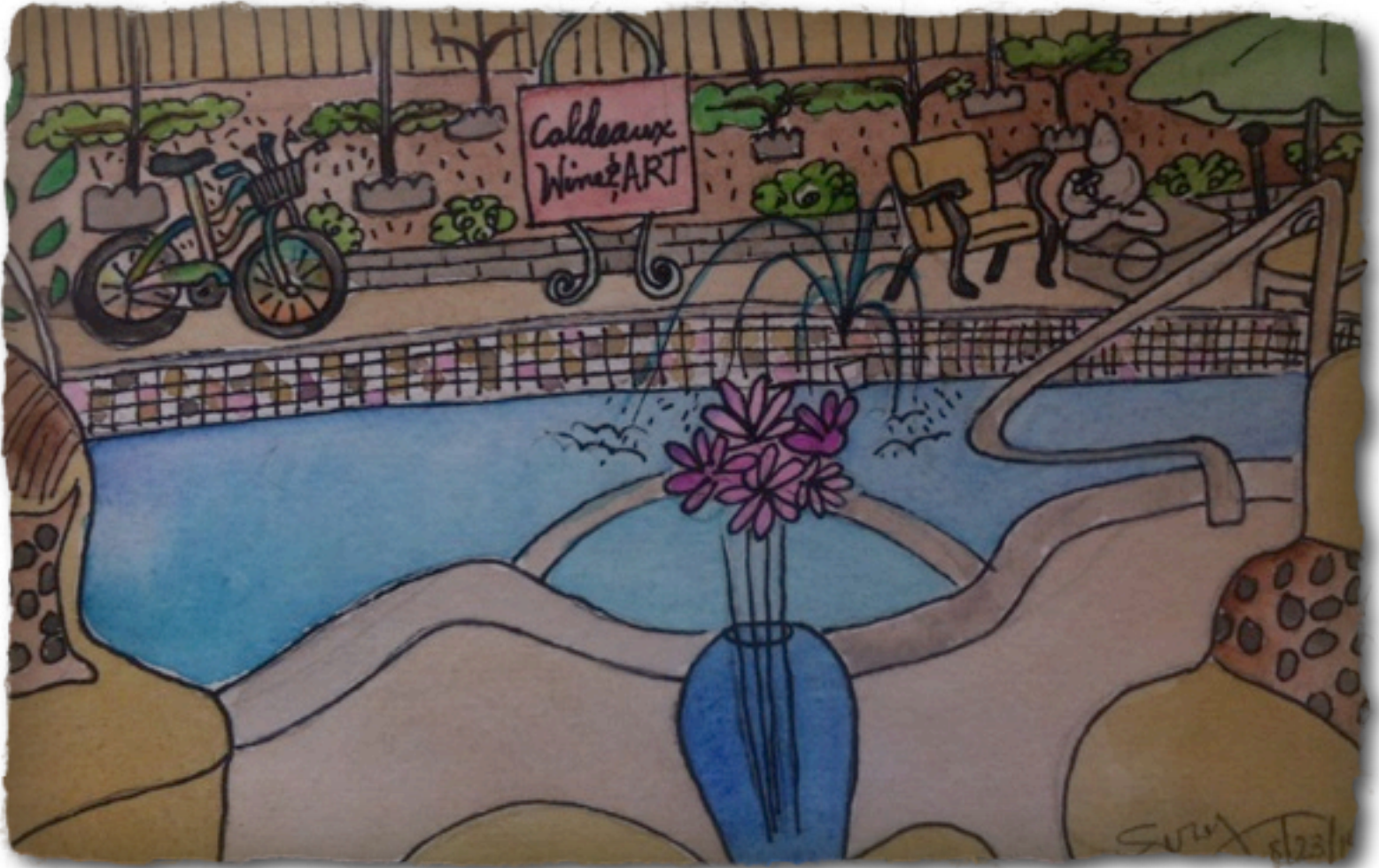


# CELLARMSTERS

of Los Angeles



©Suzanne Mandel Canter 2014

# Cellarmasters Homewinemaking Club LosAngeles

## SEPT 2014 President's Message

By Gregg O

I was talking to a grower from Sebastopol area a couple of weeks back and he was amazed that we were already picking down here in SoCal. Because harvest started early this year, a lot of our local grape sources have finished or are close to being done. Hopefully some of you took some cues from Mark Cargasacchi's talk at the August meeting about when to pick and which yeasts to use. Many of you who are sourcing local grapes are probably already pressed or towards the end of your fermentation.

