



Sacramento Home Winemakers (SHW)

monthly meetings are held on the 3rd Wednesdays of the month starting at 7 PM, upstairs at the Turn Verein located at 3349 J Street in mid-town Sacramento. For more information on SHW membership, meetings and activities, visit:

www.sachomewine.org

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The Grapevine

September PROGRAM
September 18

"Creating your own labels" and "The importance of branding"

After bottling your award-winning wine, wouldn't it be nice to add a special, personalized label? Or, perhaps there is a special occasion or gift that would inspire a label.

Maybe you have been fighting with your old method and just want to find something more user friendly. Bring all your questions and inspiration to our next Club meeting on September 18th. Barbara Bentley will be sharing her knowledge and research on making your own wine label. She will give a general overview on label making, why you may want to do it yourself and will also share the results of the survey taken from our own members.

The second half of our meeting will be with John Hyde, [Marketing Consultant & Founder](#) of 26 Brix, speaking on "The Importance of Branding for Success in Making the Transition to the Commercial Market." John understands how to find success through inspiring loyalty from your target market. John has won numerous awards for marketing communications and we are very fortunate to have him as our guest speaker.

Sonia Baron

Co-Vice President

2013 PROGRAM CALENDAR

October 16—Gold Medal Winners and 2012 Varietal Focus Group Presentations

November 2—Harvest Dinner, 5:30pm Frasinetti's Winery

November 20—Annual Meeting, Elections, and Dessert, Fruit, and Sparkler Evaluations

December 15—Christmas Party, Delta King in Old Sacramento

Crush! Beginning Winemakers Primitivo Varietal Focus

On the second Sunday in September, more than 2 dozen cars lined the neighborhood of Cellar Master Henry Wilkinson's crush pad. Arriving were enthusiastic new wine makers, supported by a cast of mentors and SHW members, all ready to crush 2 tons of grapes.

Thad Rodgers backed into the long driveway with 4 macro bins of beautiful fruit from El Dorado's Shaker Ridge Vineyard. The Primitivo grapes were near perfect, testing out at 25-25.5 Brix and 3.48-3.5 pH. The new winemakers got the full experience from pitchforking their grapes into fermenters, crushing the berries in destemmer-crushers borrowed from Steve & Stan Barrett and The Donner Boys, and learned about brix, acid and pH testing from JD Phelps and Henry.



Many thanks to the dedicated team who made this all happen:

Growers Andy and Beth Standeven of Shaker Ridge Vineyard for the best educational vineyard walk last August and for the best Primitivo grapes (see photo);

Transporters Thad and Henry for hauling the bins, empty and filled, to and from the vineyard;

Dedicated mentors Donna Bettencourt, Steve, Henry, and JD (who also invited his mentees over the week before for additional mentoring); and

Unwavering SHW member supporters Neal Shleffar, Donna Brown, Thad, Bill Staehlin, and Tom Engel.

Special thanks to Henry for his generous hospitality, sharing his winemaking knowledge, for spawning concepts integrated into Winemaking 101 and this beginning winemaking group, and for reminding us that winemaking should be fun-filled with winemaking camaraderie, wine and food.

A few of us were debriefing post-crush. Hmmm...this is a serious group of winemakers, we noted. Lots of good questions. wanting more info, focused.

Watch out! Polish your 2013 wines! You'll be competing against some mighty fine Primitivo in SHW's Jubilee!

SHW harvest dinner
November 2, 2013

SHW members, mark your calendars! November 2nd we will have our annual harvest dinner at Frasinetti's Winery in South Sacramento. A small remnant of what was once a 400 acre vineyard founded in 1897, Frasinetti's is a winery with a wonderful restaurant and bar adjacent to their tasting room opening to us at 5:30. The banquet room at the restaurant opens at 6:30. Dinner will be buffet style and is \$43.50 per person for members; \$48.50 for non-SHW members including tax and gratuity - check out the menu below. The corkage fee has been waived so please feel free to bring your homemade wines to enjoy and share!

