

CellarMasters

"All the wines that are fit we drink"

www.cellarmastersla.org

A Monthly Newsletter

Vol. 39 Issue 5 May 2012

Monthly meeting
Ex-Cellarmaster/
president gone pro
Page 2

Haunting Our Local Haunts
Woodland Hills Wine
Company
Page 5

Ask Dave
When to Rack
Page 7

Over the Barrel
"Why women are
better than men...."
Page 3

New Logo Contest
Page 4

Tarantula Hawk Vineyard
Trellis and Canopy
Management
Page 6



LOGO

Taste and Trade
Upcoming Event
Page 8

May 2012 President's Message

by 2012 President, Matt Lester

I should start by saying thanks To Fred and Lisa. They have put on yet another spectacular wine tasting event. There were some unusual, some tricky (Chardone), and some old faithful wines poured. Perfect weather, and a lot of fun. I can't wait til next year!

May will be a busy month for us. We will be graced with an ex-Cellarmaster/president gone pro speaking at the upcoming meeting. There should plenty of info to be had! We have Derby Day on the 5th (sorry we are overbooked so no



Tasting in Carpinteria



other entry's can be accepted). Thanks to all our gracious hosts and helpers. I'm sure this one will go down in Cellarmaster lore! Elissa maybe putting together a Memorial weekend "Paso Run".

To stay current with all that's going on, just checkout the website

Cheers!

Matt Lester, 2012 Cellarmasters of LA, President



May 3rd Dinner Meeting

6:30 pm

The Shop

22836 VENTURA BLVD
WOODLAND HILLS, CA 91364

Winemakers Topic of the Month:

Ex-Cellarmaster gone Pro

Dinner Theme:

Cinco de Mayo

Bring your favorite fresh Mexican inspired dish!



Check out the website below for wine pairings with Mexican food.

http://www.rickbayless.com/recipes/wine_pairings.html

Dinner Meeting Protocol

DUES: Everyone attending should be a fully paid member of CellarMasters. Please make sure to pay your dues.

GUESTS are welcomed as an introduction to our club.

POT LUCK means everyone is expected to bring a dish to share.

GREEN dining is bringing your own plates, glasses, and utensils. We have emergency supplies only.

WINE is meant to be shared. Please bring a bottle along and share it.

ATTENTION given to our speaker is a sign of respect.

WELCOME new people by learning their names. Ask them to join you.

CLEAN UP is everyone's job. Don't leave without doing your share.

RESPONSIBILITY means drinking sensibly



Calendar

May 3rd, 2012

Monthly Meeting at the Shop, 6:30pm

May 5th, 2012

Derby Day

May 10th, 2012

Planning Party at 7:00pm

Joan and Stu Lenoff
3437 Longridge Ave
Sherman Oaks, 91423
(818) 788-5137

Cellarmaster Cocktail

Combine 1 1/2 ounces vodka, 2 ounces apple cider, 1 pinch ground ginger, 1 pinch powdered chai tea mix (optional), 1 ounce merlot and a splash of lime juice in a shaker filled with ice. Shake vigorously, then strain into a martini glass. Garnish with an apple slice.



Over the Barrel

“Why women are better than men....”

By Robert Crudup

Every good story has a compelling opening line that is meant at once to captivate the reader and set the tone for the journey that is to follow. With all of the alarms going off in my literary head that I am writing on thin paper, I foist this barrel on you.

I have often wondered about the male dominance of the wine making world and while it is clearly a vestige of centuries of male-female roles and responsibilities, it has nothing at all to do with ability or talent. Exclusive men’s drinking clubs and the traditional after-dinner port enjoyed by the men are a couple of easy targets for critics of gender segregation of the fine art of enjoying fruits of the vine. But today, the so-called glass ceiling is being challenged and broken. As an example, today we find an increasing number of women at the helm of a winery or in control of the wine-making operation and with some outstanding results. And it’s not by accident or part of a scheme to balance the HR balance sheet. No, these are women who have trained and excelled at the art of making fine

wines. There’s something special going on. So let’s explore.

