



## Isenhower Cellars Newsletter Winter 2010

[www.isenhowercellars.com](http://www.isenhowercellars.com)

*There are plenty of ways you can hurt a man and bring him to the ground  
You can beat him, you can cheat him  
You can treat him bad and leave him when he's down  
But I'm ready, yes I'm ready for you  
I'm standing on my own two feet  
Out of the doorway the bullets rip, repeating the sound of the beat. Oh yeah  
Another one bites the dust  
Another one bites the dust  
And another one gone  
And another one gone  
Another one bites the dust  
Hey, I'm gonna get you too  
Another one bites the dust*

Isenhower Cellars is alone in our tasting room in Woodinville. Our tasting room partner, Maison Bleue Winery has decided they could not afford the cost of the lease and left at the end of 2009 (only 2 months into a 5 year lease). Yeah it is kind of a pain for us but in the age of the Great Recession we are learning how to hit all the knuckle balls that have been thrown at us.

Isenhower Cellars now has the whole 1000 square feet of tasting room to ourselves and we can do anything we want. **Let's throw some parties!**

Now that we have a permanent home west of the Cascades and have a relatively large tasting room how about we share it with you! If you would like to bring some friends or family or co-workers to our tasting room for a private wine tasting or a catered event we would be more than happy to host. [Email](mailto:info@isenhowercellars.com) or call 509.526.7896 to tell us what you want to do and we will see if that is something we can make our space available for.

### Woodinville Wine Tasting Parties

Just in case you have not been paying attention we have opened a new tasting room in Woodinville, Washington. The address is 15007 Woodinville-Redmond Road, next to Janiuk Winery, Chateau Ste. Michelle, Silverlake, and Woodhouse Family Cellars. Initially we will be open Friday - Sunday, Noon to 5 pm. I think we will have

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5. **Wines in Current Release - We are getting low on inventory**
6. **Wine and the Underpants Gnomes**

If you normally receive your wines via FedEx or UPS you now have the option of picking up your wine club shipment in our new tasting room in Woodinville (15007 Woodinville-Redmond Road, Woodinville, WA 98072). Please let us know if you would rather pick up the wines in Woodinville rather than having us ship the wine directly to you. If you do not choose to pick up the wine then it will automatically be shipped to you just like always.

**Question for Wine Club Members:** Have you moved or changed a business address and need to up date your shipping address, telephone number, credit card, or email? If so please call us (509)526.7896 or [email](mailto:info@isenhowercellars.com) so we keep you apprised of the next wine club shipment.

## Wines in Current Release

2007 Yakima Valley Rara Avis Grenache is a gorgeous wine. The Rara Avis is like the woman you take home to meet your parents. Seductive perfume nose of cranberry, strawberry, and a velvety sweet core of herbs and cream. Reminds me of what a great Oregon Pinot would be like if Eastern Washington could grow Pinot Noir (of course then it would not be an Oregon Pinot, but I digress). On the palette the Rara Avis is a seamless gem of fruit, creaminess, and a touch



summer hours of Wednesday - Sunday Noon to 5 pm but do not quote me on this.

## February 13th - Pre-Valentine's Day Celebration

On Saturday, February 13th from 3 to 7 pm we will host a wine and chocolate extravaganza at our tasting room in Woodinville! Paired with our current line up of wines will be chocolate truffles from Walla Walla Valley's own Petit Noirs. Lan and James of Petit Noirs are possibly the best in the country pairing flavors chocolate truffles with red wines. If you have CDD (chocolate deficiency disorder) this is the perfect cure for what ails you. The wine and chocolate tasting is free from wine club members and \$15 for guests of wine club members. Begin your Valentine's Day celebration with a visit to our party. Please RSVP so we know how many truffles to bring over.

In addition to our party, our neighbor [Elsom Cellar](#) is have their blowout opening weekend. If you would like to "discover" Elsom Cellars visit the hyperlink above to make a reservation for their open house release party.

## March 6th - Spring Wine Club Release Party in Woodinville

On March 6, from 12 to 6 pm we will host a wine tasting blow out party at our Woodinville Tasting room located at 15007 Woodinville-Redmond Road. Let us chase away the winter blues with a taste of new FOI wine club wines, pick up your wine club shipment (and a few extra bottles if you so choose) and we will have some antipasto, cheese, and pair with the plethora of wines we are serving.

