

# JULIEN JOURNAL

Summer 2010 | Volume 27, Issue 2

**In this issue:**

Sangiovese

Ferrari Welcomes Château Julien Club Members

Private Wine Tasting

Set in the Vineyard

2010 Calendar of Events

Virtual Jamboree

Introducing the Next Generation

## Sangiovese

by Winemaker Bill Anderson

The other day, Kristin Horton (our resident Marketing Genius) asked me if it is difficult to produce a Sangiovese Rose (our “Rosato”) and a Sangiovese Red from the same vineyard. The initial answer to the difficult question is: Yes. Due to the vineyard’s proximity to the cool Pacific Ocean, it is a challenge to harvest the grapes with a good sugar/acid balance prior to the threat of rain and cooling fall temperatures — for both the Rosato and traditional Red Table Wine. (One year we were harvesting just prior to Thanksgiving!) Less than 6 miles east of the coastline, the vineyard may very well be the closest to the ocean of any commercial vineyard in California.

At Château Julien we achieve this balance by performing two very important procedures during the month of July: leaf thinning and cluster thinning. They are expensive practices, involving a work crew of about 20 people. Each July, our crew literally walks through the vineyard pulling leaves from the vines, allowing more sunlight to come into direct contact with the grape clusters. At the same time, under the direction of Alfredo Molina, our Vineyard Manager, the work crew cuts a certain amount of clusters off the vines, and drops them to the ground. These two procedures allow the grape vines to direct their energy to the proper sugar development in the grape clusters. With too many grape clusters and green growth the plants don’t have enough



energy in our cool growing area (there are lots of foggy days) to develop the proper sugar levels in the grapes.

Getting back to Red vs. Rosato...

We have various rootstocks and clones planted throughout the Sangiovese Vineyard. Some vines tend to consistently ripen all the way to the 23 degrees Brix needed for traditional table wine (after all the leaf and cluster thinning); others have trouble developing higher sugars and are the perfect candidates for Rosato, which ripen to 18-19 degrees Brix.

A very pleasant effect, by the way, from harvesting the Sangiovese at lower sugars (for Rosato), is the incredible color we achieve, due to the higher acids and lower pH. The resulting Rosato color is one of amazing intensity, reminiscent of the color intensity in the bougainvillea flower. And the freshness of the fruit is transmitted flawlessly to the wine. There are so many more things to say about these luscious wines, you’ll just have to come to Château Julien, chat with us for awhile, and taste wine. Hope to see you soon!

See page 3 for the 2009 Sangiovese Rosato summer release special. The 2008 Sangiovese will be released late Summer. Pre-orders are currently accepted on-line.



*Celebrating over 25 vintages of locally  
crafted wines and gracious hospitality*

CHÂTEAU JULIEN  
WINE ESTATE

8940 Carmel Valley Rd., Carmel, CA 93923  
831-624-2600 · www.chateaujulien.com

facebook.com/chateaujulienwine  twitter.com/chjulien 

# Events, News & Happenings



## Ferrari Welcomes Château Julien Club Members to the 2010 FCA Concours

On August 12, 2010, we will again welcome over 135 classic, vintage Ferraris parked eloquently throughout the Wine Estate for official judging and viewing. Sip Château Julien wines, enjoy a catered BBQ in the vineyard and stroll through Ferrari Lifestyle booths. *A Château Julien Club members and Ferrari Club Exclusive Event.* Tickets available at [www.chateaujulien.com](http://www.chateaujulien.com).

## Private Wine Tasting **NEW**

The Wine Estate's exquisitely appointed Vintner Salon now features exclusive tasting options for an enhanced wine experience, hosted by a Certified Specialist of Wine / Sommelier. Space is limited. Advance reservations are recommended.

**Back to the Basics** — A casual, fun hour of basic wine tasting where guests learn all there is to know about the components of wine, different varietals, aromas and aging. \$25 per person, plus tax

**Decades of Wine Tasting** — Hand-selected wines pulled from over 25 vintages stored in the Wine Estate's library for a in-depth tasting and exploration of Château Julien's finest. \$40 per person, plus tax



Courtesy Nathaniel Edmunds Photography © 2010



Courtesy Nathaniel Edmunds Photography © 2010

## Set in the Vineyard

The 5 acres of Sangiovese vines surrounding the Estate continue to lure event planners and brides-to-be, particularly during the summer/fall months when the vine canopies are lush with vine tendrils and grape clusters. Wedding ceremonies, Bocce Ball festivities and family-style Dinners — all amidst rows of vines.

