

# CALERA

WINE OFFERING WINTER 2004-2005

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## ATTACK OF THE PERFUME / COLOGNE WEARERS

By Josh Jensen

How many times have you had the uncomfortable experience of sitting down to, and looking forward to, a wonderful, brilliantly prepared meal only to realize that the person next to you has lathered up specially for the occasion with huge amounts of smelly perfume, cheap cologne or toxic after shave chemicals? Not many, you say? Or even none?

Then you're luckier by far than I.

Over the years I've had quite a few meals, and even more wine tastings, marred or completely wrecked by people who haven't figured out that simple, untreated, freshly washed human skin is just fine by itself because it has an unobtrusive, naturally pleasant, subtle aroma. Our bodies certainly don't need, and in my opinion don't benefit from, the application of fake smells from perfumes, scented deodorants, scented hand lotions, overpowering body lotions, and obnoxious hair lotions, gels and sprays.



Overly smelly beauty (?) aids such as these are a historical legacy left over from the middle ages and the renaissance up through the Victorian era, periods when people didn't have time to wash their bodies frequently enough. And they didn't have dry cleaning back then, so rich folks tried to cover up the bad smells in their clothes with perfume. To

go back even further into ancient history, to the good old days of the Roman Empire, bad body smells weren't a problem, at least among the upper classes, because frequent bathing was absolutely central to Roman civilization. Large scale public baths were as much a feature of Roman life as malls are of American life today. But enough of the history lesson.

It is my contention that, as long as one has washed fairly recently with soap and water, one "smells" just fine, using that verb in both its intransitive and transitive meanings. One can "smell" fine in the sense that others find your aromatics to be pleasant, or at least inoffensive. One can also, given a proper but not necessarily rigorous soap-and-water regime, "smell" the things around you. Such smells can be the nostalgic aroma of wet earth after a rain, or the several varieties of wild sage that grow in profusion all around our winery, or fresh road tar and asphalt when you're going over or near a newly resurfaced road, or cigarette smoke as you enter or leave a big city building now that people aren't allowed to smoke inside but instead are forced to loiter around just outside the entrances, creating a gamut the rest of us have to run on the way in and out.

Using our sense of smell to help in detecting the presence or absence of dangerous creatures or features in our immediate surroundings was in fact an important survival tool that evolved, for those among us who believe in evolution, to help our species survive. In earlier eras that meant being able to smell approaching bears, lions or saber-toothed tigers, and also forest fires or the campfires of enemy tribes. Today we use it mostly to detect approaching life insurance salesmen, or tax collectors.

In our modern world it can also be highly enjoyable to be able to smell, in addition to wet earth and sage growing wild in the countryside, the things we are about to eat when we sit down to a meal: fresh toast, and garlic, and soups, and meats just off the mesquite grill, fancy sauces, the tang of vinegar and herbs in a freshly tossed salad, and -- you knew this was coming -- wines.

Our sense of smell is a major component in our ability to taste, as we all know intuitively. When you have a head cold and your nose is congested, you can't smell things, obviously, but you can't really taste them properly, either. Food doesn't have much flavor when we're sick with that kind of cold. It doesn't taste "right," i.e., the way it usually tastes. That's because you don't have that sense of smell to "guide" your taste buds.

Let me point out that the issue of whether or not to abuse your body by applying aromatic substances is an olfactory, not a gender, issue. Scientific research shows that 51% of documented instances of aromatic substance abuse are committed by women, and 49% by men. Statically, it's a dead heat, and neither side can claim to have any sort of mandate to continue this abuse.

Lest you think that I am the only person who feels strongly that people shouldn't indulge in fake aromatics abuse, or -- heaven forbid! -- that I am somehow staking out an extreme position in this "aromas" corner of the larger culture wars, I'll share an experience I had a few years ago. This is a true story, I swear!

