

# NAVARRO

## *Vineyards*

- 2009 Gewürztraminer, *Late Harvest: Hummer*  
2009 Chardonnay Table Wine: *Changing times*  
2009 Gewürztraminer, *Estate Bottled (Dry): Lousy luck*  
2009 Sauvignon Blanc, *Cuvée 128: Trial balance*  
2009 Pinot Gris, *Anderson Valley: Shades of grey*  
2009 Muscat Blanc, *Estate Bottled (Dry): Conceptual art*  
2007 Syrah, *Mendocino: Last dance*  
2007 Pinot Noir, *Méthode à l'Ancienne: A tale of two genders*  
2007 Zinfandel, *Mendocino: Hot shot*  
2010 Grape Juices, *Gewürztraminer, Pinot Noir and Verjus: Family fare*



OUR HOLIDAY 2010 RELEASES

## Body and soul

After an exceptionally cool summer in the Anderson Valley, an October Indian summer hastened the harvest and set Navarro into a whirlwind of activity. Because of the abbreviated period to gather the crop, we worked extra long hours to be sure only the best fruit was picked and vinified with care. Now that there is time to gather around the fire with friends and family, we hope your body and soul will be warmed by the nine wines we are featuring this fall: five dry whites, three vigorous reds and a luscious 2009 *Late Harvest Gewürztraminer* as a special holiday treat. We are also releasing three yummy varietal grape juices. The case special on the 2009 *Chardonnay Table Wine* works out to only \$10.50 per bottle, which explains why it will grace the holiday tables of so many of Navarro's long-term friends. Since we're all counting pennies, One-



Cent ground freight and reduced air freight for all case orders, as well as bargain prices on case specials and samplers will be available until December 31.

Happy holidays from our family to yours,

*Ted Bennett and Deborah Cahn  
Aaron and Sarah Cahn Bennett*

At the end of the growing season, voracious hummingbirds and mold both proliferate. *Botrytis* and *Aspergillus niger* are two molds commonly found on wine grapes at the end of the season. *Botrytis* dominates other molds when the humidity is high and the temperatures are cool. It causes the berry to shrivel, intensifying flavors while adding delicious honey-apricot notes; hence it is also referred to as the noble rot. But when the weather is sunny and the humidity drops, *Aspergillus* quickly spreads on clusters exposed to the sun, adding bitterness which we don't consider noble.



## Hummer

We left two fields for *Late Harvest Gewürztraminer* in 2009. The weather had been dry, the grapes were fully ripe and we began to panic because no *botrytis* was developing. Then a week of rain and cold weather began October 12 and by the 18th, panic was replaced by excitement. The late rains had knocked off all the autumn leaves so the fruit was fully exposed and easy to see. We

begin harvest on Oct. 19, selecting clusters infected with the mold *botrytis* but when the sun reemerged, we noticed some *Aspergillus niger*. We upped the harvest tempo, keeping each days picking separate. Only the first day's juice, free of *Aspergillus*, was selected for this bottling, a mere 25% of the grapes we had harvested. The remaining 75% was sold off in bulk. Luscious mango and papaya flavors with a drizzle of honey, guaranteed to make you hum with pleasure. **Gold Medal winner.**

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Harvested	Oct. 19, 2009
Sugars at harvest	28.5° Brix
Bottled	May 13, 2010
Cases produced	647
Alcohol	11.1%
Residual sugars	8.1%
Titrateable acidity	8.6 g/L
pH	3.00
Price (750 ml)	\$35.00
(375 ml)	\$19.00

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2009 Chardonnay Table Wine  
Mendocino

We barrel ferment our Chardonnay Table Wine, just like Navarro's Première Reserve. Because both wines undergo a secondary fermentation, they share inviting buttery aromas and flavors.



Take an authentic harvest tour! Bins of our neighbor's Chardonnay await de-stemming. We've been purchasing grapes for over thirty years from our neighbors, the Ordways, with whom we share a mile long fence. Their Chardonnay fields are close to Navarro's so the flavors are engaging and typical of our region.