The winery/restaurant is located off Florin Rd at:

7395 Frasinetti Rd, Sacramento, 9582

Please bring your payment to the next monthly meeting and give to Treasure Mike Touchette or mail to the SHW mailbox (PO Box 894, Rancho Cordova, CA 95741) **by Oct 16th.**

2013 HARVEST DINNER MENU

Appetizers

Mixed Green Salad with Balsamic Vinaigrette

Fresh Seasonal Fruit Platter

Imported and Domestic Cheeses

Crab and Artichoke Baguettes

Shrimp in Puff Pastry

Main Course

Penne Napleon

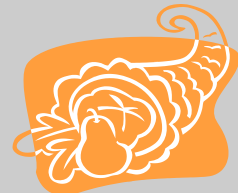
Grilled Chicken Marsala

Baked Salmon with Lemon Caper Sauce

Braised Beef Delmonico

Dessert

Cheesecake with Raspberry Melba Sauce





PRESIDENTIAL MUSINGS

Dear Fellow Wine Enthusiasts:

Greetings! I suspect most of you are up to your elbows in bins of ripe grapes and containers of freshly pressed fermenting wines.

It is always an exciting, anxious and tiring time of year. And, we LOVE IT! it is the passion that we all share and that does consume us.

The club has a busy Fall schedule to look forward to. Our meeting on September 18th includes (among other things) a presentation, by our award winning fellow club member - Barbara Bentley, on the Art of Making Wine Labels. Definitely an appropriate topic to keep in mind as we address all of those new wines.

Do keep in mind, and on your calendar, our forthcoming Annual Harvest Dinner scheduled for Saturday, November 2nd at Frasinetti's Winery and Restaurant. I look forward to another fabulous chance to socialize with our fellow club members. Please, mark your calendars and do get your reservations (and checks) in early. This is always a highlight of our Fall Social Season.

I am pleased to announce that Donna Bettencourt has accepted the appointment to the position of SHW's Chief Judge. She and Mike Touchette are currently making the transition with Donna beginning her term as of October 1st. I know that she will serve admirably in the tradition of the fine Chief Judges that she follows. I want to thank Mike for having ably served for the past six months as Interim Chief Judge following the departure of DD Smith. Mike can now return full time to his duties as SHW Treasurer. Thanks Mike!

Cheers!

Gary Young

SHW President



2013 Crush Shirts for Sale!! Fundraiser

SHOW SUPPORT FOR YOUR LOCAL WINE CLUB !!

2013 SHW "crush" t-shirts are now for sale. Show your hobby off and support your club at the same time. Prices are \$20 each and carry the SHW Logo and the byline "2013 Home Winemaker Club of the Year" on the front, and a playful phrase on the back. All sizes are currently available in either the grey shirt with purple lettering, or the purple shirt with white lettering. There is also a women's cut T-shirt in the ever popular pistachio color.



Donna and Fred will be selling them at the September club meetings. Don't wait too long to purchase your shirt as they go fast! Wear them during the crush and press and show your true colors during the harvest!

SHW CLUB LEADERSHIP

EXECUTIVE BOARD

President—Gary Young, gycats@earthlink.net

Co-Vice Presidents—Sonia Baron,
sonibaron@hotmail.com, and John Avila,
mail@john-avila.com

Secretary—JD Phelps, jd.phelps@gmail.com

Treasurer—Mike Touchette, pinotsyrah@yahoo.com

Past President —Donna Bettencourt, bettencourt1045@softcom.net

Appointed Positions

Membership Co-Chairs—Gin Yang-Staehlin, ginyang-staehlin@yahoo.com, and Fred Millar, fredmillar1@gmail.com

Chief Judge—Donna Bettencourt

Cellarmaster—Henry Wilkinson, hbwilkinson@jps.net

Webmaster/Club Competition Coordinator—Judy Pinegar

judypinegar@gmail.com

Newsletter Editor—Donna Bettencourt, bettencourt1045@softcom.net

Community Relations - Gin Yang-Staehlin and John Avila

BOARD OF DIRECTORS (Past 5 Presidents)

Mike Touchette, Chair Gary Young

Fred Millar

Lynn Keay

Donna Bettencourt

Gary Young

SHW Winemaker of the year competition

The purpose of the Winemaker of the Year award is to encourage excellence in wine-making among all Club members. The best measure of excellence is the opinion of qualified judges in a structured competition environment. Accordingly, the following criteria were adopted by the Executive Board on July 1, 2009, and amended in October of 2012.