Recently, a Yale University study uncovered a population of “Super Tasters”. These are folks with a much larger number of taste buds than the rest of us. I suppose some intern had to get people to stick out their tongues long enough to count them but at any rate this abundance of sensory nodes gives them a greater sensitivity to taste. The researchers pegged the group at about 25 % of the population. And the kicker is that the majority of this group is...women.

Another study focused on the nose. No surprise that it turns out that some people possess outstanding olfactory abilities. When tested for differentiating smell and odor, once again it is women who rise to the top. So two of the major sensory aspects associated with wine evaluation, taste and smell, are dominated by women. Compelling data that point to why women might be rising stars in the world of wine. But there’s more.

It’s been long known that men and women’s brains function differently. You’ve heard it before “Men are from Mars and Women are from Venus”. The famous humorist Jeanne Robertson refers to her husband as “Left Brain” in

her stories about how he looks at life in terms of details, numbers, and minutia. Well, the facts prove that women are just the opposite and are right brain dominant. So instead of the looking at wine through the categories and details, women are more likely to view wine with the sensory side of the brain. The side that sorts out creative, artistic, and emotional responses to inputs helps women to see the aspects of wine that might connect people and appeal to a certain part of the population.

Oh, and a final study points out that most wine in America is bought by....women...in the supermarkets. The combination of higher levels of taste, smell, and perceptive differentiation possessed by a group of women might be the right genetic recipe that is propelling women to be the new face of winemaking.

“You’ve come a long way, Baby.”





CELLARMASTERS

Home Wine Club Los Angeles

is having a new logo contest.

If you have an



for a new Cellarmasters logo,



it and send it to Matt Lester by May 1.



Keep it
glasses.

so it can be used on shirts and wine

Can't you just hear people saying



i'm lovin' it ?

If you win, you may be seen as an



Let's have a



Haunting Our Local Haunts

Woodland Hills Wine Company
22622 Ventura Blvd
Woodland Hills, California 91364
(800) 678 9463



If you live in the neighborhood or perhaps just looking to grab a bottle before one of our meetings, the Woodland Hills Wine Company is another gem of a local wine shop. Started in 1978 as a corner liquor store called Northridge Hills Liquor, they grew into primarily a wine shop focusing on the emerging California wine industry. When they outgrew their original space in 1998, they changed their name and moved into their current location.

Offering a selection of over 4000 bottles from every corner of the world, this huge selection is tended by a very knowledgeable and dedicated sales staff. A number of them are, or are studying for, the Master Sommelier exam and have the knowledge to guide you to exactly what you may be looking for. They also offer an impressive depth of spirits and craft beer. To help you taste and introduce you to the wines they offer, WHWC holds weekly wine tastings on Saturdays from 2-6p.

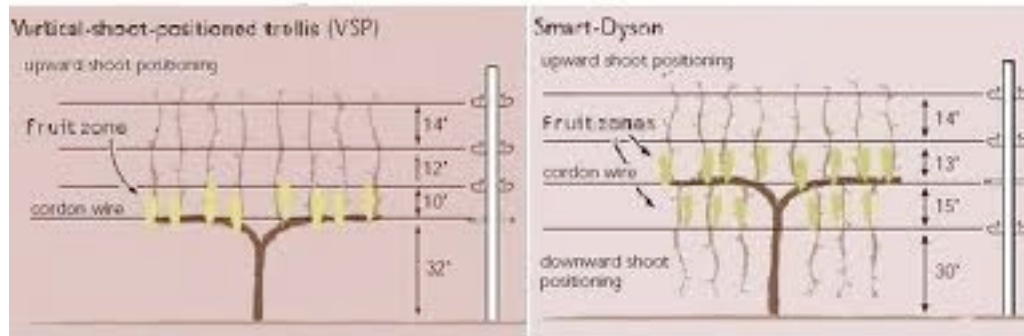
The wines that they will be pouring are posted a week or two in advance on their website. They also offer a three-tiered wine club that can be specialized to your taste or pocketbook.