## Changing times

Navarro's Chardonnay Table Wine was first produced three decades ago from leftover lots that were either excess to our varietal bottlings or didn't meet Navarro's varietal standards. Times have changed. We now have a large audience for good, distinctive and inexpensive Chardonnay crafted for everyday drinking which meet three parameters: quality, personality and price. To meet the quality goal, we crush, ferment and age more Chardonnay than we need so that there are plenty of good lots to choose from. We augment estate grown grapes with interesting Chardonnay purchased from neighbors with whom we have long term relationships. The

Reserve is fermented in new barrels but the Table Wine ferments in seasoned French oak barrels to help keep costs under control. We release the Table Wine six months earlier than the Reserve and it sells out during the holidays. We save by not pouring samples all year and truth be told, most is sold at the full case bargain price. This vintage's *cuvée* is 70% from Anderson Valley with a flavor profile of citrus and pear. Thirty percent is from the warmer Potter Valley, and its flavor profile is of stone-fruit. The 2009 bottling has distinctive Mendocino citrus-pear-apple fruit flavors with a buttery background hinting of spice and vanilla. Not to be confused with innocuous supermarket plonk, it is dry, clean, flavorful and definitely Mendocino.

Harvested	Sept.29-Oct.12,'09
Sugars at harvest	24.0° Brix
Bottled	June 28-29,'10
Cases produced	1991
Alcohol	13.5%
Titrateable acidity	7.8 g/L
pH	3.24
Price (750 ml)	\$13.00



### Holiday Case SPECIAL!

Buy it by the case for only \$126.00; a savings of \$30.00. That's only \$10.50 per bottle.

**2009 Gewürztraminer**  
*Estate Bottled (Dry)*  
*Anderson Valley, Mendocino*

*Daytime temperatures during harvest in 2009 were so hot that we began picking at midnight under floodlights to ensure that the winery received cold fruit.*



*Hand-hoeing weeds out of a young vineyard; it's very hard work but we prefer not to use herbicides. The first grapes we planted thirty-five years ago were Gewürztraminer and Pinot Noir, so those were the first varieties we planted when we expanded our plantings in 1994. Four second-generation fields, Peach, Apple, East Hill and West Hill, provided the best fruit of the 2009 vintage.*

## Lousy luck

**P**hylloxera is a root louse that feeds on grapevines, weakening and eventually killing them. In 1982 a new biotype of the louse was discovered in Napa Valley which was killing vines that had been resistant to earlier strains. We crossed our fingers, hoping the louse wouldn't make it this far north, but by 1993 the lousy pest was found at a neighboring vineyard. We were faced with the stark reality that if we continued with Navarro's insecticide-free policy, our healthy Gewürztraminer vines would begin succumbing to the pest within a few years. We decided to plant additional acres so that when the old vines declined, we would have new fields planted with the best clones on newer, resistant rootstocks and we continued to farm without insecticides. By 2000, two of our new blocks of Gewürztraminer were in production and we then began replanting our oldest fields starting with *East Hill* and *West Hill*. We now have only one more block to replant and 2009 represents the first vintage where the blending trials to craft our *Estate Bottled* cuvée

resulted in a wine made entirely from our second generation vineyards. The free run juice was fermented and aged, without additional winemaking fuss, for eight months on the lees in oak ovals prior to bottling. The fruit nurtured in the vineyard dominates with tropical flavors of lychee, ginger and citrus. Cold harvest nights insured good acidity and our cellaring regime in oak casks resulted in a dry, crisp, yet rounded wine with hints of yeast. **Gold Medal winner. Best of Show.**

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Harvested	Sept.18-Oct.6,'09
Sugars at harvest	23.8° Brix
Bottled	May 10-13, 2010
Cases produced	3380
Alcohol	13.6%
Titrateable acidity	6.8 g/L
pH	3.30
Price (750 ml)	\$19.00
(375 ml)	\$11.00

