



# DRINK '728' ON 7/28

Fiddlehead's Annual Wine Experience



## CELEBRATE THE PLACE

On July 28th, Fiddlefans from around the world are raising a glass of our '728' Pinot Noir in a virtual toast to our Estate Vineyard, Fiddlestix.

## Throw Your Own Party from Afar!

1



Get your bottle(s) of '728' Fiddlestix Pinot Noir

2



Get your '728' Gear in Fiddlehead's website store

3



Gather your friends and family (the more the merrier!)

4



Toast with us virtually on 7/28 (or 7/26, or 7/27... we'll never know!)

5



SHARE YOUR PHOTO!

#Drink728

Facebook or Twitter

email: 728@fiddleheadcellars.com

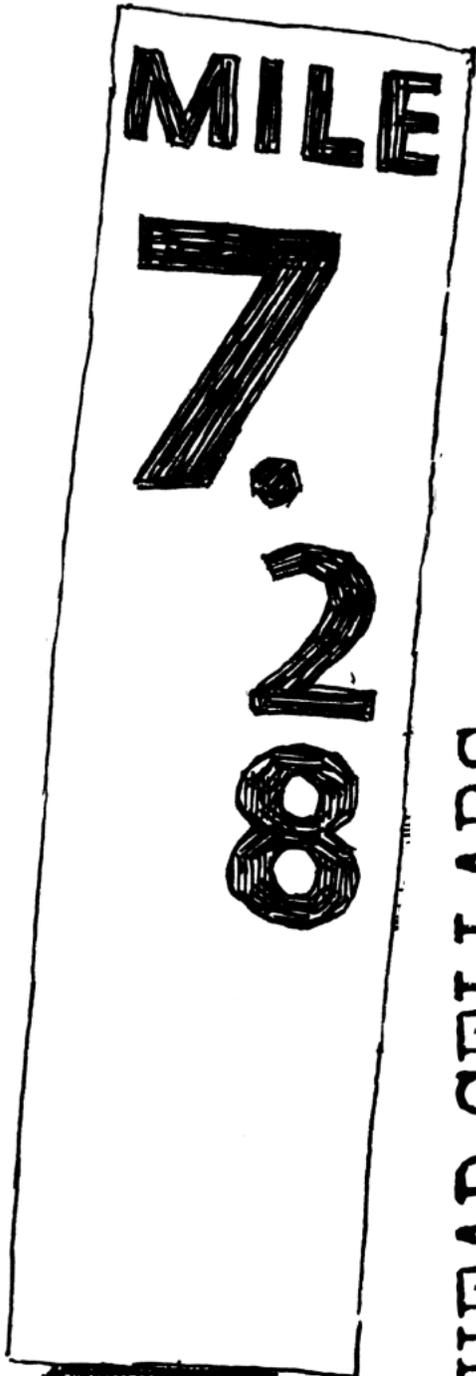
**THE BEST PHOTOS WIN PRIZES!**

**OR Join the Party at our Lompoc, CA Tasting Room!**

**SATURDAY, JULY 26 • 12-4pm**

'728' library vintages • Photo Booth Fun • BBQ bites • Toasts with Kathy • Great Deals!

TICKETS and Photo Inspiration online: [www.fiddleheadcellars.com](http://www.fiddleheadcellars.com) | 800.251.1225



FIDDLEHEAD CELLARS



### How to make your own 7.28 mile marker!

- Step 1: Cut out the Mile Marker (left)
- Step 2: Affix to a paint stick, Popsicle stick or any type of "handle".
- Step 3: Grab your friends, your bottle of "728", get creative and say cheese!
- Step 4: Post your photo to the Fiddlehead Facebook page or email it to [728@fiddleheadcellars.com](mailto:728@fiddleheadcellars.com).

*The most creative photos will  
win our "best of" photo categories!*

## *The Story of Fiddlestix Vineyard*

**Oh Fiddlestix!** How could I not have fun when it came time to name my Vineyard?! After all, there are all those “stix” in the ground and there is that natural connection to all my other “fiddle” names ... fiddlehead, fiddlechix, fiddlefriend, frequent fiddle club.....!

I created Fiddlehead (the Winery) to focus on Pinot Noir and the place it is grown is essential to the personality of the brand. Fiddlehead is all about sense of place.