I encourage you to visit or check out their website at www.whwc.com. It offers an abundance of staff picks, new offerings, best buys, and an informative newsletter. They're also on Facebook, Twitter, and the like. I have personally been steered many times to some great finds when trying to come up with a wine for our monthly meetings. The Woodland Hills Wine Company is another strong retail resource in our tireless pursuit of fine and tasty juice.

Gregg Ogorzelec

Tarantula Hawk Vineyard

by Jennifer Swank



It is important to pick a trellis and canopy management system that will allow direct shafts of light into the canopy to the bud and cluster zone in order for grapes to develop flavors and anthocyanins. Too much shade affects cluster development and too much heat degrades color, aromas and acidity. Choosing a trellis system is important to producing high quality fruit by balancing vigor of the site and vine capacity.

Trellis System

The trellis system should open up the canopy and vertical shoot positioning (VSP) with bilateral cordon is one option. In VSP, the row orientation is important in order to get vines out of the mid-day sun and reduce heat on the crop. The THW hillside is steep and although a NE-SE orientation would be best, the vines were planted in a NW-SW orientation due to constraints of working on a steep hillside. The vines receive a lot of light exposure, maybe too much if VSP is used. It may be difficult to balance growth. The shoots will be trained upwards between wires and leaf removal and hedging are required on VSP. VSP works best on

low to moderate vigor sites. THW is a moderately high vigor site. Spacing between vines of 6 feet and between rows of 6 ft is recommended.

The Smart-Dyson trellis system is a good option for THW vineyard. It uses a bilateral cordon with nodes that alternate with shoots growing upwards and then downwards. Half of the shoots are trained up and the the weaker positions are raked down. The system works well on moderate vigor sites by increasing the amount of crop per row and per fruiting row thus decreasing the vegetative growth of the vine and adding more crop to it at the same time. It can be difficult to get the vines to grow downward. Spacing between vines of 6 feet and between rows of 6 ft is recommended.

Vineyard Management System

Cover Crop

Planting a cover crop in the vineyard will help slow down the growth of the vines in the spring. The vineyard is on a vigorous site and we want to slow down growth and reduce the

influence of the shoot tip on the cluster to allow the berries to develop.

Pruning

The vine should be pruned so that it has good vine balance in which the vine has 3-4 foot long shoots that along a cordon with shoot spur spacing every 6 inches.

Kicker Canes

If there ends up being too much vegetation growth, Kicker Canes can be used to improve shoot-to fruit balance. Kicker canes act as an anchor on growth because they compete directly with clusters. After berry growth plateaus, kicker canes are removed and the rest of the crop continues to grow.

Deficit Irrigation

Once the vineyard is established, deficit irrigation should be used in order to reduce vegetative growth and allow the fruit to grow.

References

References: Walker, Andrew, VID257

April Recipe Winner

Robin Dawson

Green Tomato Cake

with cream cheese frosting

Ingredients

4 cups chopped green tomatoes (I used 9 green roma tomatoes)

1 tablespoon salt

1/2 cup butter

2 cups white sugar

2 eggs

2 cups all-purpose flour

1 tablespoon ground cinnamon

1 teaspoon ground nutmeg

1 teaspoon baking soda

1/4 teaspoon salt

1/2 cup raisins

1/2 cup chopped walnuts

Directions

Place chopped tomatoes (skin and seeds) in blender and blend until the consistency of salsa (don't puree). Drain in colander about 15 minutes, pressing out most of liquid.

Preheat oven to 350 degrees F (175 degrees C). Grease and flour a 9x13 inch baking pan.

Cream butter and sugar. Add eggs and beat until creamy.

Sift together flour, cinnamon, nutmeg, soda and 1/4 teaspoon salt. Add raisins and nuts to dry mixture; add dry ingredients to creamed mixture. Dough will be stiff. Mix well.

