



MAY 2020

What is your brand essence? A single word that describes what you stand for, and what your brand means. It is not a simple exercise, and many marketing and advertising agencies often struggle trying to define the brand essence of the companies they represent. The best ones are authentic and capture the spirit that drives a business. The large wine companies pull them out of thin air targeting specific demographics and price points. But once you peel back a layer, there is nothing there. After the last two months, I'm beginning to believe that St.Amant's brand essence is "survival."

And we will survive this latest bump, in great part, because of you, our loyal customer base that has been very supportive over the past two months. Thank you! It means a lot that you've continued to buy and drink our wines. And from what I gather there has been a lot of drinking going on. This is good! We make wines to drink. Not look at or put in a cellar, but to drink and enjoy, and hopefully doing so with good friends and family.

I'm confident we will weather this storm because survival is our brand essence. We didn't start making wine for the glory or prestige of having a winery, but out of survival when a winery client filed bankruptcy and refused to pay for our grapes. That was nearly 40 years ago and along this journey we've had plenty of bumps that have prepared us for today.

My dad drove a redwood stake through his arm, was bit by a rattlesnake and a black widow, and lost the tip of his finger hooking up a disc all at the vineyard. We've survived floods in the winery and the vineyard. We've been sucked into lawsuits, had hundreds of cases stolen on the way to Puerto Rico, and been stiffed by many retailers, restaurants and distributors. We survived the dreadful wine markets after 9-11 and the financial meltdown of 2008. Our vines have been hailed on, rained on, and frosted. We had to replant our vineyard in the 1990's after getting infested with phyloxera and had to move the winery to our current location after getting kicked out by our previous landlord. And my dad died at the beginning of harvest in 2006, three days before we needed to pick grapes. We carried on!

And we survived. Not only because of our persistence, but we've been fortunate to have great friends, employees and customers along the way. And I truly do feel fortunate, there are many businesses, families and individuals really struggling with COVID-19 and all its consequences. We all look forward to better days!

Once again, thank you for supporting our family's efforts, and as you peel back the layers on each of these wines, I hope you find something just a little bit more interesting, and worth a second glass, bottle or case.

Cheers!
Stuart Spencer

MAY 2020 WINE CLUB

2017 Trousseau – St.Amant Vineyard, Amador

Trousseau is a relatively obscure variety native to the Jura region of France that we've been growing in our Amador vineyard since 1980. This variety has been a small component of our vintage ports since 1981 and the principal component of our Tawny Port. We like to call it by its Portuguese name, Bastardo. A name it earned because of its difficulty to farm. The 2017 Trousseau is characteristically light in color with a distinct spicy cherry quality. Almost Pinot Noir like, at first glance it doesn't look like much, but after tasting it has depth and complexity. **\$21/bottle, 143 Cases**



2018 Touriga– St.Amant Vineyard, Amador

Our Touriga (Touriga Nacional) is arguably one of our most distinct and interesting wines we make. Touriga is Portugal's most prized variety forming the backbone of their great port wines, and more recently making outstanding dry wines. We've been growing it since 1980 and started making a "Touriga" in 2006. The 2016 vintage won Best Red Wine of California at the State Fair, and the 2018 is comparably powerful wine. A long warm growing season allowed it to fully ripen while still retaining a lively freshness. The 2018 is fairly robust, but still retains the fresh floral and crushed berry qualities that make it such a delicious wine. **\$21/bottle, 147 cases**



2018 Tempranillo – St.Amant Vineyard, Amador

Our Tempranillo has become one of our most popular and consistent wines we produce. And in all honesty, delivers and incredible value. Tempranillo seem completely at home in our vineyard. It grows extremely well and consistently ripens without many issues year after year. The 2018 is once again a real winner, but with perhaps a little more structure. At bottling it was bright, fresh and aromatic with layers of flavors; incredible concentration and a delicious lingering mouthfeel that goes on forever. This vintage is a real keeper. **\$18/bottle, 796 cases**



2018 Lodi Native Marian's Vineyard Old Vine Zin

Lodi Native is a collaborative project I started with five other local winemakers to shine the spotlight on Lodi's historic Zinfandel vineyards. We each choose an old zin vineyard and make the wines in a non-interventionist style to highlight the unique attributes of each vineyard site. The wines have received incredible critical acclaim over the years. 2018 is turning out to be a great vintage for our reds, and this wine is delicious with vibrant fruit, floral aromas, luxurious berry flavors and a layered texture that seems to melt in the mouth. **\$35/bottle, 84 Cases**