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*Aging in oak clarifies the wine naturally. The wines are more intense due to less filtration and the extended lees contact adds roundness and hints of baked bread.*



## 2009 Sauvignon Blanc

Cuvée 128

Mendocino

*This year we planted 7.5 acres of Sauvignon Blanc at our Pennyroyal Farm in Boonville. Once the vineyard is laid out, staked for vines and drip irrigation installed, we are ready to plant vines. First, we place a shovelful of compost next to each steel stake so we can plant the vine with a mixture of soil and compost. The second crew digs holes and places the loose dirt next to the compost. Planters then place a dormant vine in the hole and fill in the hole with a mixture of compost and soil. Finally, the vine is covered with a carton to protect it from rabbits and the drip irrigation is turned on for the night.*



## Trial balance

Navarro's first Sauvignon Blanc was produced in 1990. Twenty years seems like a long time but in reality it's only twenty opportunities to experiment with this varietal. We are still investigating how to make our Savvy better and our trials have had numerous parameters. This vintage one of our experiments centered on recent research involving yeast strains. Our largest field of Sauvignon was divided into three lots which were fermented using three different strains of yeast. We typically use QA23 for our aromatic whites (Gewürztraminer, Riesling and Muscat) as it enhances aromas through its beta-glucosidase activity in the spring. The 2009 Sauvignon made with this yeast displayed fresh herbs and a steely structure. VL3 is a University of Bordeaux isolate, which is highly rated for Sauvignon Blanc, Colombard, and Petite Manseng. This was our favorite

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Harvested	Sept. 18-28, '09
Sugars at harvest	23.1° Brix
Bottled	Feb. 16-17, 2010
Cases produced	2093
Alcohol	13.7%
Titratable acidity	7.5 g/L
pH	3.18
Price (750 ml)	\$18.00

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yeast in this trial, with fresh herbs, passionfruit and lemon peel. In the 2009 cuvée we used mostly VL3 with QA23 a close second. X5 is also a University of Bordeaux strain, although it was originally isolated in Alsace. In this trial, it was our least favorite yeast with cooked pear aromas and little was used in the final cuvée. Sixty percent of the wine was fermented and aged in oak to give a rounder mouth-feel and forty percent was fermented in stainless steel to retain herbal freshness. **Gold Medal winner.**



**2009 Pinot Gris**  
Anderson Valley, Mendocino

*Pecorina, a Maremma livestock guard dog, spends most of her nighttime protecting sheep. During harvest, she dutifully protects the night harvest crew. We harvest under floodlights at night so that the grapes arrive cold at the winery for de-stemming; low juice temperatures minimize phenolic extraction from the skins. The free-run juice was cool-fermented then aged eight months in French oak adding roundness to the crisp citrus and peach flavors.*



*The Pinot Gris cluster in the foreground is yellowed because it was grown in direct sunlight. Navarro's viticultural goal is to minimize direct sunlight and most of our fruit is grown with indirect sunlight and the clusters turn a dark grey-blue color. One study showed that quercetin was a good marker for sunlight exposure; clusters grown in the sun had up to three times more of this bitter compound than shaded fruit.*

## Shades of grey

Until mid-season it's almost impossible to tell the difference between Pinot Noir, Pinot Gris and Pinot Blanc. Gris and Blanc are mutations of Noir with similar genetic material; their leaf shape and growth habits are virtually identical. *Véraison* marks the transition from berry growth to berry ripening and this onset of ripening is evidenced by the change of color in the berries. Pinot Blanc berries soften as they ripen and the color turns from green to straw yellow. Pinot Noir berries turn purple then

almost black when fully ripe, the skins containing more pigment and phenolics than Blanc. Gris, when ripe, has a grayish-blue fruit; logical, since gris means grey in French. However the skins of Pinot Gris, like Sangiovese, contain a bitter flavanol called quercetin so the winemaker's decisions at the crush pad determine the style of wine that can be produced. Will the juice be allowed to macerate with the skins and for how long? If allowed to macerate with the skins, the juice can extract flavors and a copper color from the skins, but, unfortunately at the cost of increased bitterness. Bitterness can be masked by sweetness in a wine but since Navarro's goal is to produce a dry, delicate wine to accompany food, we chose to avoid skin contact. "Exceptional. Delicate spice of stone fruit and dried pear; dry entry, but fairly rich. A superb cool-climate version." —VintageExperiences.com. **Gold Medal winner.**

