



... WHEN THE CONVERSATION IS AS IMPORTANT AS THE WINE

FALL 2012

Spotlight On... THE MULE

HISTORY OF THE MOSCOW MULE

Back in the 1930's and early 40's, John Martin and Rudolph Kunett, of Hublein, Inc., were trying to convince America to buy Smirnoff vodka during a time when gin was a lot more popular. Their friend Jack Morgan, owner of Hollywood's Cock 'n' Bull pub was selling a spicy, ginger beer that nobody really wanted either. When these friends got together for drinks at New York's Chatham Hotel (or at Jack's Pub in Hollywood, depending on which source you read), they were probably discussing their mutual marketing problems when someone suggested combining the two drinks and – well, what the heck – adding lime to it. The concoction was deemed delicious and, a few drinks later, they came up with the name. The Moscow Mule was born and quickly bubbled up into cocktail drinkers' glasses everywhere.



The Moscow Mule, served in a traditional copper mug.

What happens when the Mad Scientist of Winemaking meets the Mad Scientist of Mixology? You get a one-of-a-kind, delicious sparkling cocktail that tickles the taste buds and delights the senses.

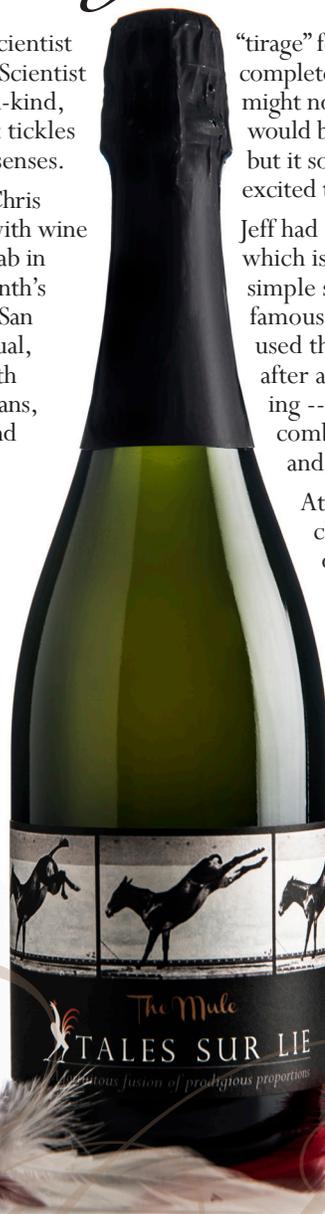
It all started when Winemaker Chris Johnston, known for tinkering with wine experiments in the Innovation Lab in Idyllwild, was delivering the month's supply of Middle Ridge wine to San Diego's U.S. Grant Hotel. As usual, Chris got into a conversation with Celebrity Mixologist Jeff Josenhans, the Grant's director of venues and a certified sommelier. Jeff is also known for his tinkering, and is always crafting unique libations that have made the U.S. Grant famous among cocktail connoisseurs. While at the Grant Grill, Chris asked Jeff about an oak barrel in the foyer that has a plaque on it. Jeff explained that he had aged a Manhattan cocktail in the barrel for 100 days to commemorate the hotel's 100th anniversary. The conversation turned to fun things to do with cocktails, and the two discussed the possibilities of using methode champenoise to produce bottle-fermented sparkling cocktails. Chris was intrigued. It wouldn't be easy. So many things could go wrong – the secondary

"tirage" fermentation could fail or not complete properly, or the crown caps might not seal properly and the sparkle would be lost, or ??? It was sort of crazy, but it sounded like fun, and Chris was excited to get started.

Jeff had Chris taste a Moscow Mule, which is a vodka, ginger beer and simple syrup blend that first became famous over sixty years ago. Chris used this drink as inspiration and then after a lot of, you guessed it – tinkering -- he came up with the perfect combination of wine, ginger, hops and grape-based vodka.

At the spring Tapas event, wine club members and guests tasted one of the first test batches of the new sparkling cocktail called, simply, The Mule. "Oh my goodness, it is so delicious cold – ice, ice cold," said Kelly Field, who was one of the first people to sip The Mule. "It's gingery and very refreshing. I like it!"

Yes, when mixology meets winemaking crazy things happen, and in a very delicious way. The Mule is the first of several offerings in our new line called Cocktails Sur Lie (or Tales Sur Lie, for short), and we're excited to share it with our fellow wine and cocktail lovers.



IDYLLWILD

Wine in the Tines

Recipes

Mule Ice Cream

Yield: 2 Quarts

- 12 egg yolks
- 12 oz. sugar
- 3 pints heavy cream
- 1 vanilla bean
- 1 pinch sea salt
- ¾ cup sultana raisins
- 1 cup Tales Sur Lie The Mule

The day before, mix the raisins and The Mule. Let the mixture sit covered for a day for the raisins to macerate (soften) in The Mule.