So as Dave said, "Time to start moving North". Most of Daume's grape sources will be ready starting this month as well as all of the northern contacts that some of you have. With that in mind, September's meeting at Old Oak Cellars is going to be about troubleshooting the ferments that are going on or have just finished. Bring your questions, problems, and even samples for us to talk about. We will let the collective brain trust help you post-mortem your ferment and for those who haven't started yet, you can take notes learn from the mistakes or difficulties of this first wave. For those still looking for Grape Sources, please keep an eye on our Grape Sources tab on the website and the updates I put up on our Facebook page as well as listing later on in this Newsletter. Also, now is the time to use our mentors in the club. There is a Tab on the website called Mentors as well as list of them later in this Newsletter. If you have questions or problems during soaking, fermentation, or at any time during winemaking, please reach out to these people. We have an enormous amount of collective experience and wisdom in this club so please utilize those who have been doing this for a while.

Good luck to everyone with your winemaking. Hopefully all the knowledge you've gained this year will help you make good choices and get a good clean ferment.

Na 'zdrowie,

Gregg Ogorzelec

# Cellarmasters Homewinemaking Club Los Angeles

By Gregg O

## Cellarmasters Planning Party Minutes – August 14. 2014

Attending were Andy and Carolyn, GreggS, GreggO, John and Camille, Tom, Mimi, Peggy and Rick, DeeDee and Bruce, Dave and Nancy, Mark, Matt, and Dan all at Casa Coradeschi.

Meeting brought to order at 9:00

Treasurer's Report: Stu did not attend so no update this month  
Newsletter: Articles due August 26.

Summer Meetings: Still at Old Oak Cellars for one more month

Bus Trip: Was a rousing success. Gregg Smith gave a good overview. We only lost about \$100.

Cellarmasters Swag: DeeDee to take over getting shirts, hats, Totes made. She will consult with Christina.

Wine Competition: Save-the-Date flyer being made by Mimi, will be sent to past participants, wine clubs and home wine making shops. Winemaker Magazine mention already placed.

September Planning Party – DeeDee and Bruce's house

Wine Press – Dan Seeger to store the Club's Wine Press at his Topanga home.

January's Post Holiday Party check: still not a TCC. Gregg and Tom to follow up.

Meeting adjourned at 9:45p.

## GRAPE SOURCES:

Below are some Grape Sources for those of you still looking for more grapes. I'm sure who is finished and who isn't so please reach out to them to see their status:

Home Wine Beer and Cheesemaking Shop – Chard, Cab Sav, Merlot, Sangio, Syrah and Zin. Many varietals are not sold. Please check the website (<http://www.homebeerwinecheese.com/wine.htm>).

Carl Hill - I have Merlot, Syrah, Sangiovese and Malbec in Moorpark this year. Depending on water this year price is going to be between 1300.00 and 1400.00 picked. average pounds over past years has been 3000lbs for each varietal. Malbec produces about 1000lbs.

If you are interested let me know and how many lbs, I will continue to email you as the year goes on .

Let me know if you have any questions. [CHill\(at\)vcccd.edu](mailto:CHill@vcccd.edu)

Gomez Grapes - Malibu Syrah. Contact Ruth, [malipacabu\(at\)gmail.com](mailto:malipacabu@gmail.com)

# Cellarmasters Homewinemaking Club LosAngeles

By Gregg O

We have about 4 tons of Cabernet Franc from a Temecula vineyard available in the next few weeks now. We are in Temecula Wine Country.

Brix is currently at 21 average. It has been very hot this summer so we will probably pick early.

Minimum order 100 lbs at .75c per lb. pick your own at our vineyard;

Please email me if interested.

