



# The Wine Room

## OF CHERRY HILL

### 2011 California Varietal Menu

	Full Barrel	Half Barrel	Qtr Barrel
<b>Red Wines</b>			
<b>Barbera</b> – Lodi	1,950	1,025	n/a
This Italian varietal (100 yr old vines) boasts high acidity, deep ruby color and full body. Berrylike flavors and low tannins make this wine enjoyable with a wide range of foods. Barbera is often blended w/ Petite Sirah.			
<b>Brunello</b> – Sierra Foothills	2,400	1,250	n/a
This upscale cousin of Sangiovese is grown at higher elevations resulting in a smoother and more concentrated wine than standard Sangiovese. The wine possesses black and red fruit flavors with chewy tannins.			
<b>Cabernet Franc</b> – Lodi	1,950	1,025	n/a
Similar in structure and flavor to Cabernet Sauvignon, this grape varietal has fewer tannins, is less acidic, and is generally not quite as full-bodied as Cabernet Sauvignon. This wine has a strong nose reflecting blackberry, strawberry and currant, with a slight tobacco flavor. In Bordeaux, Cabernet Franc is most often blended with Merlot and Cabernet Sauvignon.			
<b>Cabernet Sauvignon</b> – Lodi	1,900	1,000	n/a
– Sierra Foothills	2,400	1,250	n/a
Originally from the Bordeaux region of France, this varietal is the "jewel" in California's crown! The wine is medium to full-bodied and densely-colored, with a distinctive black currant aroma. Flavors are fruity and berry with some pepper. Cabernet's complexity and notable tannins makes it an excellent varietal for blending.			
<b>Dolcetto</b> – Lodi	1,900	1,000	525
Roughly translated, Dolcetto means "little sweet one," but there is nothing little or sweet about this very tannic and fruity varietal. This grape produces a delicious red wine with moderately low acidity that pairs well with pasta and pizza.			
<b>Lambrusco</b> – Italy	2,400	1,250	650
A characteristically light, yet flavorful varietal that is relatively acidic and light in tannins. It has a pleasant floral-and-fruit bouquet, a zesty, fruitful flavor and a clean finish that is delightfully refreshing.			

	<b>Full Barrel</b>	<b>Half Barrel</b>	<b>Qtr Barrel</b>
<b>Merlot</b> – Lodi	2,000	1,050	n/a
– Sierra Foothills	2,400	1,250	n/a

In French it means "young blackbird," probably because of its dark-blue color. The wine is full-bodied, generally softer, rounded and more supple than Cabernet Sauvignon. Flavors include characteristics of black currant, cherry, and mint. Excellent straight or blended.

<b>Montepulciano</b>	2,400	1,250	650
----------------------	-------	-------	-----

The Montepulciano grape makes a beautifully deep ruby red wine that is clear and brilliant with purplish shades. It can have a fairly intense nose of strawberry and ripe plum fruit. On the palate it is dry and quite smooth with soft tannins and freshness. These grapes are grown for us in the Puglia (Apulia) region in southeastern Italy - "the heel" of the boot - and one of the most fertile regions in all of Italy.

<b>Nebbiolo</b> – Lodi	2,400	1,250	650
------------------------	-------	-------	-----

This varietal is the primary grape of Italy's great Barolo and Barbaresco wines. The wine is typically characterized by the flavors of sweet fruits like blackberry and cherry, with high acidity levels and tough tannins. It is best paired with strong, flavorful meats and cheeses and will compete well with spicy Italian meats and well-aged Parmesan cheese. The strong tannins of this wine require 22 months of barrel aging (price incl reserve fee).

<b>Petite Sirah</b> – Lodi	2,000	1,050	550
----------------------------	-------	-------	-----

Although the name is similar, this grape is quite different from Syrah. Petite Sirah produces a dry, full-bodied, tannin wine; dark and inky, with spicy, ripe fruit flavors. It is excellent with big, well-seasoned meals, grilled meats and stews, and contributes color & firmness to wine blends.

<b>Pinot Noir</b> – Lodi	2,000	1,050	550
- Russian River	2,400	1,250	650

Pinot Noir is a fickle grape that demands optimum growing conditions, calling for warm days consistently supported by cool evenings. Pinot Noir is a lighter colored and flavored red wine, well-suited to pair with poultry, ham, lamb and pork. Its flavors are reminiscent of sweet red berries, plums, tomatoes, and cherries with a notable earthy or wood-like flavor.