Harvested	Sept.25-28,'09
Sugars at harvest	25.9° Brix
Bottled	May 7 & 10, 2010
Cases produced	1831
Alcohol	13.7%
Titratable acidity	7.8 g/L
pH	3.24
Price (750 ml)	\$19.00

# HOLIDAY SAMPLERS & GIFTS

## Medal winning wines at holiday savings



Navarro's full time, wine-savvy staff is available to answer any questions. Until December 31 our phones will be open extra hours; 8 AM till 6 PM weekdays and 10 AM till 5 PM weekends to help you take advantage of special sampler pricing, case specials and our One-Cent shipping offer. Our website is available 24-7 at [www.NavarroWine.com](http://www.NavarroWine.com).

### No. 1 12 or 6 bottles

#### Family value

Choose either one or two bottles each of six delicious value wines; exceptional flavor at family prices.

- 2009 Sauvignon Blanc Cuvée 128
- 2009 Chardonnay Mendocino Table Wine
- 2009 Gewürztraminer Cuvée Traditional
- 2009 Edelzwicker Anderson Valley
- 2008 Navarrouge Mendocino Red Table Wine
- 2007 Pinot Noir Mendocino

#1A—12 bottles  
**\$149.00**  
Savings of \$35.00



#1B—6 bottles  
**\$79.00**  
Savings of \$13.00

### No. 2 12 or 6 bottles

#### New dry six

Choose either one or two bottles each of six new dry releases; five crisp whites and a multifaceted red.

- 2009 Gewürztraminer Estate Bottled (Dry)
- 2009 Sauvignon Blanc Cuvée 128
- 2009 Pinot Gris Anderson Valley
- 2009 Muscat Blanc Estate Bottled (Dry)
- 2009 Chardonnay Mendocino Table Wine
- 2007 Syrah Mendocino

#2A—12 bottles  
**\$179.00**  
Savings of \$47.00



#2B—6 bottles  
**\$99.00**  
Savings of \$14.00

### No. 3 12 bottles

#### Holiday cheer

Something special for every occasion: one bottle each of seven new releases completed with five Navarro favorites.

- 2009 Gewürztraminer Estate Bottled (Dry)
- 2009 Sauvignon Blanc Cuvée 128
- 2009 Pinot Gris Anderson Valley
- 2009 Muscat Blanc Estate Bottled (Dry)
- 2009 Chardonnay Mendocino Table Wine
- 2007 Syrah Mendocino
- 2009 Gewürztraminer Late Harvest (375 ml)
- 2008 Chardonnay Première Reserve
- 2009 Riesling Anderson Valley (Dry)
- 2007 Pinot Noir Mendocino
- 2007 Pinot Noir Methode à l'Ancienne
- 2007 Zinfandel Mendocino

**\$189.00**  
Savings of \$53.00



### No. 4 12 or 6 bottles

#### Pinot and Chardonnay

Choose either one or two bottles each of three Gold Medal Pinots and three delicious Chardonnays.

- 2007 Pinot Noir Methode à l'Ancienne
- 2007 Pinot Noir Mendocino
- 2006 Pinot Noir Methode à l'Ancienne
- 2008 Chardonnay Première Reserve
- 2008 Chardonnay Mendocino
- 2009 Chardonnay Mendocino Table Wine

#4A—12 bottles  
**\$199.00**  
Savings of \$65.00

#4B—6 bottles  
**\$115.00**  
Savings of \$17.00

Navarro's samplers feature several interesting assortments of wine with savings up to 25%. They are an ideal way either to sample Navarro wines at substantial savings, or a unique holiday gift for friends and family.

