



POCKET WATCH

THE OCCASIO WINERY NEWSLETTER



TASTE MEMORY

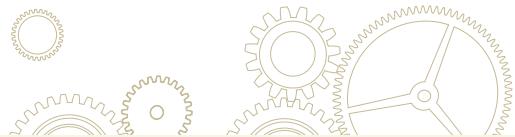
Winemaker Louis Martini considered memory to be “the winetaster’s greatest asset.” It is the remembrance of past vintages more than any written record that best guides the new wines. The importance of memory was affirmed at our January members’ review of Library wines, when members and their guests were treated to a tasting of our past Zinfandels. The tasting reminded us why we love Zinfandel; its wild berry and spice notes recall the pioneering spirit of an earlier time.

I am excited to announce the release of our 2009 Zinfandel for our members. Like the previous vintage, the 2009 Zinfandel is a field blend of two ancient clones. Hand harvested and fermented with native California yeasts, the

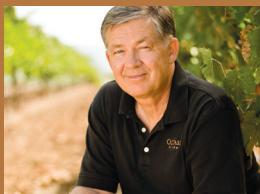


Continued inside ...

Occasio Winery—Honoring Livermore's Heritage Varietals



...continued from front cover



wine was aged for 18 months in Canton Vintage barrels, and then rested in bottle for an additional ten months prior to our release to members. This wine is enjoyable now, but will continue to develop beautifully for several years.

Not to be overlooked, I am very pleased to be releasing our 2011 Sauvignon Blanc, the first of the 2011 wines! Like the previous year, the 2011 growing season was cool through August, with a warming trend in early fall enhancing the ripening. The excellent climatic conditions allowed perfect ripening while still preserving the acidity so necessary in a Sauvignon Blanc. This is a perfect time for those of you who have missed this wine to reload your cellars for the warm days to come.

Five hundred years ago, the French renaissance writer François Rabelais noted that wine was the perfect “antidote to frauds and lies.” With the election season heating up, take comfort in an honest glass of wine, enjoyed with friends and family. Better yet, enjoy a glass with one of the recipes we publish each quarter in our newsletter. I know I will!

John Kinney

Winemaker



NEW RELEASES



2011 SAUVIGNON BLANC

DEL ARROYO VINEYARD
LIVERMORE VALLEY

125 CASES MADE

Harvest date September 23, 2011
Brix at harvest 23.3; pH: 3.4; TA: 6.2
Alcohol 13.5%

The 2011 Occasio Sauvignon Blanc has bright acidity, with *citrus, apple, and mineral notes*. This is an expressive wine with a *beautifully balanced finish that appears to persist forever on the palate*.



2009 ZINFANDEL

DEL ARROYO VINEYARD
LIVERMORE VALLEY

100 CASES MADE

Harvest date October 12, 2009
Brix at harvest 25.6; pH: 3.5; TA: 4.2
Alcohol 16.4%

The 2009 Occasio Zinfandel is wonderfully integrated with ripe, spicy *cherry and wild berry flavors* shaded with just-right notes of *toasted oak*. Has an amazingly *long, full-bodied finish*. A delectable wine for those who love an authentic Zinfandel.

ARE YOU MISSING YOUR WINE?!

We've been carefully tending to some prior Member pick-ups, and they're ready to come home! If you haven't yet picked up previous shipments, please give us a call and we will arrange to get them to you! Call us at 925-371-1987.

Occasio Winery is committed to the Heritage varietals of Livermore Valley,

with a focus on small and micro lots wines, only from Livermore Valley grapes. We craft less than 200 cases per varietal, with most less than 100 cases per wine, as we believe we can best achieve the most perfect balance and expression of the *terroir* of which John is so proud.

RECENT AWARDS AND ACCOLADES

John tends to shy from the spotlight, so we added this in after he approved the newsletter—
shhhh—don't tell!

The Wine Enthusiast's Virginie Boone recently said of John, "**John Kinney is one of the Livermore Valley's finest winemakers...**" We couldn't agree more, and with these accolades, it seems as though the critics agree as well!

90 pts 2009 CABERNET FRANC – Wine Enthusiast

90 pts 2009 CABERNET SAUVIGNON – Wine Enthusiast

89 pts 2010 PINOT GRIS – Wine Enthusiast

“...and with this Pinot Gris (John) shows his deft ability to blend crispness with richness for an elegant version of this variety. It’s rounded by lemon and tart apple flavors, and is extremely dry, with no oak influence whatsoever.”

Ten Best Wines 2009 PETITE SIRAH

– 2012 Dark & Delicious Petite Sirah tasting, Alameda

FEATURED RECIPE

SLOW-COOKED BEEF BURGUNDY (BOEUF BOURGUIGNON) PAIRS WITH OCCASIO ZINFANDEL

During the cold winter months I like to pull out our slow cooker and prepare a meal that is both warming and delicious, and is ready to eat when the family gets home. Beef Burgundy is one of our favorites. For this recipe, I adapted the classic Julia Child recipe from *Mastering the Art of French Cooking* to work with a modern slow cooker. I also exchanged Julia's choice of French wine with our 2009 Occasio Zinfandel—a substitution I think she would approve on tasting the result!