One day I was peacefully swimming laps in an enormous Olympic pool in San Francisco when the woman swimming in the lane next to me challenged me -- me, Josh Jensen! -- wanting to know if I'd put on cologne or something because it was making her sick. We were swimming! In a pool that contained about a million gallons of heavily chlorinated water! Godfrey Daniels!!

I told her no, that I hadn't used cologne or after-shave or heavily scented products in about 20 years, and the only thing I had put on my skin was some unscented deodorant about 10 hours before. She said she didn't really believe me, I must have put on some strong smelling chemical or other. No, I steadfastly assured her, nothing of the kind. She said I should be honest and own up to it, and that I'd ruined her workout. I said I'd gone into the pool to have a workout, not a debate on skincare, and that, furthermore, *she'd* wrecked *my* workout. She was nonplussed by the whole experience, and soon left. I was flummoxed by being accused of such a crime. I mean, my skincare is pure as the driven snow! I swear, some people these days are getting downright picky!

It was a lot like the recent presidential and vice-presidential debates.

SO, to get back to perfumes / colognes / after-shaves and their effects on food appreciation and wine evaluations, let me leave you with a few generally accepted rules.

I. If you're going out to a nice dinner at someone's house or an elegant restaurant, or if you're hosting one yourself, take a pass on the man-made aromatic substances. That way you'll be able to fully appreciate the aromas of the dinner, and the WINES. Most restaurants have a strict no-scents policy for their wait-staff, for this very reason. Oh, and

don't put over-the-top aromatic flowers on the table as a centerpiece. If you have been a heavy user of artificially aromatic (should-be-banned) substances for many years and lack the courage, or the motivation, to go cold turkey, try applying 1 or 2 molecules of perfume when getting ready for your big night out (instructions below).

2. If you are going to a wine tasting, or visiting a winery, even 1 molecule of perfume is too much. If you land a job in a winery, apply no more than half a molecule of cologne or perfume per day. It's funny, on the very rare occasions that we hire someone new here at Calera, they always seem to douse themselves (or maybe they have someone else do it for them?) head to foot with artificial smells for their first day on the job, and they show up just reeking. The rest of us practically pass out as soon as he or she walks onto the property, and we have to open all the windows no matter how nasty it is outside. Someone then gets delegated to inform the new hire, as diplomatically as possible, and with all available tact, that they can't EVER do that again, not ONE SINGLE TIME, or they'll get FIRED.

3. If you're going to someone's house for a nice dinner and you don't realize until you've already arrived that you inadvertently doused yourself with cologne or perfume and you're a walking example of olfactory overload, just ask your hostess if it would be o.k. if you ate out in the back yard. Make up some little excuse, such as that you have a bad cold and you don't want to give it to anyone else. Or tell her you love the outdoors and you just feel the need to commune with nature.

4. Here is the scientific method for applying 1 molecule of perfume (if required by law or local customs): Take an ordinary sewing needle and dip the point into your favorite perfume. Then take the needle out and shake it to remove the excess moisture. Then wave it a bit more in the air to evaporate as much more of the moisture as is possible. Then gently touch the point of the needle to the back of one of your ear lobes, always the recommended location. If the law requires a minimum to 2 molecules, then repeat the steps above, and apply the point of the sewing needle to the back to the other ear lobe. If local customs require 10 molecules -- a fairly heavy dose, in my opinion -- that can be achieved by inserting the needle precisely a quarter inch into each ear lobe. This is not entirely without pain, obviously, but it will allow you to venture forth into the night secure in the knowledge that you are wearing perfume. Or cologne.

### **NEWS FLASH:**

FOOD & WINE magazine named the Calera 2000 Central Coast Pinot Noir the BEST Pinot Noir of 2004 priced at \$20 and under. This award appeared in their October, 2004 issue, which is their Annual Wine Issue. They wrote, "Although producer Josh Jensen is best known for luxury-priced single-vineyard wines, he also makes this graceful, inexpensive Pinot from purchased Central Coast grapes, giving it the same treatment as his pricey pinots: fermenting in open-top vats and long aging in French oak barrels. \$20" Thank you, Food & Wine!

