

• THE •
OCCASIO
SOCIETY

Occasio Society wine club members always sample and receive their new releases one week prior to the general release. Joining the club ensures you receive each small lot we produce and gives you the opportunity to purchase additional wines before they are released to the public.

Other benefits members enjoy:

- ◆ Exclusive access to our Heritage Collection wines
- ◆ 20% savings on all new and current release wines, both online and in tasting room
- ◆ Priority access and savings on private tastings and artisan cheese pairings in our library room
- ◆ Complimentary tasting for member and one guest in our tasting room.
- ◆ 15% savings on all tasting room merchandise



OCCASIO
WINERY

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| **AWARD WINNING SMALL LOT WINES** |



2010 ZINFANDEL

DEL ARROYO VINEYARD,
LIVERMORE VALLEY
150 CASES

Wonderfully integrated with ripe, spicy, wild berry flavors shaded with just-right notes of savory herbs. Has a long, full-bodied finish. A powerful, yet refined wine for those who love authentic Zinfandel.



2010 CABERNET SAUVIGNON

DEL ARROYO VINEYARD,
LIVERMORE VALLEY
250 CASES

This wine is full bodied with floral scents and elegant balance. A vibrant minerality underlies ripe currant and berry fruit.



2010 MERLOT

THATCHER BAY VINEYARD,
LIVERMORE VALLEY
150 CASES

Classic, with fragrances of cassis and red and black fruits, and hints of herbs—laurel, rosemary, and thyme. A powerful richness and deep, intense flavors that reflect the clay soils in which it is grown. Look for a breathtakingly long finish.



2010 PETITE SIRAH

DEL ARROYO VINEYARD,
LIVERMORE VALLEY
100 CASES

A proud successor to our 2009 Gold Medal winning wine. Delivers concentrated blackberry, dark chocolate and ripe red raspberry flavors, with accents of vanilla spice and tobacco. This wine has a long, elegant finish with violet aromatics.



2011 CHARDONNAY

DEL ARROYO VINEYARD,
LIVERMORE VALLEY
125 CASES

A pure Burgundian inspired Chardonnay that is both refined and voluptuous. Our 2011 vintage is rich and creamy with floral and brioche notes that bathe the palate and leave a long, mineral finish.



2012 ROSÉ OF PINOT NOIR

DEL ARROYO VINEYARD,
LIVERMORE VALLEY
81 CASES

A delightful nose of strawberries, raspberries and cherry blossoms, with a hint of refreshing citrus. A marvelous wine that will pair with the many foods of spring or summer, or simply as a complement to a warm summer's evening.



2011 ANGELICA

DEL ARROYO VINEYARD,
LIVERMORE VALLEY
46 CASES

A seductively sweet, fortified white dessert wine bursting with fruit and spice. It is California's original wine, introduced into Alta California in the 1700s by the Spanish. Experience California's oldest wine, made in the original style.

| **CHEESE OF THE MONTH** |

WAGON WHEEL FROM COWGIRL CREAMERY

Summer weather has arrived, and soon it will be the season for barbeque. We were looking for the perfect cheese for grilling, and for pairing with our newest releases. That is why we went to our friends at Cow Girl Creamery for this month's cheese—Wagon Wheel. This is a mild, cow's milk cheese displaying the sweet cream flavors and wisps of nuttiness that only Marin's Straus Family Dairy can provide.

Enjoy this seasonal cheese with our summer tasting lineup—now in our tasting room through the end of the May.



POCKET WATCH

THE OCCASIO WINERY NEWSLETTER

GOLD Medal Winner



2013
SUMMER

| **IN THIS ISSUE** |

NEW RELEASES

2010 Merlot

2012 Rosé of Pinot Noir

FEATURED RECIPE

A Fragrant Onion Tart



PROVENANCE & AUTHENTICITY

I founded Occasio Winery with the conviction that Livermore Valley has a story to tell through its wines. Our guiding principles of provenance and authenticity are essential, and to that end, we walk the vineyards with the growers and rigorously control when and how our grapes are harvested. These principles extend beyond harvest and guide every act of our winemaking, from fruit selection through final bottling, all carefully watched over by me, within the walls of our small winery. Without a doubt, our wines tell a story of a place and time in Livermore Valley.

Provenance and authenticity come to mind as I reflect on the 2010 vintage. After decades of warm growing seasons, 2010 surprised us all. It was a cold summer, and berries ripened slowly. Worse, that fall, the weather turned rainy earlier than normal,

Continued inside ...

