

POCKET WATCH

THE OCCASIO WINERY NEWSLETTER



2012
WINTER

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HERITAGE COLLECTION
NEW RELEASES

2011 Fumé Blanc

2010 Cabernet Franc

FEATURED ARTICLE
Heritage Collection Release



130 YEARS OF WINEGROWING HERITAGE

Harvest is now behind us, and it is time for the Holidays. I enjoy this season most of all, as we get together with family and friends and catch up on the news of the past year. The Holidays are also a peaceful time at the winery, an opportunity to catch up on paperwork, and to look back on last year's activities as we prepare the calendar for the coming year.

What a year it has been! Our winemaker's dinners featured a number of new venues, from our spring dinner at Terra Mia to our year end celebration at the Restaurant at Wente Vineyards. And who can forget the beautiful summer evening as we dined, al fresco, at Uncle Yu's, or the excitement of the harvest train as we recreated the golden years of railway travel?

Continued inside ...



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These dinners shared a common theme of community and heritage, all in preparation for the next milestone at our winery - the introduction of the Occasio Heritage Collection, wines of exceptional quality, crafted to express the historic properties from which they are grown.

This quarter we release the first of our Heritage Collection wines, our 2011 Fumé Blanc and our 2010 Cabernet Franc. It is no accident that these wines inaugurate our Heritage Collection, as both have a long tradition in our Valley. It was a dry, barrel fermented Sauvignon Blanc that Charles Wetmore selected to represent his fledgling Cresta Blanca label at the Paris Exhibition of 1889, the exhibition that unveiled the Eiffel Tower. This was the wine that won it all, and placed Livermore Valley on the map. And let's not forget Cabernet Franc, a favorite of pioneering winemaker Theodore Gier who devoted much of his time in developing this variety at his Livermore vineyard.

I know you will enjoy these two historic wines that debut our Heritage Collection. As you drink them, I hope you raise a glass to our Valley's pioneers, and share with them 130 years of rich winegrowing heritage.

John Kinney
Winemaker



NEW RELEASES



2011 HERITAGE COLLECTION FUMÉ BLANC

DEL ARROYO VINEYARD
LIVERMORE VALLEY

50 CASES MADE

Harvest date September 23, 2011
Brix at harvest 23.3; pH: 3.4; TA: 0.64
Alcohol 14.4%

Our 2011 Fumé Blanc is like no other. It is rich and creamy, filled with exotic spices of clove, nutmeg, and ginger that support an undercurrent of minerality and the wonderful fruit that defines our valley.



2010 HERITAGE COLLECTION CABERNET FRANC

DEL ARROYO VINEYARD
LIVERMORE VALLEY

72 CASES MADE

Harvest date October 13, 2010
Brix at harvest 23.4; pH: 3.6; TA: 0.65
Alcohol 14%

Our 2010 Cabernet Franc expresses densely layered richness of cherry and coffee and plum, while still maintaining its varietal identity. Look for a breathtakingly long finish that reinforces our Livermore heritage with this wine.

NOVEMBER CHEESE OF THE MONTH—LANDAFF

PAIRS WITH OCCASIO 2010 CABERNET SAUVIGNON

By popular demand—Landaff is back! Landaff Cheese is named after the Bishop of Llandaff from Wales, the personal chaplain to England's King George III. Cheesemakers Doug and Debby Erb moved to Wales, where they studied the ancient traditions of making this farmstead cheese. Now, back in America on their farm, the Erbs are making a remarkable version of this venerable cheese- hand made in the ancient style.

Created from their own high quality raw cow's milk, Landaff is a mild, semi-firm cheese expressing a delicious combination of flavors, with a mild tang on the finish. The buttery texture comes with a natural, cave-aged rind. I can think of no better cheese for pairing with our November wines, especially our newly released 2010 Cabernet Sauvignon, which makes its debut this month in our tasting room.

Occasio Winery is dedicated 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.