### **NEWS FLASH:**

BUSINESS WEEK magazine, in their Nov. 22, 2004 issue, gave the same wine a terrific mention in their article, "What to Pour for Turkey Day." I quote: "So go for medium-bodied wines: Pinot noir is especially versatile. Calera makes a Burgundy-style pinot noir from California, a great value, says Roberta Morrell of wine merchant Morrell in New York." This article also included a terrific photo of our wine label (page 181). Thank you, Roberta! Thank you, Business Week!

### **NEWS FLASH:**

(for those who didn't already know): WE HAVE A WINE CLUB!  
Be the first person on your block to join!  
You'll get 2 specially priced 6-bottle assortments each year, a whopping 15% discount on all additional wine purchases, and other exclusive member benefits.

# We invite you to join our Calera Wine Club

Receive two 6-bottle assortments each year,  
as well as other special member benefits.

## Program #1– CALERA SINGLE VINEYARD MT. HARLAN WINES

*Each shipment has 4 bottles of Mt. Harlan Pinot Noir from 2 vineyards  
and 2 bottles of either Viognier or Chardonnay. Shipment price \$210 - \$240*

## Program #2– CALERA MT. HARLAN & CENTRAL COAST WINES

*Each shipment has 2 bottles of Mt. Harlan Pinot Noir from 2 vineyards  
and 1 bottle of either Viognier or Mt. Harlan Chardonnay plus three bottles of  
Central Coast Pinot Noir or Chardonnay. Shipment price \$140 - \$160*

## Program #3– CALERA CENTRAL COAST WINES

*Each shipment has 3 bottles of Pinot Noir and 3 bottles of Chardonnay  
made under our Central Coast and El Niño labels. Shipment price \$70 - \$95*

*Please visit our website: [calerawine.com](http://calerawine.com)  
or call us at (831) 637 9170 for more detail*

## Enroll

Program #1     Program #2     Program #3

*(choose as many as you wish)*

*E-mail address*

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*Name*

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*Ship to*

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*Address*

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*City*

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*State*

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*Zip*

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*Day Phone*

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*Evening Phone*

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*Credit Card Number*

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*Exp*

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*Please return to us by fax: 831-637-9070  
or mail: 11300 Cienega Road Hollister, CA 95023*

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## WINTER 2004-2005 WINE OFFERINGS

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In this mailer we are offering 5 new wines plus the new 2001 Mt. Harlan Sampler Pack, and one priceworthy Chardonnay that was offered previously. Every one of these wines should go very well with turkey, ham, goose, and really anything you might be eating between now and next summer. We are not specifically offering any Library Selections in this abbreviated mailer, but if you would like information, prices and availability on certain older wines, please inquire by telephone, fax or e-mail.

### **2001 PINOT NOIR** *Central Coast*

\$20 / bottle    \$216 / case

This is a lovely follow-on to the 2000 Pinot that Food & Wine magazine selected as Best Pinot Noir in the United States at \$20 and under this year. We made it, as always, from grapes we purchased from the same 4 high quality vineyards as previous years: Laetitia in San Luis Obispo County (39% of the combined gallons), San Ysidro in Santa Clara County (24%), Gimelli in San Benito County (Way to go, San Benito! 19%), and Wente Family's Arroyo Seco in Monterey County (18%). We made these separate batches using the same time-honored Burgundian methods as our single-vineyard Mt. Harlan Pinots. This is a lighter-bodied red wine that goes perfectly with turkey, gravy, stuffing, and any other birds. Also ham and goose. Wine Enthusiast magazine described it in its Dec. 1, 2004 issue as having "a light, silky texture and good acidity framing modest cherry and spice flavors." It's bright, fresh and tart, the perfect wine to drink while waiting for the Mills and Selleck Pinots (see below) to age for another year or more.

