FL, IA, ID, IL, MI, MN, MO, NC, ND, NH, NM, NV, NY, OH, OR, TX, VA, WA, WI, & WY

For information on new direct shipment states, please contact us at Eberle Winery. Some states may require consumers to report sales tax. Please check www.wineinstitute.org or visit our website at www.eberlewinery.com.



EBERLE

3810 Highway 46 East
P.O. BOX 2459
Paso Robles, CA 93447

TASTING ROOM

Winter Hours: 10 a.m. to 5 p.m.

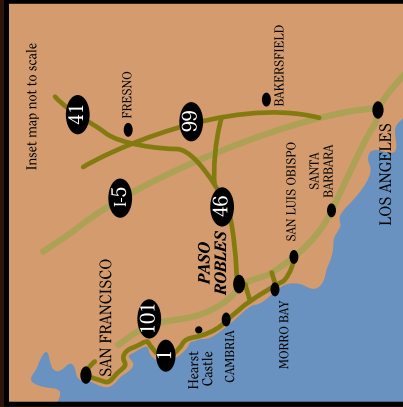
Summer Hours: 10 a.m. to 6 p.m.

Located on Highway 46 East, 3-5 miles east of Paso Robles and Highway 101

Telephone: 805.238.9607

Fax: 805.237.0344

www.EberleWinery.com



If you would prefer to have your newsletter emailed to you, please contact Marcy Eberle at marcy@eberlewinery.com

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