



Testarossa Vineyards

LOS GATOS • CALIFORNIA

“Passion in Every Glass!”

testarossa.com

Spring Edition 2005



Happy New Year 2005!

There are so many exciting things happening at Testarossa that it's almost impossible to know where to start! We have old wines making a comeback, Elder wines being released, more amazing new wines and new releases, new labels, and futures that will knock your socks off. Club Testarossa is rocking. Our new e-commerce page has rocketed us into the 21st century. And last but not least, every day the media is taking more notice of Testarossa wines and our winery. Everywhere you turn, Testarossa is there!

The most exciting news dates back to the 19th century. Testarossa is proud to announce that we have resurrected the old Novitiate wine label made by the Jesuits here at our historic winery. We've also designed a new label for our single-vineyard Pinot Noirs. You'll see the first one on the 2003 Bien Nacido Vineyard Pinot Noir.

Club Testarossa is now so popular with our customers that it is on track to be the preferred way to buy Testarossa wines in 2005. Special Club-only events like our 2003 Pinot Noir Barrel Tastings were huge hits. We have many more Club events planned for 2005, so stay tuned!

Lately, it seems that everywhere we turn Testarossa wines or the winery are being showcased in both wine as well as mainstream media. Beware – the next time you come to the winery, you just may end up on the cover of a major newspaper or on the evening news!

Despite all the media attention, new labels, and Club activities, Testarossa is more obsessed than ever with making only great wine, while improving each and every vintage. Every year we invest more and more in making great wines. Our commitment to consistent, outstanding quality will never waver. We guarantee it!

As always, please accept our most sincere thanks for all your support and for telling your friends, colleagues, local restaurants and fine wine shops about Testarossa.

—Rob & Diana Jensen
Proprietors

Spring 2005 Release Party February 27th 11am to 5pm

Come taste our new 2005 Spring Releases and Summer Futures at our 19th century historic winery just outside of downtown Los Gatos!

Details, directions and tickets at testarossa.com.

It's time for our Summer 2005 Futures

Details inside!

Something Old – Something New Testarossa Resurrects the Historic Novitiate Wine Label

We are thrilled to announce that Testarossa is bringing back the Novitiate (pronounced no-vish-ee-ut) label that the Jesuits made in our 19th century winery from 1888 to 1986. The new label is largely based on the historic Novitiate label, but it also includes Testarossa elements. For example, you'll see the founding dates for both the Novitiate winery (1888) and Testarossa Vineyards (1993). Testarossa's "new" Novitiate wines are available in our Tasting Room, at testarossa.com, or by phone.



Introducing a new wine and a new label!



Summer 2005 Futures

Great Choices,
but Quantities are Limited

The demand for Testarossa's single vineyard Chardonnay and Pinot Noir bottlings continues to outpace the small increases we have been able to make in production. Consequently, many allocations for these wines are shrinking. Remember, the two best ways to maximize your allocations (and get the best prices) on Testarossa's smallest production wines are to join Club Testarossa and to take advantage of our Futures program..

Available for purchase as Futures through February 28, 2005:

Chardonnays:

- 2003 Brosseau Vineyard, 445 cases
- 2003 Michaud Vineyard, 171 cases
- 2003 Sleepy Hollow Vineyard, 465 cases

Pinot Noirs:

- 2003 Garys' Vineyard, 608 cases
- 2003 Sleepy Hollow Vineyard, 633 cases

Note: Club Testarossa shipments for 2005 will include all of the wines listed above. For a shipment schedule, please visit testarossa.com/clubtestarossa.

Spring 2005 New Releases

First 2003 Releases are Stunning

Castello Chardonnay and Palazzio Pinot Noir once again prove to be the best price performance wines in Testarossa's stable. Our single vineyard Chardonnays and Pinot Noirs also continue to garner amazingly consistent Outstanding reviews and ever higher demand.

Note that our Rosella's Vineyard Chardonnay and Pinot Noir are both available now!