INGREDIENTS

3 lbs chuck or rump roast cut in 1–2" cubes	1 can beef broth
6 slices bacon	1 ½ cup Occasio Zinfandel
1 yellow onion—sliced	1-2 Tbsp tomato paste
3 large carrots—course sliced	3 cloves garlic—minced
1 tsp salt	½ tsp thyme
1 tsp ground pepper	1 bay leaf
3 Tbsp flour	½ lb small pearl onions—peeled
	1 lb sliced mushrooms

Render the bacon under medium heat in a large frying pan. While bacon is rendering, blot the meat dry with paper towels. Remove the cooked bacon and reserve in the bowl of the slow cooker. Meanwhile, brown all sides of the beef in the bacon drippings. Remove the browned meat to the slow cooker with the bacon. In the same pan used for the beef, add a little olive oil and sauté the onions until they just begin to caramelize. Add the mushrooms and cook for another five minutes under medium heat. Then add the salt, pepper, and flour. Mix the flour into the onions until fully moistened, and then add the beef broth, garlic, thyme, bay leaf, and tomato paste. Let this continue to cook until the beef broth begins to simmer. Add the contents of the pan to the meat. Then add the wine, just enough to cover the meat (about 1 ½ c). Cook on the low setting for 8–10 hours.

This meal is usually served with boiled potatoes, although you can also serve it on noodles or rice. For low carb diets, the meal is satisfying on its own, perhaps with a green salad.

UPCOMING EVENTS

March 25th, Sunday, Noon - 5pm

Occasio Society Member Blending Party - Create the 2010 Sotto Voce! Learn John's secrets behind crafting the perfect blend and take a hands on approach to our new vintage! Please RSVP to this special event at john@occasiowinery.com

**March 31-April 1, Saturday and Sunday,
Noon - 4:30pm**

Barrel Tasting Weekend at the Winery - come sample our 2010 vintages of Cabernet Franc and Petite Sirah. Both wines have won tremendous accolades in their previous vintages, so this is a unique opportunity to taste stars in the making! Tickets available through lwine.org.

April 22, Sunday, 1 - 4pm

Member Library Tasting - our popular Member only tastings will explore past vintages of award winning wines, presented with current releases. Members are permitted to bring a guest. Watch our website and facebook for the announcement of the next flight of very special wines.

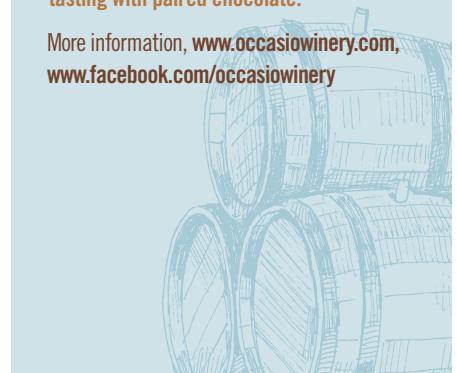
May 5-6, Saturday 10-6, Sunday 10-5

21st Annual Wine Country Festival in Historic Downtown Livermore - an opportunity to sample our new releases of 2009 Zinfandel and 2011 Sauvignon Blanc.

May 13, Sunday, Noon - 4:30

Mother's Day at Occasio Winery - bring your Mom and treat her to a complimentary tasting with paired chocolate.

More information, www.occasiowinery.com, www.facebook.com/occasiowinery



• T H E •
OCCASIO
S O C I E T Y

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 micro lot bottlings
- ♦ 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
W I N E R Y

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AWARD WINNING SMALL LOT WINES



2009 PETITE SIRAH

DEL ARROYO VINEYARD,
LIVERMORE VALLEY
250 CASES

Petite Sirah is dark and concentrated, showing layers of cassis and dark berries, with smoky hints of vanilla, clove, spice, and mineral. A Gold medal winner at the 2011 International Women's Wine Competition. Cellar Selection, Wine Enthusiast Magazine.



2009 ZINFANDEL

LIVERMORE VALLEY
100 CASES

Wonderfully integrated with ripe, spicy cherry and wild berry flavors shaded with just-right notes of toasted oak. Has an amazingly long, full-bodied finish. A delectable wine for those who love an authentic Zinfandel.



2009 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. 90-points, Wine Enthusiast Magazine.



2011 SAUVIGNON BLANC

DEL ARROYO VINEYARD,
LIVERMORE VALLEY
125 CASES

Sauvignon Blanc has bright acidity, with citrus, apple and mineral notes. This is an expressive wine with a beautifully balanced finish that persists forever on the palate.



2010 PINOT GRIS

DEL ARROYO VINEYARD,
LIVERMORE VALLEY
100 CASES

This is a rich and polished interpretation of Pinot Gris from the Del Arroyo Vineyard, with flavors of apple and pear underpinned with hints of nutmeg and cinnamon.



2009 MERLOT

THATCHER BAY VINEYARD,
LIVERMORE VALLEY
170 CASES

This Merlot with an elegant yet powerful richness, and deep, intense flavors reflects the vintage and vineyard. Look for a breathtakingly long finish that reinforces our Livermore heritage with this wine.

GUIDED WINE & ARTISAN CHEESE PAIRING

Have you experienced a true, guided wine and artisan cheese pairing? Learn which cheese pairs perfectly with each of our wines as you sample throughout the session in our private Library Room! A great idea for friends' get-togethers and the foodie friends! Reservations required, \$30 per person, \$20 for Occasio Society members.

WINE CLUB—BENEFITS OF MEMBERSHIP

ACCESS!! With the recent 90 Point rating on our Member allocated, 2009 Cabernet Franc, we'll see a sold out situation in a matter of days, if not hours! Available only to our members, this very special wine, of which less than 20 cases were crafted, will become one of those bottles we proudly introduce to our wine loving friends. Not to mention adding a couple to the wine collection – drinking remarkably now, it will also show beautifully as it rests in the cellar!

Members **ALWAYS** receive first access to limited edition, micro lot wines. Some of the most special wines we craft will be made available first and, in some cases, only to our Members.