THE HERITAGE COLLECTION RELEASE

One hundred and thirty years ago, California's wine industry was in crisis. The phylloxera epidemic that had crippled Europe's great estates had emerged in California, threatening the same fate to our fledgling wineries. In response to this crisis, an unlikely pair of newcomers, Eugene Hilgard and Charles Wetmore, proposed a risky solution. Hilgard, a professor of Agriculture at Berkeley, and Wetmore, an outspoken newspaper reporter, proposed replanting California vineyards with European vines chosen specifically to match the climate and soils of their native country, but grafted to the untested St. George rootstock. Risking reputation and fortune, they promoted Livermore Valley as the region best suited to test their idea. Thus began the great experiment when, in 1882, Charles Wetmore planted his first vines on his Cresta Blanca property in South Livermore, quietly ushering in the dawn of the modern era of California wine.

This month, we pay tribute to our Valley's rich winegrowing history with the release of the Occasio Heritage Collection, wines crafted from birth to express the uniqueness of our Valley's famed *terroir*. These are special wines, not because they are cherry-picked from our "best" barrels (our best barrels are always used in our core wines that you have grown to love), but because they are crafted to express the special soils in which they are grown, using 130 years of history as our guide.

Fruit for our Heritage Collection is selective from the outset - sourced, grown, and harvested only for our Heritage program. At harvest, these hand selected grapes arrive at our winery where they are handled with the same meticulous care and timing used in all of our production. The difference lies in how the Heritage wines are made, as we pay particular attention to historical, more natural winemaking practices that have become known as the *Methode a l'Ancienne*.

Heritage Collection wines are extremely limited in production, limited not by design, but as a result of the scarcity of fruit and the labor intensive way in which these wines are made. It is unlikely that we will ever produce more than 75 cases of any Heritage Collection wine.

I hope that our Heritage Collection reawakens your senses to a time when our Valley's wines were prized worldwide for their distinctive elegance, and that you experience 130 years of heritage, drop by precious drop.

UPCOMING EVENTS

November 23

2010 Cabernet Sauvignon—new vintage release, just in time for the holidays! Some say it's even better than our 90 Point 2009 vintage—come by and see.

December 1–2

Holidays in the Vineyard—stop by the Winery for a festive tasting experience and holiday shopping! We will showcase our newly released Cabernet and feature our favorite artisan producers—Inna Jam new local preserves, Katz Olive oils and handmade wooden toys by toy-crafter extraordinaire Bob Kehl.



December 16

Occasio Society members library tasting.

December 21–23

Last weekend before Christmas—stop by and choose that special bottle for your dinner!

December 28–30

We are open this year and will have a holiday open house this weekend. Come sample the New Year with us!

For more information and last minute additions or changes, visit 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 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



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 W I N E R Y

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| **AWARD WINNING SMALL LOT WINES** |



**2011
 PINOT GRIS**

DEL ARROYO VINEYARD,
 LIVERMORE VALLEY
97 CASES

I think this is our finest yet. This wine has excellent acidity, focused fruit, and is luscious in the mouth.



**2010 SOTTO
 VOCE**

LIVERMORE VALLEY
150 CASES

Sotto Voce is our first proprietary red wine. The Cabernet and Merlot contribute notes of bright young fruit, cherry and currants, while the Petite Sirah and Petit Verdot provide layers of blackberry, spice, chocolate and tobacco.



**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**
 Sold Out

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.



**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.



**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.



**2009
 MERLOT**

THATCHER BAY VINEYARD,
 LIVERMORE VALLEY
170 CASES

This Merlot has 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.



**2011 ROSÉ
 OF PINOT NOIR**

DEL ARROYO VINEYARD,
 LIVERMORE VALLEY
75 CASES

A lively and refreshing wine with raspberry, strawberry, and hints of honeycomb, this dry Rosé will pair perfectly with all summer foods.

| **OPPORTUNITY** |

OCCASIO WINERY'S FIRST PORT STYLED WINE!

John will release this beautiful wine just in time for the holidays—be sure to stop by and secure a bottle for those festive celebrations!