A valley with 130 years of rich winegrowing Heritage...
...is being honored, bottle by precious bottle

NEW RELEASES



2010 MERLOT

THATCHER BAY VINEYARD, LIVERMORE VALLEY
150 CASES MADE—Harvest date: October 5, 2010
Brix at harvest: 24.6; pH: 3.6; TA: 0.60; Alcohol: 14.6%

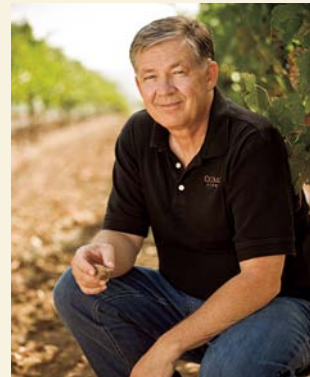
Our Gold Medal winning 2010 Merlot is classic, with fragrances of cassis and red and black fruits, and hints of herbs—laurel, rosemary, and thyme. This wine has a powerful richness and deep, intense flavors that reflect the clay soils in which it is grown. Look for a breathtakingly long finish.



2012 ROSÉ OF PINOT NOIR

DEL ARROYO VINEYARD, LIVERMORE VALLEY
81 CASES MADE—Harvest date: September 11, 2012
Brix at harvest: 23.8; pH: 3.4; TA: 0.63; Alcohol: 14.2%

Our Rosé of Pinot Noir has a delightful nose of strawberries, raspberries and cherry blossoms, with a hint of refreshing citrus. This is a marvelously refreshing wine that will pair with the many foods of spring or summer, or simply as a complement to a warm summer's evening.



...continued from front cover

threatening the harvest. Many growers rushed to harvest, accepting under ripe fruit rather than risking loss of their crop. Likewise, a number of winemakers sought advice from UC Davis and Napa Valley on “cold-climate” winemaking practices, where they were instructed to use more sulfur, an array of pectolytic enzymes, amylase enzymes, enologic tannins, mouth-feel enhancers, grape juice concentrates—a host of chemicals designed to “save” a vintage at the expense of terroir.

Sworn to our principles, we turned instead to our knowledge of history, to detailed records of a harvest 120 years ago under similar circumstance. From our Valley's historical records, we were encouraged to rely on our westerly winds to dry the vines, and to treat the wines gently, allowing for slow extraction and using fewer rackings in order to preserve the delicate flavors from a cool year. Most of all, we were encouraged to be patient, and to allow time for colors and flavors to develop. In the end, provenance and authenticity rewarded us with some of our most energetic and beautifully balanced wines to date.

Energy and balance are obvious in our new releases this quarter, our 2010 Merlot and 2012 Rosé of Pinot Noir. Though Merlot is adaptable to many growing environments, its finest examples come from a very specific type of soil—clay loam. The benchmark Merlots, Petrus and Le Pin, come from rarified outcroppings of clay soils in the Pomerol appellation of Bordeaux. This proven element of winegrowing leads us to source our Merlot only from Thatcher Bay Vineyard, which has one of the rare outcroppings of tillable clay soil in the Valley. Provenance makes a statement in this wine; it's not by chance the review of our 90-point, '09 vintage mentioned its similarity to the wines of Bordeaux.

Authenticity is about preserving the unique aspects and nuances of Thatcher Bay in the wine, especially in the '10 vintage. We took extraordinary time allowing the fruit to develop, promoting a slow, cold fermentation and infrequent racking to preserve the delicate flavors. We also chose not to fine or filter the wine prior to bottling. Our hard work and patience was rewarded this past January, when we received a Gold Medal for the great reception our '10 Merlot received at the San Francisco Chronicle Wine Competition.

With all this discussion about Merlot, I don't want to overlook our 2012 Rosé. This vibrant wine is a perfect complement to a lovely summer's day. In our endless pursuit of our Livermore style, this year we were determined to unlock some elusive flavors and decided to experiment with a small amount of barrel fermentation. And what success! Fresh fruit with floral and citrus notes, crisp acidity (perfect for barbeque), and our Valley's signature minerality all in one package. This is our finest Rosé yet, and an exciting harbinger of even greater wines to come.

John Kinney
Winemaker

FEATURED RECIPE

A FRAGRANT ONION TART

4 MAIN COURSE SERVINGS, OR 6 TO 8 APPETIZER SERVINGS

Every now and then a cookbook grabs my attention and I have to own it. This is the case with Deborah Madison's new book—*Vegetable Literacy*. Deborah had her first food revelation during a dinner at Chez Panisse; so profound was her experience that she went on to work at the Berkeley restaurant before founding Greens in San Francisco in 1979.