In the early years, 1989-1993, I was lucky to be allocated a perfect little block at Sierra Madre Vineyard in Santa Maria...I was even luckier to have my wine selected for the White House Cellar (and yes, they even paid for it!). After Sierra Madre sold, there was little Pinot Noir to be had from Santa Barbara County, and even less that was the top quality that I demanded for Fiddlehead. I knew the only way I could progress my commitment to Pinot Noir was to invest in the development of bare ground.

I tasted my way through a myriad of Pinot Noir districts and was impressed by just how delicious some of those old Sanford and Benedict wines tasted and was challenged to invest in a little known, cool-climate district. Many more years into my palate development, I learned that it was the clay soils that I found to be most interesting in their imparting a sprier, broader, more layered component to these finicky, delicate, enticing wines. Hence, my search for land turned to what was then known as “the western, cool climate district of the Santa Ynez Valley”, and more specifically the Santa Rosa Road corridor, where clay soils make their home.

After what seemed like an eternal search, I spotted a flower farm, not on the market, directly across the street from the historic Sanford and Benedict Vineyard. In 1996, I wrapped up “secret” negotiations to purchase the old Bodger property and found myself with 96 potential, glorious acres just waiting for Pinot Noir!

I took almost 2 years to explore clones and rootstocks, the soils and the water, row direction and trellis system options and farming choices. I selected 6 clones (Pommard 4 and 5, Dijon 113, 115, 667, 777), 3 rootstocks (mostly 101-14 and 3309 and a little 110R) and designed a plat of 35 unique blocks.

The first blocks were planted in 1998 with dormant grafted vines and the first tiny crop of Lollapalooza was produced in 2000! In 2001, a group of us local winemakers successfully earned the Sta. Rita Hills AVA designation. Now world renowned and recognized for its ideal, cool climate for Pinot Noir, this uniquely east-west oriented valley was perfect for Pinot Noir.

96 acres is clearly more than my petite brand wanted to produce, but Fiddlestix provides exactly the quality that Fiddlehead needs and wants. So it was very easy to spread the love to other small, hands-on producers that take it upon themselves to sing the praises of the place. Now there are 14 winemakers that I sell grapes to who share the love of the fruit and join together every harvest to pick the new crop.

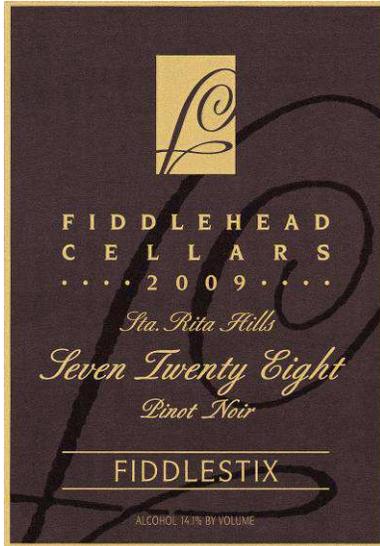
Fast forward to today - Fiddlestix Vineyard has grown up and supports incredible Pinot Noir vines that produce wines with charming character year after year. At Fiddlehead, what started out as a tiny crop of Lollapalooza has now evolved into three spectacular Fiddlestix offerings – *Seven Twenty Eight*, *Lollapalooza*, and *Doyle*. From my Vineyard to your glass...Cheers!