Add drained tomatoes and mix well. Pour into the prepared 9 x 13 inch pan.

Bake for 40 to 45 minutes in the preheated oven, or until toothpick inserted into cake comes out clean. Let cool, then ice with cream cheese frosting.

Cream Cheese frosting

2 (8oz) packages of cream cheese~ softened

1/2 cup butter~softened

1 box powdered sugar

1 teaspoon vanilla

Mix together butter, cream cheese and

vanilla. Add powdered sugar. Blend well.

Ice cooled cake...and ENJOY!!

January Recipe Winner

Robin Dawson

Kalamata Caviar

Spread this fast, easy olive, cheese and nut mixture on slices of warm French bread. The combination of distinct flavors is magnificent!"

Prep time 10 minutes,

Ingredients:

8 ounces whole, pitted kalamata olives

1 (4 ounce) package feta cheese

1/2 cup chopped pecans

4 cloves garlic, peeled

2 tablespoons olive oil

Directions:

In a food processor, blend kalamata olives, feta cheese, pecans, garlic and olive oil. Adjust amount of olive oil as needed to attain a pesto-like consistency.

Serves 8

ASK DAVE

Question:

Hi Dave: I have a couple other barrels going that I have performed the 3 day, 3 week but not the 3 month racking. In the past, I have also not performed the 3 month racking. The Italians don't typically do the racking after the initial 3 week racking. What scientific justification is there for racking at 3 months?

Dave Hines

Answer:

Hi Dave!

Your racking schedule seems a bit quick for me! But it would probably be the 3 week I'd skip. Unless you are using a new-ish barrel and are worried about over-oaking your wine(s).

In the "big arc" of winemaking, by 4 months one would expect that malolactic fermentation has finished and there would be the last set of lees to rack off of. Or the 4 months is just after the coldest part of the year and the wines will be more settled and clearer than when warmer in a few months.

dave

Taste & Trade

a Cellarmasters of Los Angeles event

- Members bring a minimum of two 750 ml bottles of the same homemade wine
- Open one of the bottles and provide tastes to all
- All receive a number from a random drawing
- As at Holiday-time “White Elephant” Exchange, oenophiles in number order, pick one bottle
- Each zealot chooses from remaining bottles, or “steals a bottle”
- Each bottle can only be stolen once
- At end of exchange every aficionado should have a new bottle



- Devotees may bring any number of extra bottles of tasted varieties for a session of “open trade,” bargain and barter after the formal exchange is completed.
- Fill all those niches in your collection of wines - let your friends be the vintners!
- *End up with wines which are likely far better, and more fun than any you could afford, or even find.*

**Time and Place
to be arranged**

**Contact Cellarmasters
Newsletter to express
interest.**

Cellarmasters Board Meeting 4-12-12

Greg Smith proposed we do a wine evaluation/calibration at the start of each regular meeting like from 7-7:15. We might even revise the scoring sheet to a smaller level or not do any scoring at all, just evaluating. We would leave evaluation sheets on the tables. We could even do a day on Pinots from different areas and look for the characteristics and attributes a Pinot should have.

The group discussed if we have plateaued as a group. Are we all about wine making and helping people who are starting out? Dan said maybe we could have a workshop for the established wine makers-maybe called the "Bronze to Gold" group. Is there a level we can elevate to?

An idea for a regular meeting was to have 15 minutes on Merlot. Vineyard practices, cellar practices, characteristics. The Greg's offered to spearhead that one. Other ideas: The best \$8 wines. California wines. Old World/New World wines. Then that can be the Wine for the Month article in the newsletter.

It was discussed that we could have Show and Tell every other month on the off months of these specific wine discussions. We reminded ourselves to be positive and constructive on the homemade wines. We want it to be a good experience so people continue to bring their wines for feedback.

We decided to have a timer at each meeting. I believe Rich volunteered to try it.