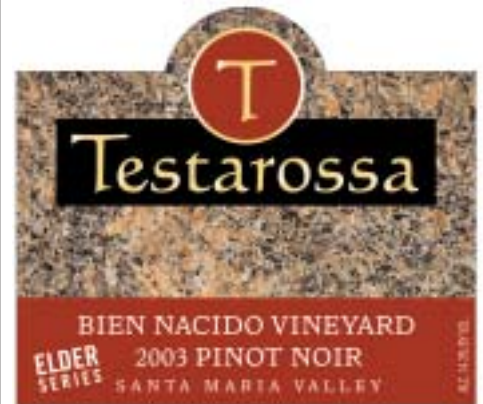
Now available:

Chardonnays:

- 2003 Castello, 2234 cases
- 2003 Bien Nacido "Elder Series," 419 cases
- 2003 Rosella's Vineyard, 220 cases

Pinot Noirs:

- 2003 Palazzio, 2291 cases
- 2003 Bien Nacido "Elder Series," 428 cases
- 2003 Rosella's Vineyard, 228 cases



2003 Single-Vineyard Pinot Noirs Sport New Labels

Testarossa Starts Second
Decade with New Design

Testarossa's commitment to make only the best wines includes not only what is *in* the bottle but also what is *on* the bottle.

We are celebrating our 10th vintage with new labels for our single-vineyard Pinot Noirs. We've kept the granite stone background to symbolize the 5,000 years that wine has been part of civilized history, while updating the whole label with a fresher, more exciting look.

Moorewood End-of-Brand Sale

Special Closeout Discounts Available

While supplies last, Club Testarossa Members who purchase a case of Moorewood wine (2001 Pinot Noir or 2001 Syrah, priced at \$19/bottle) will receive a free case of the Moorewood Syrah! Non-Club members who purchase a case of Moorewood wine will receive 6 bottles of the Moorewood Syrah free. (No other discounts apply. This offer is good through the Tasting Room or by phone.)

Spring 2005 Release Party

Sunday, February 27th, 11am to 5pm

Join us on Sunday, February 27, 2005 for our next Release Party in our 19th-century tasting room. We will celebrate the history of the Novitiate as well as reveal our new Novitiate label and our new Testarossa labels, too. Sample our future release wines, enjoy some great food from local chefs, and chat with Rob and Diana. Tickets are limited, and we sold out early last time, so get yours soon!

Tickets are \$35 each and are available on our website. Two free tickets are available for all Platinum, Gold, Silver and Copper customers, and discounted tickets may be available for your guests. (Your customer level is printed on your order form.) February 18th is the last day to order tickets or to request your free tickets. Tickets will not be available at the door the day of the event.

Contact us at (408) 354-6150 x22 or rsvp@testarossa.com.

Shop at

[testarossa.com!](http://testarossa.com)

Announcing the Launch of Our
New Online Store

We have updated our online store to include many of the items in our Tasting Room – logowear, books, wine accessories, gourmet foods, and of course wine! Now you can shop any time of day from the convenience of your keyboard.

Club Testarossa discounts will be automatically applied, too!

We will be sending monthly coupons via email, so be sure we have your current email address (send it to wine@testarossa.com). Remember, we will never share your information with anyone. Your privacy is as important to us as it is to you.



Testarossa Pricing

Why do Testarossa Wines
Cost What They Do?

You may have noticed that our single-vineyard Pinot Noir and Chardonnay prices have gone up a bit with the 2003 vintage. One of our best Club Testarossa members suggested we explain to everyone why our wines cost what they do.

The simple reason that prices go up is because it is VERY expensive to make great wine. Testarossa winemaker Bill Brosseau and his staff are always obsessed with making better wine than they did the previous year. This often involves very labor-intensive, and therefore expensive, improvements in the cellar. For example, with the 2003 vintage, we implemented a 100% grape sorting policy at harvest. Previously, we only sorted incoming fruit that clearly needed sorting. With wine grapes averaging about 1/4 pound per cluster, you can imagine the time and money it took to hand sort 170 tons (nearly 1.4 million clusters).