*Kathy Joyce*  
Winemaker

# FIDDLEHEAD CELLARS

*Sta. Rita Hills*  
**2009 Seven Twenty Eight**  
FIDDLESTIX Vineyard Pinot Noir

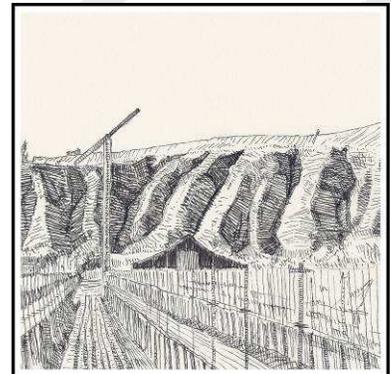


## KATHY'S CORNER

*The most admired wines reflect their sense of place, their place of distinction, the place that creates their unique and unquestionable personality. At Fiddlehead, my objective was to find the place where Pinot noir was unmistakably Pinot noir. This release was made thirteen years after purchasing the ground that I believed was indeed a very special place, the place that now lies in the heart of what achieved the AVA Sta. Rita Hills (in 2001), on Santa Rosa Road, at mile marker 7.28. That place is Fiddlestix Vineyard. This wine purposefully bears its place name, Seven Twenty Eight, to recognize its "roots", and to give reason to its personality. The winemaking respects this sense of place with traditional, non-invasive and non-manipulative winemaking, and with a commitment to creating expressive wines that demand an extraordinary vineyard. Its richness and yet restrained expression remind us of those historically exceptional homes for Pinot noir. Enjoy with cheers! KJ*

## THE ESTATE VINEYARD and VINTAGE

- Located in the heart of the Sta. Rita Hills on Santa Rosa Road, Fiddlestix Vineyard is the confluence of an exceptional growing environment that meets the finicky demands of Pinot noir. On the north side of a tight east-west running valley, fog hovers over our vines until mid-morning. Coastal afternoon breezes then blow through the Santa Rita Hills, ensuring cool grapes over a lengthy day of sunshine. Temperatures infrequently rise above 75 °F. The soil is well-drained clay loam loaded with chert and Monterey shale, specifically of the Gazos and Botella soil series. Truly a Pinot noir paradise!
- 35 unique blocks of Pinot noir, across 100 acres first planted in 1998, are meticulously farmed with sustainability as the guiding force.
- 2009 enjoyed a relatively "normal" crop and frost-free year, with relatively low rainfall, averaging about 10.5 inches. Phenology: budbreak the 3<sup>rd</sup> week of March; bloom the 3<sup>rd</sup> – 4<sup>th</sup> week of May; veraison the 2<sup>nd</sup> week of August. A nice little heat burst August 27-September 3 prompted the start of harvest at Fiddlestix on September 5, with an even-paced month to empty the Vineyard. All fruit was harvested in the coolness of the night to protect our perfectly ripe and fragile fruit.



Fiddlestix Vineyard by Luis Ramirez

## THE WINE

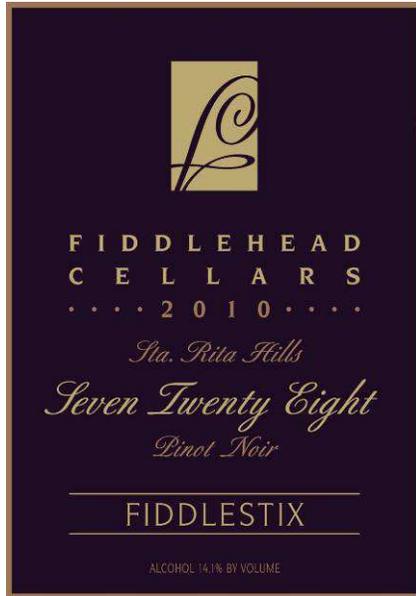
- A mixture of clones ensure diversity on the palate. Included is a selection of six clones: Pommard 4 and 5, and Dijon clones 667, 777, 113, and 115, each adding significant layers to the palate as a reminder of the intensity of place.
- Fermented in small open-top vats, allowing 2 weeks of skin contact, and aged 16 months in our favorite selection of tight-grain French oak - 35% new (Rousseau, Bel Air, Cadus, Saury & Seguin Moreau). Held a minimum of an additional two years in bottle to allow the Pinot charm to shine in all its glory!
- "728" signature spice of black cherry cola, star anise and black pepper, and dusty aromatics. Buttery mouth-coating tannins dance on the palate and linger with grace. Bright, vibrant and SEXY!
- 3050 cases bottled. pH-3.53, TA-0.59 g/100ml, alc-14.2%