Thank you,  
boomersint(@)gmail.com

Jieranai Maier  
(951)751-1796

---

## *Chavez Vineyards*

White:

Chardonnay

Viognier

Semillon

Red:

Syrah

Alicante Bouchet

Barbera

Pino Noir

Petite Verdo

Tempranillo

Any questions, just call me. Thank you

Efren Chavez

6619651578

---

We picked our first commercial crop of Symphony grapes this week and got 2.5 tons until we ran out of picking bins, RubberMaid Brutes, and Home Depot pails to put them in. There are still probably 200 to 400 pounds on the vines if anyone would like to but them at 50 cents a pound u-pick, small lots ok. The only day available to pick them would be this Sunday (8/17), that's the only day some one would be here to provide access. LATE Monday afternoon would be less likely possibility.

I haven't heard the final brix on Wenesday from the winemaker yet, but they were at 22 on Sunday. They are generally in great shape with some raisining and sunburn here and there. They are still partially bird netted (some are not secured underneath.

There you go.

Thanks.

Bruce Burch, Coruce Vineyards and Winery (Antelope Valley)

Cell: 661-547-9163

---



# Cellarmasters Homewinemaking Club Los Angeles

By Gregg O

We have a good crop this year and will have extra grapes to sell.

We expect them to be ready in about a month.

We are selling them for \$1.00/lb (a bargain).

Please let us know if you are interested.

Thank you,

Al and Donna

Angel Vineyards, Arroyo Grande

Donnabea2000(at)yahoo.com

## MENTORS

If you're like me, you haven't been making wine for all that long and don't have the experience or confidence to fully know the ramifications of actions you may make during fermentation, aging, bottling ect. Having a mentor is a great way to ask questions on things you're not sure of. So we're listing (and will be expanding over the next couple of months) some of our members who have the knowledge and experience in growing grapes, fermenting must, aging wines, SO2 management, bottling, oh the list could go on and on. Please be respectful of their time and realize that they're not sitting at their computer waiting for emails.

Andy Coradeschi – Award winning wine maker, Syrah grower [acorad(at)earthlink.net]

Mark Dawson – Award winning wine maker, grape grower [mddawson712(at)gmail.com]

Dave Lustig – Award winning professional wine maker, Rhone varietal grower, cider maker [DaveL256(at)aol.com]

Sean Morris – Award Winning Mead Maker [here(at)AlaskanNomad.com]

John Weisickle – Award winning Fruit Wines, mead maker [John(at)weisickle.com]

### WINE PRESS:

Just a reminder to everyone that the club owns a wine press for anyone to use. Please reach out to Dan Seeger to borrow ([Danseeger@gmail.com](mailto:Danseeger@gmail.com))

### SEPT. PLANNING PARTY

The Planning Party for September will be at DeeDee and Bruce's house. If you don't have the address, please reach out to [president@cellarmastersla.org](mailto:president@cellarmastersla.org) and I'll forward you their numbers.

### SEPTEMBER MEETING REMINDER:

Please remember that we wrap up our Summer meetings at the delightfully chilly winery of Old Oak Cellars (2620 E Foothill Blvd, Pasadena, CA 91107). The discussion topic is Fermentation questions, issues and problems. Food theme is Labor of Love.

# LINKS

[HTTP://WWW.MYFOXLA.COM/  
STORY/26321782/MALIBU-  
VINEYARDS-IN-SUPERVISOR-  
YAROSLAVSKYS-CROSSHAIRS](http://www.myfoxla.com/story/26321782/malibu-vineyards-in-supervisor-yaroslavskys-crosshairs)

[\*\*http://www.latimes.com/food/  
la-fo-0802-virbila-  
garagiste-20140802-story.html\*\*](http://www.latimes.com/food/la-fo-0802-virbila-garagiste-20140802-story.html)

# **41ST ANNUAL U.S. AMATEUR WINEMAKING COMPETITION**

**BROUGHT TO YOU BY CELLARMASTERS LOS ANGELES**

**ENTRIES DUE BY:**

**8 November 2014**

**COMPETITION DATE:**

**22 November 2014**

For more information, please go to  
**[www.CellarmastersLA.org](http://www.CellarmastersLA.org)**

Photo courtesy of iStock/reelimages.com



## Harvest 2014 at La Viña Gómez de Malibu



Clockwise from top:  
La Viña Gómez de Malibu • First time winemakers Darwin Foye & Christine Humphrey  
In the crushing bin • A friendly and curious Alpaca looks on as we crush! • Syrah Noir cluster

All images © 2014 Darwin Foye

**Darwin Foye**



# Cellarmasters Homewinemaking Club LosAngeles

According to researchers at Pittsburgh University, women with lighter colored eyes experience less pain during childbirth compared to women with darker eyes. People with lighter eyes also consume significantly more alcohol, as darker eyed people require less alcohol to become intoxicated.