*Bottled: Sept. 4 - 16, 2002*

*Produced: 8,024 cases*

*Alcohol: 13.8 %*

### **2000 MT. HARLAN CHARDONNAY**

\$34 / bottle    \$367 / case

This Chardonnay is now 4 years old, and so for the next 2-3 years it should show at its best. Unlike most American chardonnays, this wine, grown on its unique limestone soil, definitely improves after several years in the bottle, as do our Mt. Harlan Pinot Noirs grown alongside this vineyard. This vintage shows this vineyard's lovely mineral character in real abundance, and it has developed other intriguing complexities: flavors of apple, vanilla and mixed flowers. For fun, try tasting this wine alongside a very good white Burgundy. This 2000 Chardonnay will not start appearing in stores and restaurants for another couple months.

*Bottled: July 19, 2001*

*Produced: 516 cases*

*Alcohol: 14.3 %*

**2000 MILLS VINEYARD** *Mt. Harlan Pinot Noir*

\$40 / bottle      \$432 / case

The great Robert Parker tasted this wine in April, 2003, and described it Nov. 10, 2003 on [eRobertParker.com](http://eRobertParker.com) as follows: "Low yields of 1.1 ton of fruit per acre (16.5 hectoliters of wine per hectare of vineyard) resulted in a medium ruby-colored Pinot offering a big, sweet nose of strawberries, cherries, spice box, and cloves. Medium to full-bodied, with moderate tannin, this pure, earthy, concentrated effort needs another 1-2 years of cellaring. It should drink well for 10-15 years. 90+ points." [WineSkinny.com](http://WineSkinny.com) on Nov. 22, 2004, described it thusly: "Mocha-scented blueberry and ripe cherry flavors, pick up allspice and a dash of funky earth. Dusty tannins are offset by a nice, bright acidity and lengthy finish. Ready to drink now and over the next five or six years."

*Bottled: March 28, 2002*

*Produced: 917 cases*

*Alcohol: 14.6%*

**2000 SELLECK VINEYARD** *Mt. Harlan Pinot Noir*

\$55 / bottle      \$594 / case

To quote Mr. Robert Parker again from his website entry referenced above: "2000 Selleck. Made from yields of one ton of fruit per acre (15 hectoliters per hectare), this saturated ruby-colored 2000 boasts aromas of celery seed, earth, cloves, spice, and red fruits. Structured, dense, powerful, and muscular, with plenty of meat on its bones, it has more in common with a Jensen cuvée than its two siblings. Still closed, with obvious spiciness as well as depth, give it 1-3 years of cellaring, and drink it over the following 12 - 15 years. 90+ points." [WineSkinny.com](http://WineSkinny.com) (see above) has just described it: "Delicious, with an elegantly fruity and lightly spicy bouquet leading to an integrated, beautifully balanced wine. No one flavor dominates, with notes that include black plum, cherry, earth, mushroom and spice. Ready to drink now and over the next three or four years."

*Bottled: March 27, 2002*

*Produced: 318 cases*

*Alcohol 14.4 %*

### **2003 VIOGNIER** *Mt. Harlan*

\$36 / bottle    \$388 / case

The fruity, floral aromatics of the Viognier grape variety aren't quite so flamboyant in this vintage's offering as in most years. You see? There ARE vintage variations in California. This 2003 is a full-throttle, rich, chewy white wine, with loads of personality, just in a more restrained format than our 2002. Most years, we have quite a few people asking us if our Viognier is slightly sweet. It never is, but an extremely rich wine can sort of "trick" the palate into imagining that a given wine is sweet, that is, has detectable sugar when in fact it doesn't. People probably won't ask us if this 2003 is sweet, though, since it has a more restrained, elegant personality.

*Bottled: June 8, 2004*

*Produced: 549 cases*

*Alcohol 14.9 %*

### **2001 Mt. Harlan SamplerPack** (6 half-bottles)

\$110 / Sampler(Limit 1 per customer)

This Sampler Pack contains one half-bottle each of 2001 Selleck, Jensen, Reed and Mills Vineyard Pinot Noirs, 2003 Viognier and 1997 M $\acute{e}$ lange (we didn't bottle enough half-bottles of the 2001 Mt. Harlan Chardonnay). This is always the best way to preview a new vintage of our Mt. Harlan wines.