# FIDDLEHEAD CELLARS

*Sta. Rita Hills*

*2010 Seven Twenty Eight*

FIDDLESTIX Vineyard Pinot Noir



## KATHY'S CORNER

*The most admired wines reflect their sense of place, their place of distinction, the place that creates their unique and unquestionable personality. Our 2010 Seven Twenty Eight exemplifies what a pleasure it is to see an ever-evolving vineyard continue into its maturity. The classic hallmark of Fiddlestix Vineyard has always been the tangible interplay between the rich earth, that sensation of dust and wood coming together to form an intense sense of place, and the puncturing bursts of dark red fruit, yet with each successive year the vineyard continues to add alluring tasting aspects. This year was no exception. Through the maturation process of the vineyard, as the vines grow bolder in the clay that populates the soil, and with the continued refinement of the constant care and attention our vineyard management team gives to the land, we better understand what the potential for our 100 acres of Pinot noir truly is. Taste and you shall receive!*

## THE ESTATE VINEYARD and THE VINTAGE

- Fiddlestix - located in the heart of the Sta. Rita Hills on Santa Rosa Road at mile marker 7.28. On the north side of a tight east-west running valley, fog hovers over our vines until mid-morning when afternoon breezes take over and hold temperatures below 75° F. The well-drained, clay loam soils are loaded with chert and Monterey shale.
- 35 unique blocks of Pinot noir, across 100 acres first planted in 1998, are meticulously farmed with sustainability as the guiding force.
- 2010 possessed above average rainfall (28 inches) and cooler temperatures, prolonging the growing season well into September to achieve one of our later harvests at Fiddlestix. Beginning on September 25<sup>th</sup>, after a well-needed burst of heat a week before, each block was hand-harvested and hand-sorted in the cool early morning hours. This 2AM rendezvous under tractor light guarantees our extremely fragile fruit is picked during the coolest time of night.

## THE WINE

- A mixture of clones ensure diversity on the palate, including Pommard 4 (24%) and 5 (14%), and Dijon clones 667 (22%), 777 (21%), 113 (13%), and 115 (6%), each adding its own unique personality.
- Fermented in small, open-top vats, allowing 2 weeks of skin contact, and aged 16 months in our favorite selection of tight-grain French oak - 35% new (Rousseau, Bel Air, Cadus, Saury & Seguin Moreau). Held a minimum of an additional two years in bottle to allow the Pinot charm to shine in all its glory!
- 2010 represents perhaps our most spice-intensive '728' yet. With a bouquet defined by the classic Fiddlestix notes of black cherry and cola, along with hints of clove, nutmeg, and anise peppering the nose throughout, this silky and seductive wine continues to evolve in your glass. Touches of raspberry and blackberry greet the taster, while notes of sassafras and vanilla finish the wine with a mouthwatering conclusion. It's bright, vibrant and SEXY!
- 2673 cases bottled. pH-3.42, TA-6.36 g/100ml, alc-14.1%



## GOAT CHEESE & PROSCIUTTO STUFFED MUSHROOMS

*A great appetizer for any party and a perfect addition to your "Drink '728' on 7/28" celebration!*

### FROM THE KITCHEN OF – OUR VERY OWN, NICOLE KANTZ

*Your Wine Club Concierge!*

#### INGREDIENTS *(Serves 6)*

- 2 – 10oz. packages of cremini mushrooms,  
cleaned and stems removed
- 3 slices prosciutto
- 1 clove garlic
- ½ cup almonds
- 4 oz. goat cheese  
*(Recommended: Cypress Grove goat cheese\*)*
- ¼ cup basil
- Pinch of red pepper flakes
- Pinch of salt & pepper
- Extra virgin olive oil for drizzling

#### PREPARATION

1. Preheat oven to 400 degrees and lightly grease a baking sheet.
2. In a skillet over medium heat, cook prosciutto until crispy. Set aside.
3. Combine almonds and garlic in a food processor and process until a fine crumble forms. Transfer ¼ cup of the mixture to a small bowl and leave the remainder in the food processor.
4. Add the goat cheese, crisped prosciutto, basil, red pepper, salt and pepper to the food processor. Pulse a few times until everything is combined.
5. Spoon the goat cheese mixture into each mushroom and then roll the stuffed side of the mushroom in the remaining almond mixture. Place the mushroom on the baking sheet. Repeat until all the mushrooms are stuffed and rolled.
6. Drizzle mushrooms with olive oil.
7. Bake for 15 minutes. Turn the oven to broil for the last 1-2 minutes for a crispy brown top.
8. Serve warm.