The reason boils down to genes. A senior lecturer in biomolecular sciences at Liverpool John Moores University said, "What we know now is that eye color is based on 12 to 13 individual variations in people's genes... These genes do other things in the body."

Take melanin, the pigment that makes eyes darker. Research reported in the journal Perceptual & Motor Skills found that it not only makes people more susceptible to alcohol, it also helps increase the reaction time in the brain. So darker eyed people would be generally better at sports like frisbee or baseball.

A similar study done at the University of Louisville found the slower reaction times in lighter eyed people actually helped during activities that require more planning, such as studying or playing golf.

Elissa Rosenberg

I have the following equipment that I would like to sell.

1/6 Gal. Glass Carboy \$28 ea.

6/5 "	"	25
3/3 "	"	18
1/2.5 "	"	13
10/1 "	"	3
3/.5 "	"	2.50

3/32 Gal Fermenters 18 ea.

4/20 Gal Fermenters 12.50

1/44 Gal Fermenters 25

For any questions or to see what I have Please call

805-558-1920

Mark Wasserman

# Cellarmasters Homewinemaking Club LosAngeles

## Muffin Tin Mini Lasagnas

barely adapted from Can You Stay for Dinner?

{Note: I reduced some of the oregano called for the in the original recipe and liked it just the way it was, but Shane wished I'd included it all. You'll have to taste and season as you go to decide what works for you.}

- 12 oz ground turkey
- 1 medium onion, chopped
- 1/2 cup chopped mushrooms
- 1/4 teaspoon salt
- 1/4 teaspoon pepper
- 1 (15 oz) can tomato sauce
- 2 garlic cloves, minced
- 1 1/2 teaspoons dried oregano, divided
- pinch red pepper flakes
- 1 1/2 cups part-skim ricotta cheese
- 1/2 teaspoon dried basil
- 24 wonton wrappers
- 1 1/2 cups shredded part-skim mozzarella cheese

Preheat oven to 375 F. Spray a 12-cup muffin tin generously with nonstick cooking spray.

Add the ground turkey, onions, mushrooms, salt, and pepper to a large skillet set over medium to medium-high heat. Using a wooden spoon, break the turkey up into small crumbles and cook for about 10 minutes, or until the turkey has browned. Stir in the garlic and cook for 30 seconds to 1 minute, just until fragrant. Add the tomato sauce, 1 teaspoon of the oregano, and the red pepper flakes, and stir to combine. Taste and season with additional salt and pepper if desired. Bring the sauce to a gentle boil, then reduce the heat and simmer for 10 minutes. Remove from the heat and set aside.

# Cellarmasters Homewinemaking Club LosAngeles

In a medium bowl, stir together the ricotta, the remaining 1/2 teaspoon of oregano, the basil, and a pinch each of salt and pepper.

To assemble: Press 1 wonton wrapper into each well of the muffin pan – be sure to press them into the bottom and sides of the pan. Working with half of the ricotta mixture, divide it among the wells of the pan evenly, pressing the ricotta into an even layer. Working with half of the tomato sauce, divide it among the wells of the pan, spreading in an even layer rather than mounding. Sprinkle 2 teaspoons of the mozzarella over the top of each mini lasagna.

Press a second wonton wrapper onto each mini lasagna then repeat the process of layering using the second half of the ricotta mixture, the remaining half of the tomato sauce and finally two more teaspoons of the mozzarella per cup.

Bake the mini lasagnas for 10 minutes, or until the cheese is melted and bubbly. Remove the muffin pan to a wire rack and let the mini lasagnas cool for a few minutes before removing them. Garnish with fresh basil before serving, if desired.

**Makes 12**

Jason Messinger



# Cellarmasters Homewinemaking Club LosAngeles

## Recap of August Meeting

It took almost two years to coordinate a time when Mark Cargasacchi could join us for a pouring and introduction to his Jalama and Joseph Blair labels.