### No. 5 3 bottles

#### Value trio

These three hand-crafted wines deliver luscious fruit at a price that's hard to beat.

- 2009 Chardonnay Mendocino Table Wine
- 2009 Gewürztraminer Cuvée Traditional
- 2008 Navarrouge Mendocino Red Table Wine

**\$37.00**  
Savings of \$5.00

### No. 6 3 bottles

#### Dry estate white trio

Three new Gold Medal winning dry vineyard-driven white wines will transform dinner into a party.

- 2009 Gewürztraminer Estate Bottled (Dry)
- 2009 Muscat Blanc Estate Bottled (Dry)
- 2009 Pinot Gris Anderson Valley

**\$49.00**  
Savings of \$8.00

### No. 7 3 bottles

#### Dry red trio

These three Gold Medal winning rich red wines will warm a winter evening.

- 2006 Pinot Noir Methode à l'Ancienne
- 2007 Zinfandel Mendocino
- 2007 Syrah Mendocino

**\$59.00**  
Savings of \$14.00



## 2009 Muscat Blanc

Estate Bottled (Dry)

Anderson Valley, Mendocino

*This spring Ted and Deborah visited Christophe Schneider of the INRA near Colmar in Alsace. Christophe is doing research on resistance to fanleaf virus, a major cause for vine decline in varieties such as Muscat. Ted is practicing French facial gestures.*



*After destemming the grapes, we cool-fermented, then aged this wine nine months in French oak ovals. The casks are untouched during aging; the expired yeasts settle to the bottom and sides of the ovals. This extended contact with the lees adds roundness to the dry wine, and since the wine is in oak, it clarifies naturally, greatly reducing filtration, thus preserving the strength of the wine.*



*In June we also visited our friends Thierry and Marina Vaute who grow Muscat to make sweet wine in their alluring vineyard in Beaumes-de-Venise named Domaine de la Pigeade. ([www.lapigeade.fr](http://www.lapigeade.fr))*

## Conceptual art

Navarro's vineyard is planted to Muscat à petits grains blanc (*little berries*), a grape variety normally grown in warm climates to make sweet wines. It has been almost abandoned in cold viticultural climates because of low production in years with damp spring weather. Navarro Vineyards' is the only planting in coastal Anderson Valley. Recent French research suggests that Muscat's aromatics reach a peak at 22.5° Brix and decline with further ripening. We previously had harvested Muscat riper than this, but if harvested earlier, we could produce a dry wine with higher acidity

and lower alcohol, making it even more food friendly. Being wine geeks, we had to try. Please keep an open mind, this isn't your typical Muscat: bone dry, restrained alcohol, enticingly aromatic, delicate, fruit dominated flavors, refreshingly crisp, mouth-pleasing texture. *"Wine of the Week. Dramatic aroma of white peach, spice of juniper/ginger, and classic Muscat in the mid-palate with no residual sugar to mar the overall delicate impression. One of the best concept wines you'll ever drink. Calls for a half case at least!"* —VintageExperiences.com. We hope you enjoy the results as much as the wine judges. **Gold Medal winner. Best of Class.**

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Harvested	Oct. 8, 2009
Sugars at harvest	22.4° Brix
Bottled	May 14, 2010
Cases produced	1045
Alcohol	13.2%
Titrateable acidity	7.6 g/L
pH	3.12
Price (750 ml)	\$19.00

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*As in your kitchen, clean-up is at least 50% of the work in winemaking. The four lots of 2007 Syrah were fermented using two different yeast strains, then aged ten months in French oak barrels. Each barrel was fined with two egg whites to reduce tannins and help clarify the wines in preparation for the blending trials.*



*Morning blending trials at Navarro are fun work.*

## Last dance

Navarro has been producing Syrah continually since 2001. By 2005 we had identified four exceptional Mendocino Syrah vineyards and had contracted to purchase the fruit each vintage. Each of these four vineyards is represented in this bottling but, sorry to say, this is one of Navarro's last Syrahs. In 2008 one grower ditched us for a winery with deeper pockets. That same year the smoke from wildfires caused us to declassify the wine from the other three vineyards to our more inexpensive Indian Creek label. By 2009 another small grower experienced diminished yields and pulled out his vines. The remaining two fields