Winemaker of the Year Selection Criteria

(Competition Entry Forms on SHW website: www.sachomewine.org)

The annual winner of the **Winemaker of the Year** award shall be the candidate who accrues the most Total Points in the Award Year as follows:

- Candidates for this award must be members of SHW, Inc. in good standing who are not the owners, winemakers or employees of licensed commercial winemaking concerns, except as set forth below.
- Candidates who are owners, winemakers or employees of commercial winemaking concerns, but who are otherwise qualified, may submit wines for competition provided that such wines were made and bottled prior to the effective date of their winegrowers license.
- Candidates must certify that the wines they submit for competition are 100% home made wines created by the candidate without any hands-on assistance from a commercial winemaking concern as described above. Consultation with commercial winemakers and educators is encouraged by the Club.
- Candidates must compete in a minimum of three (3) recognized wine competitions during the Award Year. Regardless of the number of competitions entered, the results of only three competitions (selected by the candidate) may be entered in the Winemaker of the Year competition.
- Among the competitions entered, one must be the SHW Jubilee and one must be the California State Fair. For the 2013 competition, the Orange County Fair is substituted for the California State Fair.
- The "Award Year" extends from December 1st of the prior calendar year to November 30th of the subject calendar year.
- A competition is considered to have been in the Award Year if the actual judging is conducted and medals awarded during the Award Year.
- Candidates must enter a minimum of two separate and distinct wines (i.e. different varietal or different vintage) in each competition.

Excluding wine scores in the case of multiple entries: The following measures are in-

When four wines are entered in any competition, the score of one wine may be excluded from the Winemaker of the Year competition.

When five wines are entered in any competition, the score of up to two wines may be excluded from the Winemaker of the Year competition.

When more than five wines are entered in any competition, the score of up to three wines may be excluded from the Winemaker of the Year competition.

Points will be awarded as follows:

No award - 0

Honorable Mention -- 10

Bronze Award -- 20

Silver Award -- 30

Gold Award -- 40

Double-Gold Award - 50

Best Varietal, Best Red, Best White, Best Dessert, Best Fruit,

Best Sparkling Wine, or Best Other - 20 additional points

(Note 1: A wine may win in more than one category, i.e. Best Merlot and Best Red, in which case 40 points would be awarded).

(Note 2: The fact that the award may be termed, "Best of Show, Red", etc. does not qualify it for Best of Show points as outlined below).

Best of Show (for those competitions which award a SINGLE Best of Show medal) - 40 additional points

Points ÷ Number of Entries = Average Points

(Note: Wine(s) excluded from scoring do not count as an Entry)

Total Points: The sum total of all Average Points from all three competitions entered.

The Winemaker of the Year is the candidate who earns the most Total Points.

- Candidates will be provided forms which will guide the calculation of the Total Point score.
- The Chief Judge will verify all competitive entries and submit the top scorer to the President for approval.
- The scores of the top five finishers will be publicized to all Club members.

MEMBER RESOURCES

**Winemaking and
Vineyard Mentors**

Contact Mentor Coordinator **Bill Staehlin**
and he'll match you up with a mentor.

bill.staehlin@sbcglobal.net; 916 216-1753

**Club Equipment
Rental**

See list on right for information to borrow
the Club's destemmer-crusher, press, and
filter.

**Oak Cubes for Age-
ing**

Contact **Bill Staehlin**; contact info above.

**SHW Logo Wine
Glasses**

Contact **Fred Millar** to purchase SHW logo
wine glasses (see below for contact
Information)

**SHW LogoWear
Polo Shirts & Caps
Crush Shirts**

Contact **Fred Millar** for more information.
Fredmillar1@gmail.com; 915 576-9596

Club's Web Site

www.sachomewine.org

CLUB EQUIPMENT

Club equipment can be bor-
rowed by SHW members. Res-
ervations are handled on a
first come, first served basis
with a signed "Release Agree-
ment" on file.

Destemmer-Crusher

Contact:

Andy Walter, 916 955-6373
andrew.walter@sbcglobal.net

Basket Press

Contact:

Lynn Keay, 916 969-4924
lynn.keay@gmail

Filter

Contact:

Donna Bettencourt, 916 454-
5487, betten-
court1045@softcom.net
betten-
court1045@softcom.net

Please note that there is a \$5
per use fee for the filter, and a
\$10 fee for the crusher-
destemmer. No fee for the
club press.

Winemaking tasks for SEPTEMBER

(JUST ABOUT EVERYTHING!!)

- *Harvest your red wine grapes; crush and press.
- *Make last minute arrangements to purchase grapes; check out our website.
- *Continue to moderate the hot weather in your winery
- *Conduct bench trial for blends of your 2012 wines
- *Add oak to your 2012 wines