Anne and I had joined his wine club when we visited his space in Lompoc's Pinot Ghetto in 2012. Native ferments and extended time in barrels – up to 30 months in some cases – seemed a good fit for a club meeting and a nice contrast to the other Cargasacchi – Peter – in terms of styles and personalities.

Despite getting a later start - thanks to Eminem and Rihanna at the Rose Bowl – a full tasting room at Old Oak Cellars listened to Mark go through his story and process of making wine as we tasted 8 or 9 wines plus a sparkler to get things going. But even before Mark had set up, Sean Morris had opened up the meeting with a flight of his meads which expressed different characters from a pyment (honey wine fermented with grape juice) to his own IPM(India Pale Mead) with just a bit of hops to balance the honey character. Our guest Mark was very impressed and had never been exposed to meads. So he also got something out of the meeting. The IPM was my personal favorite of the meads.

It was great to have Mark come in for a pouring in August which is usually when everyone is either in harvest or making final preparations. He had assured me months ago that he always picks later and can squeeze in a sales trip or a visit while everyone else is going nuts. The early start to the 2014 harvest doesn't seem to have affected his routine. I suppose that comes with the confidence of the quality of your skills in managing

native ferments( all the microbiology training comes in handy) and being able to stay as a small operation and do mostly tasting room sales/wine club to move product.

Everybody seemed to enjoyed themselves and Mark was extremely generous with his knowledge based on the number of sidebar discussions I observed.

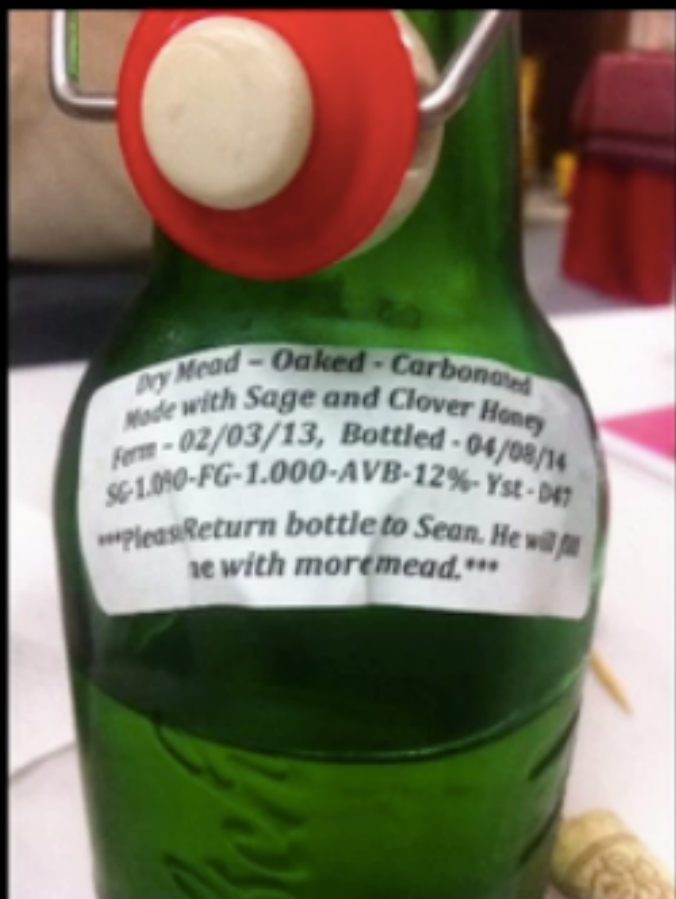
Thanks, Mark.

Mike Holland



Photo by Darwin Foye

# Cellarmasters Homewinemaking Club Los Angeles





# Cellarmasters Homewinemaking Club Los Angeles

## Illustrations of The Canter Vineyard



Illustrations by Suzy Canter



# Cellarmasters Homewinemaking Club Los Angeles

## When is it time?

It's 11:30am and we deserve a glass of wine. The alarm went off at 5:30 am and we were washing buckets and sterilizing by 6:00. We have been waiting three years for this moment and I haven't had enough coffee to realize that yet. As we lift the bird netting and admire the beautiful clusters hanging from the vines it kicks in....It's time to make the wine!