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Harvested	Sept.27-Oct.30,'07
Sugars at harvest	24.6° Brix
Bottled	Aug. 27-28, 2008
Cases produced	1062
Alcohol	13.6%
Titrateable acidity	6.0 g/L
pH	3.81
Price (750 ml)	\$25.00

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yielded a paltry 300 cases of 2009 Mendocino Syrah. However, blending from four good sites in 2007 enabled us to craft a wine with an emphasis on complexity and completeness rather than power and size. Two vineyards are in the cool Navarro river watershed. One mountain vineyard close to Philo yields a wine whose charm is an intense white pepper aroma. On the valley floor a second site yields a wine with yummy fresh cherry flavors. Two other vineyards are located in hills above the warmer Russian River watershed, displaying a riper flavor profile. One adds herbal, brambly notes and the other jammy black-cherry flavors smacking of dark chocolate. This bottling was rated the Best North Coast Syrah at the 2009 California State Fair. **Gold Medal winner. Best of Class.**

**2007 Pinot Noir**  
*Méthode à l'Ancienne*  
 Anderson Valley, Mendocino

*Navarro prides itself in running a gender neutral harvest crew.*



*Winemaking is for the fit and hardy. We punch down every bin by hand several times a day which requires strong arms, a strong back and a sunny disposition. "The 2007 Navarro "Méthode à l'Ancienne" Anderson Valley Pinot Noir (\$29) is their flagship pinot which has piercing red fruit, silky tannins and fine length."—San Francisco Examiner*

## A tale of two genders

**I**t's hard not to compare back to back harvests, especially when variations in weather make such dramatic differences in the wines we can craft. Anderson Valley had pleasant, mild weather when the vines were flowering in 2006. The vines responded by producing clusters of grapes where each normal size berry had two seeds. In 2007, the weather was variable during spring and the grape clusters were a mishmash of berry sizes: tiny berries with no seeds, small berries with one seed and normal size berries with two seeds. Forgive our gender poetic license but we think last years release, the 2006 with the normally sized berries, which had a higher ratio of juice to skins, produced a more feminine wine with exquisite Pinot perfume, fine flavors and silky tannins. The increased ratio of skins to juice in this current 2007 release produced what we consider a more masculine wine: richer, bigger, with

robust flavors and tannins. Each vineyard site and clone was fermented as a separate lot and in the summer of 2008 we selected our cuvée which had been aged eleven months in an equally divided mixture of new, one year old and two year old barrels.

Harvested	Sept.8-Oct.8,'07
Sugars at harvest	25.5° Brix
Bottled	Aug. 14-21, 2008
Cases released	4548
Alcohol	13.8%
Titratable acidity	6.4 g/L
pH	3.62
Price (750 ml)	\$29.00
(750 ml) Unfiltered	\$31.00
(375 ml)	\$16.00
(1.5L magnum)	\$59.00

*"The Navarro Vineyards 2007 Pinot Noir is also available unfiltered. I tried both and almost cried over both. Dark cherry, earthy with a long finish, this is one to buy by the case. Hovering around \$30 a bottle this is one more great value from Navarro."*  
 —SouthwesternWineGuy.blogspot.com. **Gold Medal winner. Best of Class.**

## 2007 Zinfandel Mendocino

*During Prohibition hillside Zinfandel vineyards were popular because they hid the clandestine crop. Today hillside Zin vineyards are popular because the soils are thin, the slopes drain well and yields are limited; Navarro Zinfandel is made exclusively from ancient goblet trained vines.*



*Jim makes sure that only the best lots of Navarro Zinfandel went into this wine and the rest was relegated to our house red, Navarrouge.*

*Don't wear party clothes to punch down Zin; it's dirty but heady work.*



## Hot shot

**Z**infandel is native to Croatia and was later planted in Italy but California is where the variety became a hot shot. Zinfandel is able to produce large yields in hot climates and quickly became a darling of miners during the Gold Rush, thanks in part to the hard working Italian Americans that ran boarding houses. More than a century and a half later, the world still loves Zin. The number of California wineries producing serious Zinfandel has proliferated.