We are having a new logo contest. Send entries to Matt by May 1st.

Upcoming Events

Carpinteria with Fred 21 Sold Out	April
Derby Day 5 Almost Sold Out	May
May Board Meeting at Stu and Joan's coordinate	Elissa will
Taste & Trade	TBD

Orange County Fair Wine Competition Entries Due May 21	June 9
Ojai Wine Festival With 20 or more there is a discount	June 10
Cellarmasters Wine Contest (Saturday)	Nov. 17 th
CellarBration	Dec. 1

New Business

We want to re-word the website to ensure people know to come to the meetings even if they don't have a dish to share. They can bring a bottle of wine to donate for the food prize instead or donate a few dollars. It could read "Bring your favorite dish to share, pick up a dish to share, donate \$5 or bring a bottle to donate. Just be sure to come.

Matt would like to start a new member mentorship program. More later.

Robert, Jennifer, Bevin and Rona will be on the Cellarmasters Cook book committee. They will take the winning dish and second place dish recipes to put in the book. Robert showed us the past cookbook and we will use some of that as well.

For Sale:

I quite a few dusty glass carboys. I have more or less completed my transition to clutz-resistant stainless and have carboys I do not use anymore. These were put away rinsed or better and have been accumulating dust for months or years! Most were capped or boxed...I can bring some to the next meeting.

3 gallon (squat style)	\$11	(I have 7)
5 gallon	\$16	(I have at least 9)

dave (DaveL256@aol.com)

For your wine needs in 2012

Get your order in, before we sell out!

Mail, FAX or In Person at The Shop Only,

Sorry , no web/email orders accepted

Quantities of these super-premium varietals are very limited and we sell out very fast:

It's first ordered, first reserved, until sold out

Go to: www.HomeBeerWineCheese.com



Winemaking



Beermaking



Cheesemaking

Custom Crush

www.HomeBeerWineCheese.com

Come and enjoy Camarillo Custom Crush Winery on the "Ventura County Wine Trail"

Visit, taste, and purchase our wines

Every weekend has a unique mix of three different local "vineyard estate wines."

All for only \$7.50, which also includes our custom winery glass. 11:00 – 5:00, Saturday and Sunday

300 S. Lewis, Unit C
(The Imation building, Lewis at Dawson)
805-484-0597.

<http://www.venturacountywinetrail.com/>



President – Matt Lester
 805-746-6642
president@CellarmastersLA.org



Web Master – Anne Bannon
webmaster@CellarmastersLA.org



Vice President – Michael Holland
vicepresident@CellarmastersLA.org

Secretary – Elissa Rosenberg
secretary@CellarmastersLA.org



Treasurer - Stu Lenoff
 (818) 788-5137
treasurer@CellarmastersLA.org

The CellarMasters Home Wine Club is a volunteer organization dedicated to promoting the art and science of home winemaking. We provide a forum for the exchange of information on winemaking methods and personal experiences.



Membership Chairman - Dave Lustig
 (626) 794-2883
membership@CellarmastersLA.org

Monthly meetings are normally held the first Thursday evening of the month at the "Home Beer, Wine and Cheese Making Shop" (our sponsor) in Woodland Hills, California.



Newsletter Editor – Jennifer Swank
 (805) 492-4137
editor@CellarmastersLA.org

CellarMasters is the sole sponsor of the annual U.S. Amateur Winemaking Competition.



This is the official CellarMasters newsletter. Annual subscriptions are complimentary with CellarMasters membership. We attempt to publish monthly but harvest, bottling, and/or purely educational wine-tasting may well deter us.

The opinions expressed herein are those of the editor and are often wildly mistaken.

The CellarMasters newsletter welcomes your letters and comments. Any and all winemaking, wine growing, wine drinking and Club-related topics may be addressed, please send them to: editor@CellarmastersLA.org. Our website is www.CellarmastersLA.org. Copyright © 2010 CellarMasters Home Wine Club and its licensors. All rights reserved.