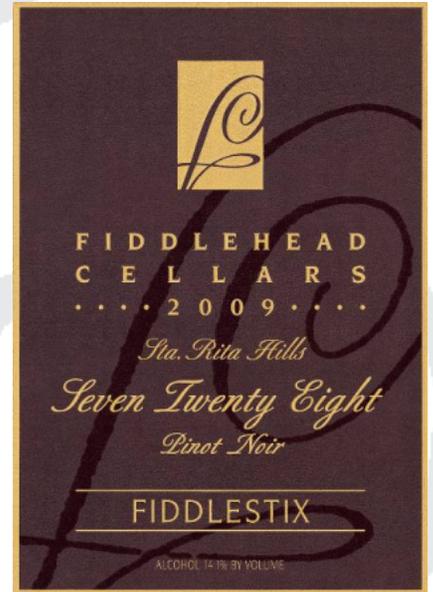
#### ***Chef's Notes:***

The filling can be made in advance and refrigerated, but be sure to bring it to room temperature before stuffing the mushrooms. For more spice, increase the amount of red pepper flakes.

\*Cypress Grove makes a wonderful selection of herbed goat cheeses that can be added for different flavor variations.

*Bon Appétit!*

*Nicole Kantz*



## AUTHENTIC CHILES RELLENOS

*Pairs well with Pinot noir ... especially Fiddlehead 2010 "Seven Twenty Eight" Pinot noir*

This recipe comes to us from the kitchen of Fidelfa, harvest chef at Joseph Phelps Winery, when I worked there in 1983. It continues to be a family favorite!

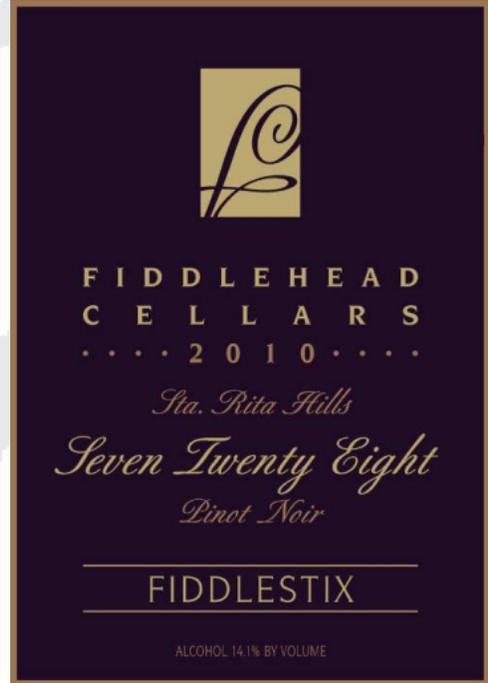
### INGREDIENTS (Serves 4)

#### Peppers

- 8-10 large pasilla peppers
- 1 lb Monterey Jack cheese
- 1/4 flour
- 4 eggs
- Oil for frying

#### Sauce

- 1-12oz can (or fresh) whole, peeled tomatoes
- 1 onion, 1/2 chopped and 1/2 sliced into rings
- 3 cloves garlic
- 1/2 cup cooking oil
- 1 cinnamon stick
- 2 cloves
- 4 black peppercorns
- Chopped parsley, as desired
- 2 bay laurel leaves
- 20 almonds, coarsely chopped
- 1 tsp capers
- 1 oz raisins
- 1 sprig of fresh oregano
- 1 finely diced jalepeño pepper, if desired to add spice
- 2 peeled apples, cut into 1/2 inch chunks
- 2 rings of fresh pineapple, cut into pieces
- 3 cups chicken broth



### PREPARATION

1. Fire peppers in a flame until skin is charred. Wrap them in a moist towel to loosen their skins, then peel. Make 1 cut lengthwise and remove all seeds.
2. Fill the peppers with cheese and roll them in flour.
3. Separate egg whites from yolks. Set yolks aside and whip egg whites until stiff. Then add the yolks and continue to whip.
4. Remove peppers from flour and cover them with the whipped eggs, then fry them in hot oil.
5. For the sauce, blend tomatoes with the chopped onion and 3 cloves of garlic.
6. Fry the onion rings for a few seconds in 1/2 cup of oil until they become transparent.
7. Add all other sauce ingredients (through pineapple) to the tomato sauce, with the sliced apples and pineapple rings going in last. Fry for 20 minutes on low heat.
8. Add 3 cups of chicken broth and wait until it starts to boil. When boiling, add the peppers and serve hot.