<b>Sangiovese</b> – Lodi	1,975	1,140	n/a
--------------------------	-------	-------	-----

This varietal is the primary grape in wines produced in the Chianti region of Italy. It produces spicy wine with good acid levels, smooth texture and medium body. Blend the light-hearted Sangiovese with other grapes to increase its depth and complexity.

<b>Syrah/Shiraz</b> – Lodi	1,950	1,025	550
– Lake County	limited quantities		

Syrah is a deep-colored red wine, rich in tannins and high in acidity. This varietal is known for its spicy blackberry, plum and peppery flavors and aromas. Syrah pairs well with hearty foods and spicy foods. Make it straight or use it in a blend.

	<b>Full Barrel</b>	<b>Half Barrel</b>	<b>Qtr Barrel</b>
<b>Tempranillo</b> – Lodi	1,975	1,040	n/a

The main grape in a Spanish Rioja, this grape produces a wine with a beautiful purple/ruby color and aromas of black raspberry, flowers, and hint of chocolate. Although a lighter-feeling, less acidic wine, the concentrated dark fruit, mineral and floral flavors do not disappoint.

<b>Zinfandel, Old Vine</b> – Lodi	2,050	1,075	565
-----------------------------------	-------	-------	-----

From vines at least 50 years old, this varietal results in a wine with great depth, range and intensity of flavors. Old Vine is slightly less fruity and more spicy than wine from younger vines.

### ***Suggested Red Wine Blends (or develop your own)***

Please note that different grape varieties often ripen and are harvested at different times. This means that it may be necessary to crush and press varietals separately and then blend them together prior to bottling. Crushing grapes while they are as fresh as possible assures quality. Making varietals individually may also allow the use of different yeasts to add complexity to the finished wine.

<b>Barbera / Petite Sirah</b> – Lodi	1,975	1,040	545
--------------------------------------	-------	-------	-----

A 50% / 50% blend results in a very easy drinking wine with lots of berrylike flavors, that is enjoyable with a wide range of foods.

<b>Brunello / Cab Franc</b>	2,310	1,205	630
-----------------------------	-------	-------	-----

The addition of 20% Cab Franc adds complexity to the Brunello while cutting some of the tannins and rounding out the finish.

**Cabernet Blends** Price varies depending on blend and appellation chosen.

Blend Cabernet with 20% - 30% Cab Franc, Merlot, Syrah, Zinfandel, Petite Sirah, Petite Verdot or Malbec (or combination) to add depth and complexity. Popular blends are:

80% Lodi Cabernet, 20% Lodi Merlot	1,920	1,010	530
80% Lodi Cabernet, 20% Lodi Cab Franc	1,910	1,005	530
80% SF Cabernet, 20% SF Merlot	2,400	1,250	650
80% SF Cabernet, 20% Lodi Cab Franc	2,310	1,205	630

<b>Meritage</b> – Lodi	1,980	1,040	545
------------------------	-------	-------	-----

33% Old Vine Zinfandel, 33% Petite Sirah and 33% Carignane. The combination of these grapes results in a full-bodied wine that improves with age.

**Merlot Blends** Price varies depending on blend and appellation chosen.

Blend Merlot with 20% - 30% Cabernet, Cab Franc, Syrah, Zinfandel, Petite Sirah, Petite Verdot or Malbec (or combination) to add depth and complexity. Popular blends are:

80% Lodi Merlot, 20% Lodi Cabernet	1,980	1,040	545
80% SF Merlot, 20% SF Cabernet	2,400	1,250	650

**Full Barrel    Half Barrel    Qtr Barrel**

**Super Tuscan Style**                      Price varies depending on blend and appellation chosen.

Blend Sangiovese with Cab, Merlot, or Syrah for wonderfully flavored, full-bodied wine.

60% Sangiovese, 40% Lodi Cabernet	1,945	1,025	535
60% Sangiovese, 40% Lodi Merlot	1,985	1,045	545
60% Sangiovese, 20% Cab, 20% Merlot	1,965	1,035	540

**Syrah / Cabernet**                      Price varies depending on blend and appellation chosen.

80% Syrah blended with 20% Cabernet. The addition of the Cabernet adds tannins to the crisp fruity nature of the Syrah.

