

WINES, VINES AND GOLDEN VIEWS

Summer 2006

WOFFORD ACRES VINEYARDS
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Wofford Acres Vineyards is gearing up for the frenzy of activity that is Apple Hill season- a high-energy time when Camino and Placerville fill up with people coming to enjoy a day in the country with their families. Things happen all year long in Apple Hill, though- not just during September and October. The wineries, Jack Russell Brewery and Time Out Spa and Resort are open year-round, as is Boa Vista Orchard, where you can get apple-y baked goods all year long. Fudge Factory Farm, Bolster's Hilltop Ranch and Honey Bear Ranch open months before Labor Day, and the Iris Garden is at its best in May... There are no crowds for 10 months of the year, parking is not a problem, the roads are clear in winter- don't save your trips for October only! (A note on Time Out for the ladies- GO THERE! Lisa and I spent an absolutely heavenly day there recently- I had to be forcibly ejected when it was time to go... Make a reservation now!) If you do come during apple season pick up a *Cider Press*, the Apple Hill tourist publication- this year the *Cider Press* has added a page of kid-friendly and appropriate ranches (with activities to play during drive time), as well as a dining and lodging guide. Some of my top picks for a day in Apple Hill would include an early stop at

Summer Updates and Fun

Rainbow Orchards for a made-to-order apple cider donut (I gain 10 pounds each year as soon as Rainbow Orchards fires up the donut fryer!), a stop at Bodhaine Ranch to check out the organic growers of Apple Hill, (you can also get organic products at Honey Bear Ranch as well as watch a pig turn on the spit for their pulled pork sandwiches.) After a beer at Jack Russell Brewery I'd take little kids to make their own candy animals at Fudge Factory Farm and then burn off the sugar-rush with a walk through the Upper Apple Hill Nature trail. The Calendar of Events in the *Cider Press* (updated at www.applehill.com) can help you plan a day with activities at the various ranches. The fun thing about Apple Hill is that it

is a collection of individual ranches encouraging you to make your own fun and remember a less consumer-oriented time. Our third Anniversary Party, where we reveal the Winemaker's Challenge winners and release our new Syrah and Cabernet Sauvignon will be October 1. We'll have munchies from the Old Town Grill 1pm to 4pm to enjoy with the new wines. October Weekends bring back the Barrel Samples for Breast Cancer Research, so stop by to see what we are doing in the cellars and support a great cause. A \$5 donation that goes directly to Breast Cancer research gets you barrel samples and a chat with Paul and Mike about future releases. Cheers!

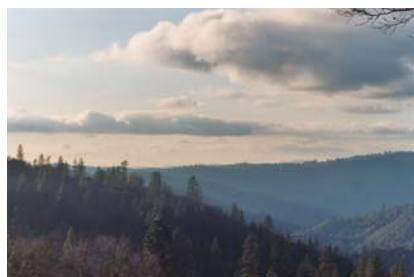
Ann

WAV MEMBERS
◆ ◆ ◆ ◆ ◆
**03 RESERVE
CABERNET SAUVIGNON
AND 03 SYRAH
RELEASED
SEPTEMBER 30.
(SPECIAL RELEASE
PRICE FOR WAVERS)**

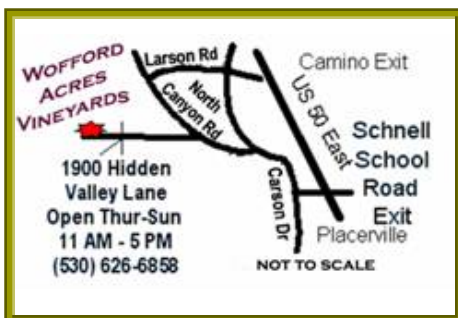


El Dorado Hills Rotary Raffle Winners
Enjoy WAV Wines and
Dinner from the Old Town Grill





**"COME FOR THE WINE
AND STAY FOR THE VIEW"**



**BECOME A WINE CLUB MEMBER
JOIN THE WAV
WWW.WAVWINES.COM
info@wavwines.com**

◆ ◆ ◆ ◆ ◆ Mike's View ◆ ◆ ◆ ◆ ◆ from the "Man Who Dances with Grapes"

Since our last newsletter we have released this year's vintage of LaMancha and Dulcinea. We released it to our WAV Wine Club members on a beautiful and momentous June evening. Old Town Grill again provided a splendid spread for our Greek picnic theme. It was attended by more than 60 members and all left with a big smile on their faces. Pictures of the bash can be seen at the [WAV Wine Club News](#) button on our home page. If you are interested in

finding out how you too can enjoy so much fun, check our membership information under WAV membership on our home page www.WAVwines.com. After all that excitement I needed a break, so Michael and I headed to Washington, DC in time to enjoy fireworks at our Nation's Capital. It was truly a moving experience that we were able to share with my friends Paul and Janice. It also gave me a chance to explore expanding our wines into the eastern USA markets. We are hopeful that we can make a transition to

there, as well as other parts of the United States. We are still working on developing our ability to ship to states other than California. The US Supreme Court may have given us more opportunities to ship to other states, but those states are making it as difficult as possible. We hope to have it resolved soon so your friends and family outside of California can enjoy our wines too. Don't forget to stop by our Farmers Market locations and say "hello" to our cousin Mark!

Mike



A Word from Paul



Paul Wofford – Consultant
To The Wine Industry

That's what the sign on the side of my truck announces. But just what does that mean and what do I do as a "Consultant".

With over 30 years of experience in the wine industry I have had the chance to experience the tremendous growth of our business in California. I have seen many successes and failures in those years and hopefully become somewhat enlightened as to what it takes to be a success and how to avoid failures.

My main focus has always been more toward wine production rather than grape growing. Although I have to say that I have been on a very fast track of learning "wine growing" since our purchase of Wofford Acres Vineyards. Currently I have six main clients that I work with. This involves overseeing daily operations for the clients who have the operations I am most involved with to quarterly visits to the more self

sufficient.

With my "most involved" clients I oversee the vineyard operations and winery operations. In the vineyard I give advice on pruning, crop loads and harvest. In fact, in these instances I am the one "making the call" as to when to harvest the grapes. At the winery I will direct all facets of the fermentation and aging of the wines. I make the decisions as to barrel types, cellaring and timing of bottling. This may involve visits two to three days a week. Pretty much I am directing operations as I do at Wofford Acres.

For my more self sufficient clients I will make quarterly visits to taste the progress of wine in barrel, giving advice as to any blending or fining decisions. It is then up to these clients to carryout those decisions as they see fit. One of the hardest things to accept as a consultant is that some of my clients may chose to take other approaches to their wines than the ones I have recommended. This usually involves more visits to rectify their mistakes!

For new clients I get a chance to step up on my soap box and

expound on the economic hardships of owning a vineyard and winery. "You have to want to do this and there is no money to be made" is my usual opening line, along with "explain your marketing plan".

Once I have gotten past the cold hard facts I get to relate the joy of living the life style of vineyardist and winemaker. And it is a life style; I am grape grower and winemaker twenty four hours a day, eight days a week.

The most gratifying part of my consulting is getting to share in the enjoyment of my clients as they enjoy their first wine bottled or revel in winning their first Gold Medal. That makes it all worth while.

Paul

**Farmers Market
Locations and times
found at
www.wavwines.com
Pick up a *Cider Press* at
our Farmers Market
booth and check out the
Apple Hill
Calendar of Events.**