The wines for the Spring Wine Club Release are:

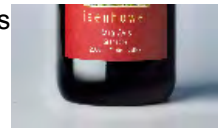
### 2007 Horse Heaven Hills River Beauty Syrah

2007 Yakima Valley Purple Paintbrush (62% Cabernet Franc, 23% Merlot, & 15% Cabernet Sauvignon)

### 2007 Yakima Valley FOI No. 7 Sangiovese

Can you believe we are on our seventh Friends of Isenhower exclusive wine? Sounds like a great way to chase away the winter blues! Please RSVP and it is free for wine club members to attend. We ask that guests of wine club members pay \$15 apiece. The official email about the Spring Wine Club release will be sent in a couple weeks. I have to write the tasting notes, it is harder than you think. I have to drink the wines, take notes, and come up with flowery language to describe the wine. It is a tough job but somebody has to do it.

of acidity on the finish. I really like this wine if you have not figured that out yet! For those of you obsessed about alcohol levels, the Rara Avis is only 13.9% alcohol by volume. Only 224 cases bottled in August 2008 and it is only available at the winery or tasting room. Too bad the rest of the world will not taste this beauty!



Price \$28 reg / \$22.40 Wine Club

## 2007 Columbia Valley Batchelor's Button Cabernet Sauvignon



The Batchelor's Button has been in our stable since 2001 and earned a reputation for our longest lived wine. Since 2003 the wine has been built around Bacchus Vineyard Block 9 Cabernet Sauvignon. Block 9 was planted in 1972 by

the Father of Washington viticulture, Dr. Walter Clore. Bacchus 9 is one of the oldest vineyards in Washington and is my connection to the history of grape growing in this great state.

The Cabernet Sauvignon grapes were hand harvested on October 17, 2007 (24.6 brix, 3.8 pH, 4.6 g/l TA). The grapes were immediately destemmed into open top stainless steel bins. After a three day cold soak the grapes were inoculated with D254 yeast and the cap was punched down twice daily until pressing at near dryness on October 28. Only the free run wine was retained. The wine finished primary and secondary fermentation in French oak barrels (50% new). The wines were racked five time prior to bottling in April 2009. 7% Cabernet Sauvignon from Wall Vineyard and 4% Petit Verdot from Elerding Vineyard were blended in at bottling.

Enjoy the Batchelor's Button now through 2017. 325 cases produced and will only be sold from our winery, Woodinville Tasting room, and [isenhowercellars.com](#).

Price \$28 reg / \$22.40 Wine Club



The final wine in the trifecta is the 2007 Columbia Valley Red Paintbrush (67% Cabernet Sauvignon, 15% Merlot, 14% Cabernet Franc, 4% Petit Verdot). The Merlot and Cabernet Franc is from Weinbau Vineyard, located on the Wahluke Slope and Petit Verdot is from Elerding Vineyard. Last year's Red Paintbrush was named one of the Top 100 wines of Washington and the 2007 is just as

## Other Events for Isenhower Cellars

### March 6, Sip of Snoqualmie

The Sip of Snoqualmie is a unique tasting of Northwest wines that benefits [Encompass](#). At current count there are 31 Washington Wineries participating. Sip of Snoqualmie is held at Snoqualmie Casino. If you cannot make it please send \$10 to us and we will put it all on black on the roulette wheel. Ha! For more information and to purchase tickets visit [Encompass Northwest](#).

### March 29 - Taste Washington Seattle

I will be footsore at the end of the day but once again Isenhower Cellars will be pouring wine at taste Washington Seattle on March 29. The main purpose for attending is to promote our new tasting room in Woodinville. I will be pouring the 2007 Road Less Traveled Cabernet Franc, 2007 Rara Avis Grenache, and the 2007 Batchelor's Button Cabernet Sauvignon. Hopefully I can leave early as the last hour of Taste Washington is full of intoxicated consumers who cannot remember what they drank.

### April 17 & 18 - Passport Weekend Woodinville

I hear passport weekend is a crazy time in Woodinville. Well bring it on! Customers who purchase the passport will have our tasting fee waived. Of course Wine club members never pay a tasting fee. Membership has its benefits!

### May 7- 9 Walla Walla Spring Release Weekend

This is our 9th spring release in Walla Walla! Our celebrations of spring have been a success every year and if it is not broken why fix it? On Saturday, May 8th from 5 pm to 8 pm we will host our Friends of Isenhower Wine Club party. It is free for wine club members to attend and guests will be asked to pay \$15. Everyone will enjoy all our new wines, multi-courses of hors d'oeuvres, and the fellowship that only Isenhower Cellars delivers. I might even do some vineyard tours of our Indie Vineyard.

### May 22 Northwest Corks & Crush

Good Samaritan Foundation presents Northwest Corks & Crush, a wine tasting and gala auction like no other. Blending fine Northwest wines, classic and unique automobiles, coveted auction lots, live music and extraordinary community members, this event is not to be missed. Join nearly twenty Northwest wineries for a tasting before a culinary experience by Snuffin's Catering paired with a live auction. The after party is an occasion itself with dance music that keeps the place rockin'! In its three year history, Northwest Corks & Crush has raised over 1.2 million dollars for its beneficiaries.



excellent but more plush and ready to drink than the 2006 Red Paintbrush. Even better for you, because of the terrible recession we lowered the price of the 2007 Red Paintbrush.

The name Red Paintbrush is from the wildflower that we found on a hike in the Wallowa Mountains of Eastern Oregon. Red Paintbrush is also a metaphor for using different grape varieties to paint a blend that is greater than the sum of its parts.