## *Dine in DiVine*

August 10-14, 2010  
Reservations begin  
nightly at 6:30 pm

Incorporate the authentic, raw beauty of wine country dining into Classic Car Week's lavish festivities, with a evening of family-style dining amidst the plush canopy of Château Julien Wine Estate's Sangiovese vineyard. Chef Terry N.

Teplitzky has prepared an inviting, elegant pre-fix Basque menu, with choice of entrée and wine, to be served amongst the vines, followed by a dessert lounge and vintage car display at the Château.

Seating is limited.  
\$53 per person



## *Harvest Wine Dinner*

Friday, September 24, 2010  
Grape Crush 7:00 pm  
Dinner 8:00 pm

Experience the excitement of crush amidst the beauty of September's Harvest Moon! Over ten tons of grapes will be crushed, de-stemmed and prepared for aging followed by a family-style dinner in the Wine Estate's cellar. Join the Winemaker and embrace a new vintage of Château Julien wine.

\$95 per person  
\$75 club members

To make reservations for any of these events, please call 1-831-624-2600 or visit [www.chateaujulien.com](http://www.chateaujulien.com)

# VINEYARD & WINES

NEW RELEASES, UPDATES AND WINEMAKING INFORMATION



Our summer favorites are ready for release — just in time for the hot weather and the

## Virtual Jamboree

In the spirit of the Wine Estate's annual Summer Jamboree, the following wines will be on special July 9th – July 11th on [www.chateaujulien.com](http://www.chateaujulien.com)

Order today — and enjoy savings throughout the summer!

### Summer Whites Trio

Purchase a minimum of SIX bottles, any varietal, and receive the **Virtual Jamboree price of only \$18 each.**

**2009 Sangiovese Rosato** — *Wonderfully pink, slightly sweet. A great brunch wine.* \$22 bottle / retail price

**2009 Gewurztraminer** — *Fruity, refreshing with a hint of spice. Ideal for summer picnics.* \$25 bottle / retail price

**2009 Pinot Grigio** — *A crisp, lighter style white in a beautiful package.* \$25 bottle / retail price

**Private Reserve 1999 Merlot** – 6 pack in Wood

\$360 / retail price

**\$150 / Virtual Jamboree Special**

**Hawk House Red** – case of 12

\$144 / retail price

**\$70 / Virtual Jamboree Special**

**2006 Black Nova** – 1.5 liter magnum

\$178 / retail price

**\$125 / Virtual Jamboree Special**

**Private Reserve 2009 "Sur Lie" Chardonnay**

\$32 / bottle



**NEW  
RELEASE**

CHATEAU JULIEN.  
WINE ESTATE

PRESORT STD  
U.S. Postage  
PAID  
Permit No. 2  
Carmel, CA

**OPEN DAILY**

MONDAY THROUGH FRIDAY

8:00 am to 5:00 pm

SATURDAY AND SUNDAY

11:00 am to 5:00 pm

**TOURS BY RESERVATION**

MONDAY THROUGH FRIDAY

10:30 am and 2:30 pm

SATURDAY AND SUNDAY

12:30 pm and 2:30 pm

Courtesy Nathaniel Edmunds Photography © 2010



## Introducing the Next Generation

Bob & Patty's son, Bobby Brower, will be joining the family business this summer as Director of National Wine Programs/National Sales Manager. Bobby, a recent Fresno State graduate with a degree in Enology, is no stranger to the wine business. After years of roaming the Estate grounds as a child, Bobby has more recently learned about the industry through summer vineyard work, cellar jobs alongside Winemaker Bill Anderson, regional wine sales and as President of the Fresno State Enology Society.



## Welcome!

"While I have always had an interest in joining the family business, the Fresno State Enology program gave me the tools to contribute new ideas, expertise and energy. I am up for the challenge and look forward to hitting the road to talk about our family brand!" comments Bobby.