80% Lodi Syrah, 20% Lodi Cabernet	1,940	1,020	535
80% Lake County Syrah, 20% Lodi Cab	2,220	1,160	605

**Tempranillo Blends**                      1,975                      1,040                      545

Tempranillo Blend: 80% Tempranillo, 15% Mourvedre, 5% Grenache

Rioja Blend: 70% Tempranillo, 20% Mourvedre, 10% Grenache

**Trilogy – Lodi**                                      1,945                      1,020                      535

48% Cabernet, 36% Merlot and 16% Cab Franc. This very popular blend is made in the style of a French Bordeaux.

**Vino da Tavola – Lodi**                                      1,850                      975                      515

The blending of 25% each of Grenache, Carignane, or Alicante and Old Vine Zinfandel results in an excellent Italian style red table wine.

**Zinfandel / Cabernet – Lodi**                                      2,020                      1,060                      555

80% Old Vine Zinfandel blended with 20% Lodi Cabernet. The addition of the Cabernet adds tannins to the intense flavors of the Zinfandel.

**Rosé Wines**

**Petite Sirah Rosé**                                      1,950                      1,025                      540

We use a technique known as Saignée or “bleeding the vats” to remove some of the juice from the must (freshly crushed grapes) at an early stage thus reducing the intensity of colors and tannins. The juice then ferments without the grape skins resulting in a Rosé wine lovely in color with light, fresh fruit flavors. This is a balanced and refreshing wine that is a favorite for barbecues and lighter meals.

**White Wines**

**Chardonnay – Lodi Juice**                                      1,700                      900                      475

This premier California varietal yields a golden-colored, full-bodied, moderately acidic, dry austere wine that is magnificent with light foods, rich cream sauces, or with fruit or cheese. Apple, pear and vanilla flavors are intensified through oak barrel fermentation/maturation. Moderate tannins enhance the expressive and complex taste.

	Full Barrel	Half Barrel	Qtr Barrel
--	-------------	-------------	------------

*The following white wines will be fermented and aged as bulk wines in stainless steel tanks (no barrel fee).*

<b>Pinot Grigio</b> – Lodi Juice	1,700	875	465
----------------------------------	-------	-----	-----

Pinot Grigio originated from France's Alsace region. This varietal can produce soft, gently perfumed wine, with more substance and color than most whites. Fermentation in stainless steel creates a crisp, light and dry style Pinot Grigio.

<b>Riesling</b> – Lodi Juice	1,750	900	475
------------------------------	-------	-----	-----

This wine possesses flavors of apricot and tropical fruit accentuated by a floral aroma. It can be made as a dry wine, or sweetened with concentrate to become a dessert wine.

<b>Sauvignon Blanc</b> – Lodi Juice	1,700	875	465
-------------------------------------	-------	-----	-----

Sauvignon Blanc is a crisp, dry white varietal. It is sometimes said to be more popular with experienced wine lovers because of its pronounced flavors of garden herbs or new-mown grass or hay. The wine is clean and refreshing on the palate, with lively acidity, and is definitely made for the dining room, to go with seafood, fowl or white meat.

<b>Trebbiano</b> – Italy	1,750	900	475
--------------------------	-------	-----	-----

Second-most planted grape in the world (after Chardonnay), Trebbiano produces a lovely pale wine with crisp, citric tones, subtle fruit flavors, and an almond-like note in the finish.

## Still can't decide? Make one of each!

<b>Mixed Varieties</b>	1,940	1,020	535
------------------------	-------	-------	-----

Groups that just can't agree on a single varietal or blend should consider making one of each! That's right, one of each. For the 2010 California harvest, The Wine Room has selected nine "Club Wines" - a Bordeaux-style blend, a Rioja style Tempranillo, Italian style Super Tuscan, Rhone style Syrah, Barbera / Petite Sirah, Old Vine Zinfandel, Petite Sirah Rosé, Chardonnay and Sauvignon Blanc.

Your group will schedule your private crushing, pressing, and bottling sessions to make one or more of these "Club Wines," and then your group members will be eligible to take home mixed cases of all nine wines. A perfect solution for groups who can't decide on just one wine!

## Dessert Wines

All dessert wines are sold by the quarter barrel (120 - 375ml bottles) for \$750 (including barrel and bottling fees).

**Pinot Grigio, Muscot and Riesling** may be made as dessert wines. This is accomplished by first making a dry white wine, and then adding concentrated juice to achieve the desired level of sweetness. The wine is then bottled and labeled in very attractive, dessert style bottles.