The Cabernet Sauvignon was hand harvested on October 22 (25.1

brix, 3.5 pH, 6.9 g/l TA), Merlot grapes were hand harvested on

September 15 (24.9 brix, 3.42 pH, 4.7 g/l TA), Cabernet Franc

was picked on October 8 (25 brix, 3.55 pH, 4.68 g/l

TA) and the Petit Verdot grapes were hand harvested on September 29 (25.5 brix, 3.63 pH, 7.8 g/l TA).



All grapes were immediately destemmed into open top stainless steel bins. After a 72 hour cold soak the grapes were inoculated with our preferred yeast for each variety. Each lot was punched down twice daily and delestaged once early on in the fermentation. Peak fermentation temperature for both lots was 82 degrees. Only the free run wine was used in the Red Paintbrush. The Red Paintbrush was aged in 100% French Oak, 20% new, racked 3 times, and bottled in December 2008. Again only available directly from Isenhower Cellars.

Price \$28 reg / \$22.40 Wine Club

The sophomore vintage of our **Wahluke Slope Road Less Traveled Cabernet Franc** is a tour de

force. I love Cabernet Franc from Weinbau vineyard! The vineyard manager there, Miguel Rodriguez treats each Cab Franc vine like one of his children and the sandy loam soil over clay is like a spa treatment for the roots of the vine. An exceptionally warm year removed the herbaceous flavors (methoxy-pyrazines for the chemists out there) and concentrated the lush blueberry-cherry flavors. The best barrels of Cabernet Franc from Weinbau Vineyard Cabernet Franc is the basis of the Road Less Traveled and makes up 83% of the blend. 11% Merlot also from Weinbau rounds out the palette and and 6% Cabernet Sauvignon from Bacchus Vineyard adds backbone and a dash of rainier cherries.



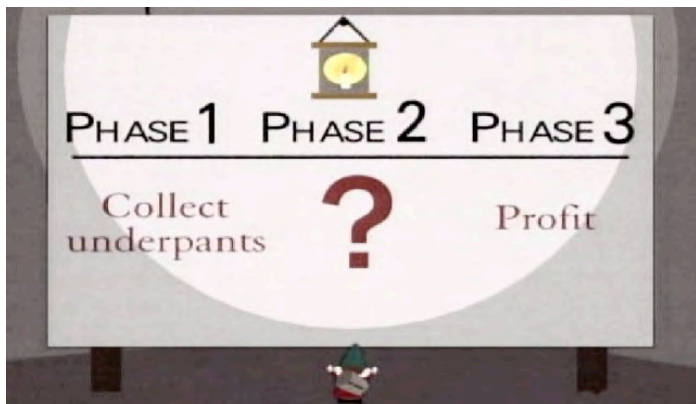
"I shall be telling this with a sigh

## June 10 Tasteful Evening Chef and Wine Dinner benefiting the Alzheimer's Association

Please join us in supporting the Western & Central Washington Alzheimer's Association 6th Annual Tasteful Evening chef and wine dinner on June 10, 2010 at Bell Harbor International Conference Center in Seattle. 18 Seattle-area top chefs will each prepare a unique tableside five course dinner paired with local and regional wines. The event will also feature a silent wine auction and wine tasting. Visit [Alzheimer's Association](#) for tickets and more information.

### Wine and the Underpants Gnomes

Fans of South Park may remember the famous episode of the [Underpants Gnomes](#) stealing underwear to sell for profit. The problem the Gnomes have is a classic study about capitalism. It is easy to make stuff but really hard to sell it and make a profit.



I apply this lesson to the Washington State wine business. Washington wine became popular in 2002 and many consumers felt flush with cash from the high perceived value of their home. The number of wineries in Washington is well north of 600. Walla Walla probably has 150 different labels being made here. Many of these new wineries released their first wines for \$40+ per bottle. These wineries had a business plan of:

**Phase 1: Buy really expensive wine grapes**

**Phase 2: ?**

**Phase 3: Profit!**

The Great Recession has put an end to this business plan. Wineries have to actually earn their reputation, produce wines that are a value to the ultimate customer, and have to work hard to introduce wine to the public.

I have always tried to make and sell the best wine possible and sell the wines for a value oriented price. My wines are unique and I've tried to be honest about the wine business and the travails involved in it. So far so

Somewhere ages and ages hence:

Two roads diverged in a wood, and I --

I took the one less traveled by,

And that has made all the difference."

- Robert Frost

Price \$28 reg / \$22.40 Wine Club

good with my phase 2. Now how to get phase 3 going a little better?????

THANK YOU FOR BEING PART OF  
ISENHOWER CELLARS!

**Isenhower Cellars**

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Woodinville Open Friday - Sunday 12 - 5

Walla Walla Open 10 - 4 Monday through Friday  
11 - 5 on Saturday