



Testarossa

“Passion in Every Glass!”

www.testarossa.com

Summer Edition 2004

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Follow the Signs!

Testarossa Summer 2004 Release Party

New & Improved!

Star Chefs to Pair Exotic Mushroom Dishes with Testarossa Wines

Join us on Sunday, May 30th, for our new and improved Summer Release Party starring special wine-paired mushroom dishes prepared by:

- Chef Tim Benham of Kuleto's, Los Gatos
- Chef Gary Messick of Tapestry, Los Gatos

Todd Spanier, The King of Mushrooms, is providing the mushrooms for our party, and he'll have a few creative mushroom and Pinot Noir pairings of his own to share with you!

Also, back by popular demand will be Novitiate resident, winery alumni, and Los Gatos Lyons Club member, Brother Korte, S.J. who will share stories about the Novitiate Winery from the 1950s through 1980s.



Testarossa Wine Club Members and all Platinum, Gold, and Silver mailing list customers will receive the following number of complimentary tickets for the Release Party.

Wine Club Members:

- Platinum: 12 tickets(\$420 value)
- Gold: 6 tickets(\$210 value)
- Silver: 4 tickets(\$140 value)
- Copper: 2 tickets (\$70 value)

Mailing List Customers:

- Platinum: 12 tickets(\$420 value)
- Gold: 6 tickets(\$210 value)
- Silver: 4 tickets(\$140 value)

Please RSVP by sending an email to rsvp@testarossa.com or calling us at (408) 354-6150 x21. And if you need extra tickets, see pricing info below.

Not a Wine Club Member yet? Not yet a Silver or higher groupmailing list customer? You're still welcome to join our party! Tickets are \$25 per person if purchased by Friday, May 21st. After that date, tickets are \$35 per person. Order your tickets by calling (408) 354-6150 x21.



Summer 2004 Release Party
May 30th
11am to 5pm

Come taste our new 2004 Summer Releases and Fall Futures at our 19th century historic winery just outside of downtown Los Gatos!

While you're here, ask us about our Wine Club, if you aren't already a member. It's the best way to try all our wines, plus you'll get some great benefits. Ask us!

Please carpool if possible.

Details and directions at testarossa.com.

It's time for our Fall 2004 Futures
Details inside!



Fall 2004 Futures

Most of these wines will sell out on Futures, so don't miss out!

Avid Testarossa fans will recall that we proclaimed the 2001 vintage the best in our history. Our "big four" wines from the Fall 2003 Release – 2001 Signature Reserve Chardonnay, 2001 Pisoni Vineyard Pinot Noir, 2001 Cuvee Nielaide Pinot Noir, and 2001 Garys' Vineyard Syrah – backed up that claim by ALL receiving 93-point or higher reviews from Wine Spectator, Connoisseurs' Guide, Wine & Spirits, and Restaurant Wine.

As great as the 2001 vintage is, the 2002 vintage is showing signs of being even better yet. The superlative quality combined with the dramatic increase in demand for our wines means that most of these wines will sell out on Futures.

Available for purchase as Futures through June 15, 2004:

- 2002 Signature Reserve Chardonnay
- 93pts *Wine Enthusiast*
- 2002 Pisoni Vineyard Pinot Noir
- 2002 Cuvee Nielaide Pinot Noir
- 2002 Garys' Vineyard Syrah

Summer 2004 New Releases

Low yields in 2004 result in very limited availability

The wine press is ga-ga over the quality of our 2002 Pinot Noirs and Chardonnays (see related article), and these new releases from the Brosseau, Michaud, Rosella's, and Sleepy Hollow Vineyards are no exception. They are all amazingly rich, complex, balanced, and most importantly – delicious!

Now available:

- 2002 Brosseau Vineyard Chardonnay*
- 92 pts *Wine Spectator*
- 2002 Michaud Vineyard Chardonnay
- 92 pts *Wine Spectator*
- 2002 Sleepy Hollow Vineyard Chardonnay
- 2002 Brosseau Vineyard Pinot Noir*
- sold out
- 2002 Michaud Vineyard Pinot Noir*
- 2002 Rosella's Vineyard Pinot Noir*
- 2002 Sleepy Hollow Vineyard Pinot Noir

*Limited releases, 100 cases or less. These wines are either sold out, or the last few bottles are available only in the Tasting Room.

2004 is Turning Out to be a "Berry, Berry" Good Year for Testarossa

Over 30 Outstanding Reviews Since the Beginning of the Year!

Since the beginning of 2004, the wine critics have been very passionate about Testarossa wines, bestowing Outstanding reviews (90 points or higher) on Testarossa wines at an unprecedented rate.