As first time growers and wine makers we were totally shocked by how quickly harvest came. Go ahead and laugh, yes as stated earlier we had been waiting three years for this day, but as many of you can attest life gets in the way and you are not always ready. We heard the warnings to order yeast early, gather and prepare your equipment early and what did we do? Go to work, build a cellar in the evenings, research here and there, ask many questions then BOOM we got hit with the realization - it's time and we aren't ready. We took the Brix and tested the pH and the numbers are good but they aren't following the rules of the books and articles we read. Our Brix are high and our pH low so what do we do? Are we over reacting and going into panic mode? The grapes are sweet, seeds are woody and we have good separation of the seed from the pulp but it's only July. We are seeing dimpling and don't want to end up with raisins so what

do we do? Take a deep breath and say whatever.... it's all about the fun! Just think wine has been made for hundreds of years. Our ancestors didn't have refractometers, hydrometers, pH meters or refrigeration. They watched the birds, bees and natural critters go for the sweet berries and they knew it was time to act.

This past week we caught one squirrel and two birds in our carefully draped and secured bird netting so is nature telling us it's time. But wait! It's Thursday our Brix are high, our pH is low one of us is out of town the other preparing for an awesome CellerMaster's bus event and then do we get a day to rest? Nope, no rest for the novice vintner! It's show time!

We can't tell you the outcome of the wine yet as growing and making wine is not for the impatient person. Ask us again in one, two maybe three years and we can answer. In the meantime, if you are considering planting a vineyard here are some of our "if we'd known topics" to consider.

First off wine should never be sold for less than \$100 a bottle because it takes every penny! The investment in your wine growing/making decision should take in consideration the true cost. As with everything relating to wine each fact is depending on several factors and a dozen

opinions. Before we planted we did about a year of research about what varietals we liked what would do well in our environment and what we needed to get started. We chose a grape and a rootstock we felt would yield the best results.

Be careful, as wine drinking can be addictive so can wine growing. We started with about 1/3 of an acre and a desire to plant Grenache. We love Grenache, it is harder to find and it grows well in our hot dry climate. That was an easy decision but it didn't stop there. As we researched making Grenache wine we discovered most wine makers blend Grenache with Syrah. As a matter of fact we were told in the US up to 10% of the Grenache bottling can be Syrah without mentioning it on the wine label. So next decision - will we blend and to what percents?

During our year of research we learned to ask as many questions of possible when we were out wine tasting. If you have a chance do join wine clubs so you have access to special events and a better chance to get to know the wine makers at the vineyards you like best. We found our favorite local Grenache maker and border lined stalked him. No it wasn't that bad but we did ask many questions.

We were fortunate to find a wine barrel tasting event. As we spoke to the

# Cellarmasters Homewinemaking Club Los Angeles

manager of the winery and explained our dilemma of choosing our percent Grenache to Syrah to plant he handed us a wine thief and two glass and turned us loose to blend from his barrels of Grenache and Syrah. This exemplifies what great culture winemakers have created inside a booming industry. We have found most of the industry people open and helpful and this was over the top perfect!

Now we have our planting plan, soils report showing our dirt is good for grapes, called 800 DIGG to find our supply pipes and begin watching the sun exposure in the front yard. We carefully planned our six rows with aisles large enough to drive the tractor thru to assist with the ground management. We later discovered that it is not recommended to drive a tractor down the aisle as the soil can get over compacted and inhibit good root growth. Had we known that early we could have increased our number of plants significantly. As with most questions in wine growing/making opinions do vary on this but it does make sense when you think of the weigh of the tractor and tight spacing of rows. We turned the soil, dug the holes and invited five couples to a planting party!

As a token of our appreciation to our planters, we posted placards with each couples name at the end of the rows they planted. This way we knew whom to blame if the vines didn't grow well....just kidding! After about five hours of hard labor it was time to celebrate with great wine, great friend and a beautiful new vineyard as a lovely dinner background.

Next up, What Happened in Three Years and How Did We Get into the Bottle.