Hillside vineyards are perfect because of the well drained soil. Warm viticultural areas, rather than hot climates, have been sought to avoid raisins and excess alcohol. Viticulturalists have started limiting yields to concentrate all the vines energy into fewer grape

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Harvested	Sept.28-Oct.10,'07
Sugars at harvest	27.5° Brix
Bottled	Aug. 22 & 25,'08
Cases produced	2460
Alcohol	14.7%
Titrateable Acidity	6.5 g/L
pH	3.82
Price (750 ml)	\$19.00

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clusters and vintners have started to use French oak barrels. The results have been so successful that Zinfandel plantings now include Australia, South Africa and even Hermitage, in the northern Rhone. Navarro has long term contracts with five family-owned vineyards planted between 1930 and 1969 on well drained hillsides; the warm climate is moderated by the Russian River allowing the grapes to ripen without excess raisining. The wine was fermented in open top tanks, punched down by hand, and aged ten months in seasoned French oak barrels. *“Exceptional. Bright, zesty aroma of raspberry jam, hints of spice and superb handling of tannins so the wine is succulent and still crisp, so it will work with rustic meat dishes. A bargain!”*—VintageExperiences.com **Gold Medal winner. Best of Class.**

## Non-Alcoholic Wine-Grape Juices

2010 Gewürztraminer (white)

2010 Pinot Noir (red)

2010 Verjus (green juice from Chardonnay)

## Family fare



Isabella, Connor and Jordan came all the way from New Mexico to sample Navarro's juice. "Navarro Vineyards of Mendocino County, California, is putting a new spin on grapevines, turning the same fine Gewürztraminer and Pinot Noir grapes it uses for its wines into non-alcoholic wine-grape juice. Out of the two offered varietals, the Gewürztraminer seems dryer with fruitier undertones, while the Pinot Noir seems more complex."—*People Magazine*



Karin expects to be out of Navarro's office for awhile on family leave. "In the mood for wine? Navarro Vineyards in Mendocino, California makes a fantastic nonalcoholic "wine" (a grape juice really) that did the trick for me whenever I was in the mood to raise a glass. Try the Gewürztraminer variety."

—Thalia Radiante

Making grape juice sounds deceptively easy; squeeze grapes and out comes juice. In reality our work starts very early in the season. Navarro's juices are made from varietal wine grapes and we want the juice to have exactly the same flavors as the wine. Ripe varietal flavors develop when grapes sugars exceed 22° Brix; juice this ripe is extremely sweet and with much lower acidity than desired for juice. Our solution is to harvest about 25% of grapes earlier, at about 17° Brix, as one might for sparkling wine. By blending this high acid, low sugar juice with riper juice, we end up with precise varietal flavors and moderate sweetness balanced by high acidity. The next challenge is bottling it without any stray yeast ending up in the bottle. This is easier said than done because precisely when the juice needs to be bottled, the winery is filling up with bubbling barrels of newly fermenting wine. Juices are bottled in 750 ml bottles and are \$11.00.

During November we will ship the 2009 vintage until we are able to ship the 2010 vintage in December.

## JUICE SAMPLERS

### 6 Bottle Sampler

3 each Gewürztraminer

2 each Pinot Noir

1 each Verjus + Verjus cookbook

\$59.00 Save \$7.00

### 12 Bottle Sampler

6 each Gewürztraminer

5 each Pinot Noir

1 each Verjus + Verjus cookbook

\$111.00 Save \$21.00

*Varietal grape juice will delight friends and family of all ages. The Pinot Noir taste of cranberries and cherries and the Gewürz has the aromas of tropical flowers and fruit.*