We could hook up a pump and save time and money by pumping juice, seeds, and pulp from destemmer to fermentor or from fermentor to press. But no, we use a labor-intensive gravity flow process to ensure grape seeds don't get sheared, thereby releasing their bitter, astringent tannins.

Additionally, the common wisdom in the wine media is that there is a huge grape glut and that prices must be coming down. While this is true for average and low quality fruit, it doesn't apply to the ultra high quality grapes we buy.

Testarossa also uses 100% French oak barrels, and the drop in the value of the dollar versus the Euro has increased our barrel costs by over 20% in just two years. Did we cut back and use cheaper barrels? Or fewer barrels? No way!

Making quality wine consistently year after year is expensive. We hope to make our first, albeit small, profit in 2005. If we didn't adjust our prices, we would have to cut corners, and that's simply not an option. So please understand that our wine prices are high because that's what it takes to make great wine.

— Rob

Club Testarossa Corner

2003 Pinot Noir Barrel Tastings
were a Big Hit in 2004

In the summer and fall of 2004, over 100 Club Testarossa members participated in two 2003 Single Vineyard Pinot Noir barrel tastings with Rob and Diana. Club Members ranked their favorites from eight different vineyards:

- 1 Fritschen Vineyard (Club Testarossa)
- 2 Rosella's Vineyard (Now)
- 3 Bien Nacido Vineyard "Elder Series" (Now)
- 4 Brosseau Vineyard (Club Testarossa)
- 5 Pisoni Vineyard (Fall 2005 Release)
- 6 Garys' Vineyard (Futures)
- 7 Sleepy Hollow Vineyard (Futures)
- 8 Michaud Vineyard (discontinued as a single-vineyard Pinot Noir)

Club Testarossa: These wines will not be offered as Futures and are expected to sell out through the Club.

Now: You can purchase these wines today!

Futures: Offered on Futures through 2/28/05.



Club Testarossa Members enjoying a members-only event.

So Much News!

Visit testarossa.com/news for details on these great events:

Mother's Day Eve Dinner on Saturday, May 7th. Surprise her with a unique night out. View the menu and order tickets online.

Mediterranean Cruise with Rob, Diana, Nick & Claire Jensen, July 8-15. Travel from Rome to Monte Carlo aboard the ultra-luxury Silversea cruise line!

Upcoming Events



2/12, 6:30pm: Valentine's Dinner at Testarossa Vineyards, Los Gatos, CA, \$125 per person. 408-354-6150 x12, testarossa.com

2/17-2/18: Masters of Food & Wine, Highlands Inn, Carmel, CA. 800-401-1009, mfandw.com

2/26, 5pm-Midnight: Wheelchair Foundation Charity Ball, Blackhawk Museum, Danville, CA. 925-648-3829, wheelchairfoundation.org/events/fliers/charity_ball.htm

2/27, 11am-5pm: Testarossa Spring Release Party, Los Gatos, CA. 408-354-6150 x22, testarossa.com

3/4-3/5: World of Pinot Noir, The Cliffs Resort, Shell Beach, CA (south of San Luis Obispo). 805-473-9337, worldofpinotnoir.com

3/31, 6pm: Roy's Pebble Beach Anniversary Celebration, Inn at Spanish Bay, Pebble Beach, CA. 831-647-7500

4/3, 2-5pm: Club Testarossa Chardonnay Barrel Tasting, Testarossa, 408-354-6150 x22, clubt@testarossa.com, testarossa.com

4/10, 1-5pm: Santa Cruz Mountains Pinot Paradise Tasting at Testarossa Vineyards. Tickets are \$30 in advance, \$40 at the door. 831-479-9463, scmwa.com/pinotparadise.htm

4/16, 11am-5pm: Santa Cruz Mountains Winegrowers' Association Passport Weekend, Purchase passports at Testarossa Vineyards, 408-354-6150 x21, testarossa.com