By Peggy Wiles



Photo By Nancy

# Cellarmasters Homewinemaking Club Los Angeles

For your wine needs in 2014  
 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](http://www.HomeBeerWineCheese.com)

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

[http://  
 www.venturacountywinetrail.com/](http://www.venturacountywinetrail.com/)

The CellarMasters newsletter  
 welcomes your letters and  
 comments. Our website:  
[www.CellarmastersLA.org](http://www.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.

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.

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 writers.

## BOARD MEMBERS

### **PRESIDENT**

Gregg Ogorzelec

### **VICE PRESIDENT**

Jennifer Swank

### **MEMBERSHIP CHAIRMAN**

Dave Lustig

### **TREASURER**

Stu Lenoff

### **ART DIRECTOR**

Suzy Mandel Canter

### **NEWSLETTER EDITOR**

Suzy Mandel Canter

### **NEWSLETTER COPY EDITOR**

Nancy Scott

### **WEBSITE MANAGER**

Anne Bannon

### **SECRETARY**

Elissa Rosenberg



# Cellarmasters Homewinemaking Club Los Angeles

## Wine and a Hard Day's Night By Leah Beth Canon

The wine world reminds me of that song, “A Hard Days Night” by the Beatles. You have your regular day jobs that make enough money to survive. You put every spare penny into what you really want: the wine business to not be a night job or a hobby. I completely disagree with the idea that when you want to make it in the wine industry you have to first start with a million. No, you have to start with good sense and elbow grease.

If you are producing wine and decide to go commercial, you have to take into an account the target audience for your wines. The art of selling wine and making a profit means understanding your clientele. If you don't understand who your clientele is and consequently make wines you enjoy, you won't reach the consumers and your wines won't sell. On the flip side, if your wines don't sell then you get to drink more of your favorite wine. It's a tough call.

Core drinkers who drink wine daily as part of their meals make up 86% of all wine sold. The average wine consumer in this group is 40+. This group does not like to be sold. They have begun to understand flavor profiles and know what they like. They look at “taste”, “quality” and “value for money”. I know it's tough getting your wines under the \$20 price point, but that's the average amount a consumer wants to spend for their every day wine. Descriptions that include how the wine was aged, tasting notes and pairing suggestions are important to the forty something crowd. The more details you can add the more sense of value and quality are perceived. The front label is also important. Does your wine stand out? Is the label attractive and memorable? Does your wine pop on the shelf compared to all of the other wines on the shelf? Is your name memorable?

Next, tasting rooms and wine shops sell about 45% of all wine that is sold. So getting your wine out there is important. Getting in your car and knocking on doors is an intrinsic part of the business. If people don't know you, they won't seek you out. Even when they do know your label, you need to list it on wine-searcher and other sites so that people can find you.

Not too many restaurants are good at selling wine. Servers are usually young and don't know the wines so they can't discern one from another. Having a name that sells itself is helpful (ie. M n ge Tois and Cakebread). If you know that your wine is going to be at a restaurant, look at their menu and make notes about what meals your wine pairs with. That will help the restaurateur.

Because people in the United States buy wine for social occasions, brand awareness also plays a factor, as they aren't likely to take a risk on an unknown wine. So your wine has to be everywhere.

Only 40% of the population drinks wine regularly. That means you have to find other places to put your wine. Anytime there's entertainment anywhere (musical acts, magic acts, art shows, festivals, etc) are places people will drink if the wine is there. They aren't seeking out your wine but if there are only a handful of wines that are accessible, then yours will have a stronger chance of being chosen. The icing on the cake is that they are likely to be seen when the bloggers and journalists write their event reviews.

The more you pound the pavement, the more likely your wines will be the go-to wine. It takes being everywhere all of the time. So keep working those vineyards. It's not just a romantic dream to turn your wines into a commercial endeavor. It's just “a hard day's night”.

# Cellarmasters Homewinemaking Club Los Angeles



FOR WINE GEEKS ONLY

Check out John Daume articles!

[www.homebeerwinecheese.com](http://www.homebeerwinecheese.com)

Click on winemaking.

**John Daume**, owner/winemaker

[homebrew@homebeerwinecheese.com](mailto:homebrew@homebeerwinecheese.com)

**The Home Beer/Wine/Cheesemaking Shop,**  
since 1972

**Camarillo Custom Crush Winery, since 1982**