Here are some scores we've received for the wines you'll find on your Current Releases order form:

- 2002 Castello Chardonnay
90pts *Wine Enthusiast*
- 2002 Bien Nacido Vineyard Chardonnay
93pts *Restaurant Wine*
- 2002 Michaud Vineyard Chardonnay
92pts *Wine Spectator*
- 2002 Palazzio Pinot Noir
92pts *PinotReport*
- 2002 Bien Nacido Vineyard Pinot Noir
95pts *PinotReport*
- 2002 Garys' Vineyard Pinot Noir
95+pts *Restaurant Wine*
- 2001 Garys' Vineyard Syrah
93pts *Connoisseurs' Guide*
- 2001 Moorewood Pinot Noir
91pts *PinotReport*
- 2001 Moorewood Syrah
90pts *Wine Enthusiast*

How to avoid disappointment...

If you are a fan of Testarossa's ultra high-quality, limited production wines and are not yet a member of our Wine Club, then you may want to join as soon as possible to avoid missing out on any more of the gems listed above. Our Wine Club is only six months old, but we've already signed up more members than we expected to in the first year!

To learn more and to get a signup form, please call the Tasting Room at (408) 354-6150 x21 or visit testarossa.com and click on "Join our new Wine Club!"



**Top-Scoring
Connoisseurs' Guide
Wines Featured
at Our Summer
All Star Dinner
Friday, June 11th
\$150 per person**

In April, we raided the winery's library and pulled out the stops for our first ever "All Star" dinner. We served only wines rated Outstanding (91 points or higher) by Wine Spectator.

Now it's time for our second All Star Dinner, featuring Testarossa wines rated Outstanding by Connoisseur's Guide. We plan to make this event even better than the first one!

The dinner is limited to 40 people, so be sure and make your reservations early. Here is a sneak peek at the wines we'll be featuring, along with the scores awarded by Connoisseurs' Guide:

- 1999 Testarossa Vineyards Chardonnay (94pts)
- This wine was renamed Castello in 2000
- 2000 Bien Nacido Vineyard Chardonnay (95pts)
- Top California Chardonnay in 2002
- 2001 Sleepy Hollow Vineyard Pinot Noir (93pts)
- 2002 Bien Nacido Vineyard Pinot Noir (92pts)
- 2001 Garys' Vineyard Syrah (93pts)

Remember, Platinum, Gold, and Silver Wine Club Members get priority reservations and discounts (20%, 10% and 5%, respectively) on these special dinners and events.

Call Roxanne at (408) 354-6150 x12 to make your reservations. Remember, seating is limited!

**How is My Customer
Group Determined?**

Some of our customers anxiously await their order forms in the mail to see how their Customer Number and Group have changed. You can find this in the shaded box just below your shipping address.

With the addition of our Wine Club, we have changed the way we determine customer levels. We used to analyze each customer's purchase history as far back as we could, then assign each customer to a group (Platinum, Gold, Silver, and Copper). The group you were in determined (and still does) your allocation levels—something that really matters on the smaller-production wines.

In order to better integrate our Wine Club with our Mailing List customers, we now determine your customer level based on the highest of either:

Your Wine Club level
or

Purchases from the previous 12 months
(including Wine Club, if any)

If you are not in the Wine Club, your Group is determined only by your purchases from the previous 12 months:

Customer:	up to \$499
Copper:	\$500 to \$999
Silver:	\$1,000 to \$1,499
Gold:	\$1,500 to \$2,999
Platinum:	over \$3,000

So, if you were Gold last time, and your order form says Customer this time, it means your purchases with us from April 2003 to April 2004 were less than \$500.

Lastly, are you curious about your Customer Number? This number is a straight ranking based on purchases for the previous 12 months before an offering. We now have just over 5,200 mailing list members (including our Wine Club members). So, if you want to improve your number (1 is best, of course), be sure and send in your orders today!