## Additional Information

All our red wines are made in 50 gallon American Oak barrels. Each barrel yields 20 cases of wine or 240 bottles. Half barrels - 10 cases, 120 bottles. Quarters– 5 cases, 60 bottles

Prices include one set of **Personalized Labels** per half barrel (two setups per full barrel). Additional label setups (different label choice or wording) cost \$20 each.

Many red wines benefit from additional barrel aging. The annual fee to make your own reserve wine is \$150. This **Reserve Fee** covers the costs of additional topping off, racking and maintenance of the wine.

Prices do not include the New Jersey Alcohol Beverage Control (ABC) annual **Winemakers License** fee of \$15 per winemaking season. A license is required from every individual providing payment.

Prices do not include **Barrel Charges**. You may purchase a 2009 American Oak barrel for \$350, which we will maintain (guarantee) for 6 years. Winemakers are not assured of the exact same barrel for subsequent years, only a barrel of the same age (best available).

1 – 2 year old used barrels may be purchased for \$250, which we will maintain (guarantee) for 5 years. Winemakers are not assured of the exact same barrel for subsequent years, only a barrel of the same age (best available).

Barrels may also be rented. The rental cost is \$250 for a new barrel and \$150 for a used barrel. Individuals / groups making half or quarter barrels will be charged the proportionate rental fee. Winemakers renting barrels must bottle their wine prior to the 2010 winemaking season (September 10, 2010).

Prices also do not include **Bottling Costs**. Bottles, corks and capsules cost \$390 per barrel, \$195 per half barrel, \$100 per quarter barrel and will be billed with the initial grape order.

<b>Pricing Model:</b>	<u>Full Barrel</u>	<u>Half Barrel</u>	<u>Qtr Barrel</u>
Cabernet - Merlot Blend	\$ 1,920.00	\$1,010.00	530.00
NJ ABC License Fee	15.00	15.00	15.00
Used barrel rental	150.00	75.00	37.50
Bottles, corks, and capsules	390.00	195.00	100.00
7% NJ Sales tax	<u>37.80</u>	<u>18.90</u>	<u>9.63</u>
<b>Total</b>	<b>\$ 2,512.80</b>	<b>\$1,313.90</b>	<b>\$ 692.13</b>
Number of cases	20	10	5
Number of bottles	240	120	60
<b>Cost per bottle</b>	<b>\$ 10.47</b>	<b>\$ 10.95</b>	<b>\$ 11.54</b>

## Wine Club Pricing

For individuals who do not have a group, or are mostly interested in the winemaking process, we offer The Wine Room Wine Club – a new approach to winemaking. As a member of the Wine Club, you can attend any combination of the many sessions available on the Wine Club calendar, and enjoy all the steps of winemaking (crushing, pressing & bottling) with a fun, enthusiastic group!

On your first visit you will crush the wine grapes using boutique winery sized crusher / de-stemmers. This is a hands-on event, so you will need to wear some old clothes, and as with our regular winemaking sessions, foot stomping is optional!

During your second visit you will press the grapes using authentic wine presses from Italy and transfer the wine to the oak barrels. This is also a hands-on event, so again please wear old clothes. We will also explain the racking process, where sediment is removed from the barrel.

For your final visit you will bottle one of the many varieties of wine made by the Wine Club. Bottling includes filling the bottles, inserting the corks, affixing the capsules and labeling.

For the 2010 California harvest, the Wine Club is planning to make nine “Club Wines” - a Bordeaux-style blend, a Rioja style Tempranillo, Italian style Super Tuscan, Rhone style Syrah, Barbera / Petite Sirah, Old Vine Zinfandel, Petite Sirah Rosé, Chardonnay and Sauvignon Blanc.

The fee to join the Wine Club is \$65, including the \$15 NJ Winemakers license. Members must be 21 or older, and Wine Club sessions are “members only” events.

As an added benefit, members who wish to preorder a number of cases for themselves may then fill those cases with any combination of the nine “Club Wines” produced by the club.

For Wine Club members, wine is priced at **\$125 per case**. The following chart shows the average cost per bottle, including the **\$65 membership fee**.

<u>Cases</u>	<u># of bottles</u>	<u>Total Cost</u>	<u>Avg \$ per bottle</u>
1	12	190.00	15.83
2	24	315.00	13.13
3	36	440.00	12.22
4	48	565.00	11.77
5	60	690.00	11.50