4/30, 11am-4pm: 2nd Annual Pinnacles Wine Festival, Inn at the Pinnacles, Soledad, CA. Tickets are \$35 prior to April 1st, \$45 from April 1-28th. 831-678-2400, innatthepinnacles.com

5/1, 1-5pm: Rivers of Chocolate, Mountain Winery, Saratoga, CA. riversofchocolate.org

5/7, 8am-4pm: Testarossa Vineyards Cat's Hill Criterium Bicycle Race, catshill.org

5/7, 6:30pm: Mother's Day Eve Dinner at Testarossa Vineyards, Los Gatos, CA, \$125 per person. 408-354-6150 x12, testarossa.com

5/22, 11am-5pm: Testarossa Summer Release Party, Los Gatos, CA. Save the date!

7/8-7/15: Wine & Food Mediterranean Cruise with Rob & Diana Jensen, Rome to Monte Carlo. 800-304-6838, mmtravel.net



2004: Another Great Year of Accolades for Testarossa Wines

We know you love our wines or you wouldn't be reading our newsletters. It's also fun when the wine critics love our wines, too. Here's a smattering of some of the more notable press we received in 2004:

- 2004 Winery of the Year – Restaurant Wine (Napa Valley)
 - 2004 North American Winery of the Year, Finalist – Wine Enthusiast
 - Top 100 Wines of the Year – San Francisco Chronicle
 - only US Pinot Noir to make the Top 100 three years in a row
 - Top 10 Pinot Noirs of 2004 – Wine & Spirits
 - Top 10 Chardonnays of 2004 – Wine & Spirits
 - Top 10 Syrahs of 2004 – Wine & Spirits
 - Top 10 Pinot Noirs of 2004 – PinotReport
 - 9 Reviews of 90 points or higher from Wine Spectator just in 2004
 - Over 180 Outstanding (90 points or higher) reviews since our first vintage

2004 & 2005 Media *Over-Exposure*

Testarossa wines, along with our 19th century stone winery, have become the backdrop for more media attention over the last four months than in all of our first ten years combined. We will post all of the articles and video clips we can at testarossa.com/news. Here are a few of the highlights:

- Front page feature in the San Jose Mercury News on the Direct Shipping issue before the Supreme Court (December 4, 2004)
- Featured twice on CBS 5 News in the Bay Area regarding the same Supreme Court hearing (December 7, 2004)
- To be featured on the television show *In Wine Country* on Bay Area's NBC 11 (April 2005)
- Currently being featured on a series of commercials sponsored by Starbucks showing similarities between the complexity and process of wine and coffee. The commercials run during *In Wine Country* on NBC 11.
- Laurie Daniel of the San Jose Mercury News shot a series of wine recommendations in Testarossa's Tasting Room. They run each week on *In Wine Country*.
- Featured in San Jose Magazine's "Locker Room" section (December 2004)
- Featured in San Jose Magazine's "Wine Rack" section (March 2005)

Testarossa is Title Sponsor of Cat's Hill Criterium Bicycle Race in Los Gatos – May 7th

2004 Winery of the Year Joins Forces with
2004 USA Cycling's Division 1 Club of the Year

The race will run all day long, and there will be plenty of activities at Testarossa if you want a break from the race. For your convenience, we'll offer a cable car shuttle between our parking lot and the race course. More info at testarossa.com.



The Perfect Place for Your Special Event

Planning a Wedding?

Our Event Center offers all the elegance, charm, and amenities that you are looking for when planning your special event. Whether you're getting married, arranging a holiday party, organizing a corporate meeting, or hosting a birthday party, we have just the place for you.

For more information, please call our Events Manager at (408) 354-6150 x12 or email events@testarossa.com

Testarossa's Tasting Room is open
11am–5pm daily. We also have
picnic tables available!

Testarossa's Quality Guarantee

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

Testarossa Vineyards

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Bill Brosseau, Winemaker