**Upcoming
Events**



5/30, 11am-5pm: Testarossa Summer Release Party at the Historic Novitiate Winery, Los Gatos, CA, For tickets call 408-354-6150 x21, testarossa.com

6/5-6/6, 11am-5pm: Santa Cruz Mountains Winegrowers' Association Vintners' Festival, For information call 408-354-6150 x21, www.scmwa.com/VintnersFestival.htm

6/11: Connoisseurs' Guide to California Wine All Star Dinner at Testarossa. Chef Justin Perez will prepare a 5 course meal paired with Testarossa wines that have received 92+ scores from Connoisseurs' Guide (see article on this page). For reservations call Roxanne at 408-354-6150 x12

6/12, 1pm-5pm: Testarossa wine tasting at Half Moon Bay Wine and Cheese Shop, CA, 604 Main Street, 650-726-1520, www.hmbwineandcheese.com/events.html

6/18-6/20: Aspen Food and Wine Classic, CO, 877-900-WINE, www.foodandwine.com/ext/classic

6/24-6/27: Telluride Wine Festival, CO, 970-728-3178, www.telluridewinefestival.com

6/25: Winemaker Dinner at Allred's, Telluride, CO, 970-728-7474, www.allredsrestaurant.com

7/10, 5pm-8pm: Testarossa wine tasting at The Wine Sellers, 411 Hartz Avenue, Danville, CA, 925-552-5801

7/11, 2:30pm: Vintage Affaire, Wine Tasting and Auction benefiting The Peninsula Center for the Blind, Atherton, CA, 650-858-0202, www.vintageaffaire.org

7/17: Santa Cruz Mountains Winegrowers' Association Passport Weekend, Passports are available for purchase here at Testarossa Vineyards, 408-354-6150 x21, www.scmwa.com/passport

Testarossa's Tasting Room is open 11am-5pm daily. We also have picnic tables available for your Summer enjoyment!



Here at the Winery

What's new with the Testarossa family
by Rob Jensen



Behind the great wines at Testarossa are some really amazing people and their families. Every so often, we love to give you an update with what's going on with the staff here at the winery.

If you come to our May 30th Release Party, please congratulate Testarossa winemaker Bill Brosseau on his upcoming June 5th wedding to his college sweetheart, Kilene.

Bill's right-hand man in the cellars, Patrick Lorian, our Enologist, continues playing league Lacrosse after work and on weekends. We always know he's had a particularly tough game by the bruises he gets from his sport.

Our CFO, Margaret (Webber) Pedersen, has had an exciting time as she, her family, and all of our Testarossa family rooted for her niece, Katie Webber who made it to the final 16 contestants in this season's American Idol. Katie, like her Aunt Margaret, calls Santa Cruz home.

Roxanne Noble, our Events Manager, continues riding and racing her motorcycle when not running events at the winery or



Jerry and Roxanne at the 2004 Spring Release Party.

sharing a romantic dinner at home in Monterey with her boyfriend, Andy.

Jerry Starr, Testarossa's Tasting Room Manager is currently working on a set of courses on wine and wine appreciation that will soon be offered here at the winery. Stay tuned for information on how you can participate in these courses.

Our Marketing Manager, Susan Aragon, has been busy planting her vegetables and heirloom tomatoes. She brings us seedlings so we can plant our own, but we keep telling her we just want samples when the tomatoes are ready!

We have a couple of new employees to tell you about too! In a newly created position (Customer Relations) we hired Megan Reeves to handle your new release and futures orders. Her background as a sous chef and tasting room manager along with her enthusiasm, made her an ideal choice to help customers understand our wines while helping process their orders. Please feel free to call her at extension 10 and place an order today!

Also joining our family is Barry Richter, our new Director of Sales. With 19 years of wine industry experience, about the only thing he hasn't done is grow the grapes. Barry is passionate about fine wine and gourmet food, and we're very excited to have him on board.

As for the Jensen family, Nick has graduated from Cub Scouts to Boy Scouts – something he is really enjoying. He turns 11 in July is now in 5th grade at St. Simon School in Los Altos, where his sister Claire is in the 2nd grade. Claire continues with her art classes taught by Testarossa's label designer, Michelle Dzigurski. Nick and Claire remain active in sports, both playing YMCA basketball. Nick is now playing Pony League baseball, and Claire is going to start playing soccer in the Fall. Both kids' favorite television show is American Idol.

We're hoping you can join us for the Summer Release Party so you can meet the new members of our family!



Follow the Signs to Testarossa Vineyards

Working with the town of Los Gatos, we recently updated the markers for the Novitiate Winery. Since the Novitiate is an historical site, there were several signs posted along College Avenue, but they were small and faded after years of exposure.

While we were at it, we asked if we could post an additional sign at the corner of College Avenue and Main (right in the heart of town). The town agreed, and the sign went up!

Now we're even easier to find. Just follow the signs!

Testarossa's Quality Guarantee

If you don't love it, we'll make it right! For details, visit testarossa.com

Testarossa Vineyards

300- A College Avenue
Los Gatos, California 95030
phone: (408) 354-6150 fax: (408) 354-8250
wine@testarossa.com
testarossa.com

Rob & Diana Jensen, Proprietors & Founders
Bill Brosseau, Winemaker