



The Woodside Vineyards Newsletter

Spring 2010

MISSION ACCOMPLISHED!!

The sale of a 70% interest in Woodside Vineyards and its' move to Menlo Park has been completed. This included the winery equipment, the shipping and packaging materials, the library wines, the finished goods on site and the entire office. The most difficult part was moving the 195 full barrels of wine and the 1300 gallon stainless steel tank.



The wine was pumped from the existing barrel stacks into empty barrels on the new "Ferarri Red" barrel racks, which had been previously loaded onto the truck bed and trailer. Each trip from Woodside of 8.5 miles could take twelve barrels. The full barrels, which weigh about 600 pounds each, were unloaded by forklift at the new

facility and stacked five high.

Linda has put some great pictures and a description on the Woodside Vineyards Facebook page.

LOUIS (BUFF) GIURLANI



Born in San Francisco and raised on the peninsula, Buff entered the family business, A. Giurlani and Bro., better known as Star Olive Oil, as Vice President of Sales in 1964. After expanding the company's food service department nationally, Buff left the company in 1976 and continued in executive positions in the foodservice industry, owning and running several small companies but always focusing primarily on sales and marketing. In 2006, he retired from the food

service industry and became involved in the family real estate business, Giurland.

Buff, and his wife Ann are Woodside residents living off Kings Mountain Road, just a few blocks from the original Woodside Vineyards winery. Ann has resided in Woodside for over 25 years. He and his partner Dick Burns (featured next month) conceived the idea of starting a place for both fine Automobiles and Wines and created AutoVino. The idea of including the winery in the business model captured the imagination of Buff, Dick and Bob. It took awhile to work out the details, but the new partners are motivated to take Woodside Vineyards to the next level of production, sales and profitability.

BARRELS

One of the many attractions of the new location is the window wall that showcases the barrels to the Automobile area. The wall is made of safety glass similar to that used in windshields. So, the barrels of wine should be contained and not come to rest on any of the very expensive cars.



Our barrels are French and American oak. Although there are over four hundred species of oak trees only about twenty types of oak are used for wine barrels. Different kinds of

oak impart different tastes. A barrel can be used several times. The flavor imparted to the wine diminishes at the barrel gets older: you generally extract 50% of the flavor on the first use, 25% on the second, dwindling until by year number four the barrel is said to be “neutral”. Also affecting the resulting taste of the wine is the “toast” (light, medium or heavy) and the size of the barrel.



As wine ages in the barrels, some of the alcohol seeps through the grain of the staves and evaporates – literally vanishing into thin air. About 1% to 2% disappears each year. The lost elixir is called the Angel’s Share – a poetic allusion to the belief that guardian angels watch over the product (or quaff some of it) as it ages. Barrels then must be “topped off” with additional wine to prevent oxidation and spoilage. Having the barrels stacked five high necessitated a new forklift, also “Ferrari Red”, not only for moving the barrels, but for the topping.

VINEYARDS

The good news for our twenty-four growers is that our farming operation will remain at 340 Kings Mountain Road. Being able to keep the tractors, equipment and workers there means there will not be changes. Therefore we will continue to maintain our usual level of efficiency.

The vines are now full of buds and beginning the rapid progression that will bring this years' crop to fruition. Both Richard and Uriel continue to monitor the progress and maintain the "hands on" care that is part of Woodside Vineyards wines.

LA QUESTA WINE CLUB

The wines for this quarterly shipment will be sent the first part of April. They will include the new release of Corkie's Cuvee and a new Chardonnay from an additional vineyard in the Santa Cruz Mountains.



Corkie's Cuvee 2006 – This is the successor to Mikey's Rooftop Red and features our winery dog, Corkie. It is a blended red wine based on Pinot Noir grapes rather than Cabernet Sauvignon. There are 189 cases that were bottled in August and we previewed the label in the August newsletter. Those who have requested red only wines will receive two of these wines

2007 Chardonnay – Regan Vineyard - This vineyard is owned by the Bargetto Family in Soquel. The wine is remarkably similar to our Estate Chardonnay and represents an initial step toward increasing production. We believe that it will become a continuing source of chardonnay grapes in the future..

Please let us know if there are changes to your shipping information or credit card. Those who have previously requested pick-up in Woodside will have their wines shipped to the address that we have on file. If you would like the option of picking up your wine club wines at the new location, please let us know by sending a request to info@woodsidevineyards.com or to marsha@woodsidevineyards.com. It will be possible to get your wines Tuesday to Friday from 11:00 to 6:00.

We are currently planning a wine club event for the end of May to showcase the new winery. We will let you know the details soon.

NEW FOR 2010

ACCOUNTS As part of the expanding sales approach, we have recently added nine new locations that offer our wines:

Draegers Supermarket - All three locations, San Mateo, Los Altos, and Menlo Park

Willows Market – 60 Middlefield Road in Menlo Park

BevMo – the new location at 1462 Burlingame Avenue in Burlingame

Vino Locale – a wine bar at 431 Kipling in Palo Alto

Sapore Italiano Ristorante - 1447 Burlingame Avenue in Burlingame

Cedra Ristorante Italiano - 1010 El Camino in Menlo Park

Ristorante Mataro - 827 Santa Cruz Avenue in Menlo Park

CONTACT INFORMATION

Our business phone number remains the same, 650-851-3144. We do have a new fax number that is 650-847-1490. All of the email addresses are the same and you can reach Buff at buff@woodsidevineyards.com as well. The location is 205 Constitution, which is just east of the #101 freeway and Marsh road in Menlo Park. Linda's hours remain the same on Tuesday, Wednesday and Thursday.

EVENTS

Our traditional Memorial Day spring tastings will provide the opportunity for our grand opening. We will be having tastings all three days. More information will be sent early in May.

Vintner's Festival - We will be participating in the Santa Cruz Mountains wine event on June 12th and 13th

We are now able to say that we are moved and almost settled. As in any relocation, especially one after fifty years, there is much yet to be done. However, we are excited about this new opportunity and the promise that Woodside Vineyards will have a continuing legacy and presence in the Santa Cruz Mountains.

Thank you for being an important part of our customer support and loyalty.

-----**Bob, Brian, Buff and Dick**