*Bon Appétit!*

*Kathy Joseph*  
Winemaker

# FIDDLEHEAD CELLARS

## SPAGHETTI AGLIO OLIO PEPERONCINO

(Spaghetti with Garlic, Olive Oil and Hot Pepper)

### FROM BABETTE'S KITCHEN

*Created by Babette's daughter, Jody Joseph*

*great with Fiddlehead Cuvée Seven Twenty Eight, Fiddlestix Pinot Noir*

Makes 4 generous servings as a meal (Italians figure 100 grams of pasta per person) or 6-8 as a first course.

"This pasta recipe is typical of the province of Umbria, Italy where I had the good fortune to spend many years painting and running a small art school. This dish is incredibly simple, very fast to make, but also delicious, and can be served either as a primo (small portion served as a first course) or as a meal." – Jody Joseph

### INGREDIENTS

1 pound of good-quality Italian (durum wheat) spaghetti (Italian pasta is generally packed in 500 gram boxes, which is a little more than 1 pound (454 grams) - so if you leave a little in the box, you'll be at about 1 pound)

2/3 cup olive oil

Kosher or coarse salt

8-10 cloves of garlic, peeled and smashed with the side of a heavy knife

4 small dried Italian peppers (peperoncini), or substitute ¼ teaspoon dried chili peppers (this is for mild spice-if you like things hotter, add more!)

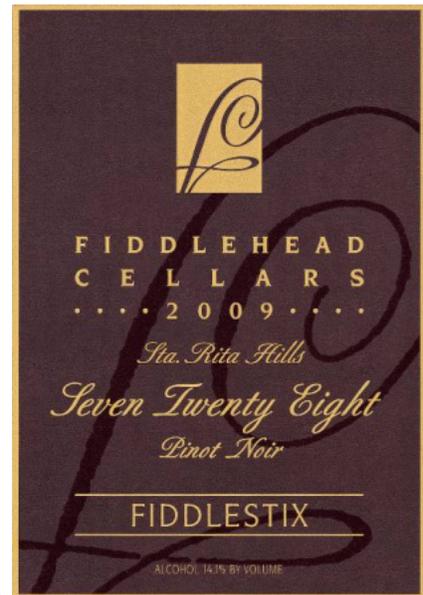
Good quality grated parmesan cheese, such as Grana Padana

Freshly ground pepper

### ASSEMBLY

1. Pour olive oil in a frying pan large enough to hold all the cooked pasta. Add smashed garlic cloves and hot peppers, and heat gently over a very low flame for 15-20 minutes, stirring occasionally and breaking up garlic cloves with a wooden spoon. The idea is to let the garlic almost melt into the oil. Although the garlic will caramelize and turn golden as it cooks, do not let it get dark brown or brown too quickly.
2. Bring ample water to boil in a large (6-8 quart) pan. Add 1 tablespoon of salt and stir. Repeat as needed until the water tastes slightly salty. (1 tablespoon of salt to 4 quarts of water is a general rule, but coarse salt can vary in volume, so tasting helps you get the right amount.)

(continued on reverse side)



# FIDDLEHEAD CELLARS

## ASSEMBLY (continued from front side)

3. Add pasta to boiling water and cook according to package directions, stirring occasionally. (Italian pasta will always have a cooking time indicated for al dente pasta, but check pasta a minute or two before time is up.) When spaghetti is cooked al dente (slightly firm at the center when you bite a strand), reserve ½ cup of pasta water, then drain well.
4. Using a tongs, add the cooked spaghetti a clump at a time to the frying pan with the garlic and oil. Pull the strands of each clump through the oil to coat well, then add more pasta, making sure all strands get well coated. Turn up heat to medium high for a minute or two, adding a little of the pasta water if spaghetti looks dry. Remove from heat. Taste and add more salt or olive oil if needed
5. Divide spaghetti among serving bowls, top with freshly grated Parmesan cheese and fresh ground pepper. Enjoy one of the simplest and most delicious pasta dishes ever!

*Bon Appétit!*

*Kathy Joseph*  
Winemaker