Deborah has written a wonderful book that transports us through the world of vegetables. At each stop in her journey, she creates wonderful recipes. One recipe in particular stood out to me because it paired so perfectly with our new Rosé: A Fragrant Onion Tart. I have borrowed her recipe for this quarter's newsletter. Please note—I sometimes just buy premade pie dough rather than make my own, and will use white onions because of their mildness, unless Walla Walla Sweeties are in season (think July). For enhanced fragrance, I like to throw in a teaspoon of fennel pollen.

From Deborah Madison, *Vegetable Literacy: Cooking and Gardening with Twelve Families from the Edible Plant Kingdom*, with over 300 Deliciously Simple Recipes. Ten Speed Press 2013.



INGREDIENTS

For the filling:

1½ lbs. Onions (about 3 medium), preferably white
2 slices of Bacon, cut crosswise into small pieces, optional
2 tsp. Butter
1 heaping tsp. fresh Thyme leaves, or 2 pinches dried
Sea Salt
Black Pepper
3 eggs
½ c. Crème Fraîche or Cream
½ c. Milk
1 c. grated aged Gouda or Gruyère cheese

For the crust:

1 c. plus 2 tbsp. White Whole-Wheat or Spelt Flour
¼ tsp. Salt
6 tbsp. Butter, cut into small bits

1. To make the filling, cut onions in half, peel them, and if they are strong, put them in a bowl of cold water. It doesn't take long for that to reduce their sting. When you're ready, finely dice them. (White onions usually aren't as strong as yellow ones.)

2. If you're using bacon, fry it until browned and nearly crisp, then scoop it out to drain on a paper towel. Throw out bacon grease, wipe out pan, and add 2 tablespoons butter. When melted, add onions, thyme and ¾ teaspoon salt. Cook over medium heat, stirring occasionally, about 25 minutes in all. At first the onions will be very moist, but after 10 minutes their water will have cooked off and they'll begin to color. They needn't be caramelized, but just take on a faint golden hue. When done, let them cool slightly. Taste for salt — they'll be very sweet so you might want to add more — and season well with pepper.

3. While onions cook, whisk eggs with crème fraîche and milk. Stir in cooled onions, cheese and bacon, if using.

4. To make the crust, put flour and 1/4 teaspoon salt in the bowl of a stand mixer fitted with a paddle attachment. Add 6 tablespoons butter and turn mixer to low speed until butter has broken into small, pebble-size pieces. Drizzle in ice water until dough looks clumpy and damp. (You'll use about 3 tablespoons or less if the butter was soft.) Form dough into a disk or a rectangle to correspond to the shape pan you're using. You have a few choices: a 9-inch tart pan, a square tart pan, or a rectangular one (11 x 8 1/2 inches), all with removable bottoms. Wrap dough in plastic and refrigerate.

5. Heat oven to 400 degrees. Roll dough to fit your chosen tart pan, and then drape dough in pan. Neatly press dough up the sides of the pan and shape it. Set it on a sheet pan. When oven is ready, pour onion mixture into tart pan, even out mixture, then bake until surface is golden and browned in places, 45 to 50 minutes. Let cool to warm before cutting into slices and serving.

ACCOLADES

GOLD MEDAL

2010 OCCASIO MERLOT
2013 San Francisco Chronicle
Wine Competition

2010 ZINFANDEL

Wine Spectator—In the most recent preview of California Zinfandel from the 2010 vintage, *The Wine Spectator* had this to say about Occasio's latest release, “*Appealing, with cherry and green tea aromas that lead to zesty plum, licorice and cinnamon flavors.*”

2010 TEMPRANILLO

Wine Enthusiast—If that were not enough, the *Wine Enthusiast* loved our Tempranillo (a member only wine released last fall), calling it, “*Rich and thick like a satisfyingly dark chocolate and raspberry pie, this Tempranillo's decadence is offset by a soft texture and balanced acidity, making it a perfect match for tapas, bacon, or creamy goat cheeses.*”

UPCOMING EVENTS

MEMBER RELEASE RECEPTION

May 16–17, 6–8pm at the Winery
Gold Medal winner 2010 Merlot
2012 Rosé of Pinot Noir

OCCASIO MEMBER'S RESERVE WINES TASTING

June 22–23, 12–4pm at the Library Room
Take a journey through our early years, as we explore a selection of wines from our Library. Check our website for updates as we get closer to the event.

WINEMAKER'S DINNER UNCLE YU'S AT THE VINEYARD

July 12, 6pm
A symphony of food and wine under the stars. Check our website for more information on this annual sellout.

MEMBER'S RELEASE RECEPTION

August 22–23, 6–8pm at the Winery
Heritage Collection 2010 Petite Verdot
2012 Occasio Pinot Gris

For more information and last minute additions or changes, visit us online at occasiowinery.com, or [facebook.com/occasiowinery](https://www.facebook.com/occasiowinery)