### **2000 El Niño California Chardonnay**

\$10.50 / btl    \$113 / case

This, our most reasonably priced wine, is also completely delicious, a real crowd pleaser. It delivers loads of flavor, especially at the price, and is terrific for all wintertime occasions: family gatherings, sitting around a rustic fireplace, or accompanying an elegant meal.

*Bottled: Sept. 21 - 24, 2001*

*Produced: 3,343 cases*

*Alcohol: 13.9%*

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## ORDERING INFORMATION

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### To Order

- 1) Fill out the Order Form to the right of this page and mail to: Calera Wine Company, 11300 Cienega Road, Hollister, California 95023. Or
- 2) Call in your order to (831) 637-9170. Or
- 3) Fax your order to (831) 637-9070. Or
- 4) Place your order on our web site, [www.calerawine.com](http://www.calerawine.com)

### Payment

You can do one of two things: 1) Use the Order Form to calculate the total amount due and mail a check with your order. Or 2) Charge your order to your Visa, Mastercard or American Express credit card.

### Storage at Winery

We can store the wines you order (and pay for). For this storage we charge 50 cents per case, per month, billed twice a year.

### Shipping Charges

\$18 per box (12 or fewer bottles) by UPS surface delivery.

NO CHARGE for SURFACE shipments of 36 or more bottles to one address. Shipment by Air is available -- please call or reference [www.calerawine.com](http://www.calerawine.com) for shipping rates.

### Shipping Guidelines

A. We can ship directly to consumers in: Alaska, California, Colorado, Georgia, Hawaii, Idaho, Illinois, Iowa, Louisiana, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Mexico, North Carolina, North Dakota, Oregon, Rhode Island, Texas, Virginia, Washington, WDC, West Virginia, Wisconsin, Wyoming.

B. Wine shipments to all other states are either severely restricted or prohibited. Specifically, the following state governments have made it a felony for us to ship wine to their taxpayers: Arizona, Florida, Indiana, Kentucky, Maryland, Oklahoma, and Tennessee.

If we cannot ship directly to you in your state please provide us with an alternative address in any state listed in group A.

Wines may only be shipped to and received by adults at least 21 years of age. Adult signature will be required for receipt of wine orders.

## WINTER 2004-2005 ORDER FORM

Case prices include 10% discount

	Bottle	Quantity	Cases	Quantity	Total
2001 PINOT NOIR Central Coast	\$20		\$216		\$
2000 CHARDONNAY Mt. Harlan	\$34		\$367		\$
2000 MILLS VINEYARD Mt. Harlan Pinot Noir	\$40		\$432		\$
2000 SELLECK VINEYARD Mt. Harlan Pinot Noir	\$55		\$594		\$
2003 VIOGNIER Mt. Harlan <i>Specify Cork or Screw Cap</i>	\$36		\$388		\$
2001 Mt Harlan SAMPLER Central Coast	Limit 1 sampler		\$110		\$
2000 El Niño Chardonnay California	\$10.50		\$113		\$
<b>Book Department</b> <i>The Heartbreak Grape: A Journey in Search of the Perfect Pinot Noir</i> by Marq de Villiers.			\$16		\$

If you'd like Josh Jensen to sign it/them, check here \_\_\_\_\_

Visa ____ MC ____ Amex ____ Card # _____ Exp. Date _____ Signature _____	Subtotal \$ _____ 7.25% sales tax (CA only) \$ _____ Shipping (see below) \$ _____ Total due with order \$ _____
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We offer a 10% full case discount on orders of 12 bottles or more.

The 10% discount is reflected in all case prices listed.

### MAILING/BILLING ADDRESS

Name \_\_\_\_\_ Phone # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### SHIPPING ADDRESS (if different)

Name \_\_\_\_\_ Phone # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



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*Wine Offering Winter 2004 - 2005*