Split the vanilla bean with a sharp paring knife. Scrape the seeds into a mixing bowl, add sugar, salt and egg yolks. Blend until thick and creamy.

Add 2 pints of heavy cream and the vanilla bean to a thick-bottomed pot and heat until simmering. Cautions: (1) Do not attempt this in a thin pot or the cream will scorch. (2) Do not let the cream boil or you'll have a fantastic mess on your hands!

Slowly whisk the hot cream into the seed-and-egg mixture. Do not add it all at once, or you will end up cooking the mixture and ruining the ice cream. Pass through a strainer and return to heat. Stir frequently until the mixture thickly coats the back of a wooden spoon. Remove from heat, and immediately add the reserved 1 pint of heavy cream to cool the mixture.

Transfer to an ice cream machine and mix until thick. Remove and stir in macerated raisins. Allow to set in the freezer for a few hours and enjoy!



OVERHEARD @MIDDLE RIDGE

As family, friends and fans gathered at Crush & Brew (formerly The Collective) to taste Middle Ridge's latest releases, our wandering conversationalist "overheard" a lot – mainly about us and our wine. Let's check it out!

Want to contribute to the dialogue? Give us a shout out on our Facebook Fan Page. We would love to hear from you.

There's always something to talk about at Middle Ridge!

ON THE MULE

Debbie Hamlin-Karalun, Roberta Dellhime, Sig Dellhime, Doug Karalun (left to right)



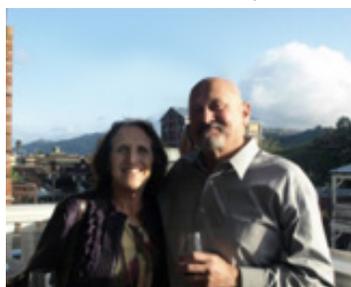
Sig: *The Mule is a party in a bottle.*

Debbie: *I like the ginger in it.*

Roberta: *I love the bubbles!*

ON WINE & WINE MAKING

Debbie Ritter (with Larry Ritter)



"I don't like a lot of tannins, and this wine fits the bill for me. I have not found a brand I like better!"

Ken Barnes (with Cindy Lemos and Taryn O'Neill)



"Chris does it right. Every wine he makes demonstrates his vision to make it the best it can possibly be. Middle Ridge is one of the best kept secrets in the valley!"

Pat McPhail (with Yuki McPhail)



"Chris believes in not only making great wines but educating people about them, doing different things. So it's always a fun, positive atmosphere."

Creating Cocktails Sur Lie

Chris Johnston
Middle Ridge Winery



Driving the Cocktails Sur Lie team (or Tales Sur Lie, for short) is Winemaker Chris Johnston who is always trying something new in his Innovation Lab in Idyllwild. Creating The Mule, the first sparkling cocktail in the line, was

right up Chris' alley since it required a lot of tinkering to get the chemistry just right. "Stretching my imagination far outside of normal winemaking practices was a blast," said Chris. "Whoever thought of cold-soaking a perfectly good Muscat must [juice pressed from the grapes] with ginger and then carrying it through fermentation? And of course, getting the soak to a point to where the ginger is well pronounced yet not 'over the top' was a real trick."

It might have taken a bit of work, but the end result is a beverage that both wine lovers and cocktail aficionados savor. "The Mule is a 'bottle conditioned cocktail' which means it's fermented in the bottle just like traditional champagne from France," Chris explained. "Think of it as a sparkling cocktail or a cocktail-turned-champagne. It's ideal for celebrations and makes a great welcome drink at a party. And you don't even need a mixologist to make it ... just open, pour, garnish and serve!"

Andrea Johnston
A Johnston Design



Andrea is an extremely talented artist and graphic designer. She draws, paints, chalks ... and turns the ordinary into the sublime. She's the creative force behind the Middle Ridge "look" – our logo,

bottle labels, newsletter and website. Her creativity kicked into gear once again when we told her about the new Tales Sur Lie line of sparkling cocktails.

"The new, fresh, and fun concept of Cocktails Sur Lie stuck with me and I came up with ideas in the shower, as well as at my drawing table," Andrea laughed. "On this project I could let loose and think contemporary and cool with a French flair. The images needed to be eye catching and a little unexpected. And the labels needed to say cocktail without literally printing the word 'cocktail' on the label. And since I love it when there is a double meaning to things, I designed a logo with a rooster/cock sitting in front of 'Tales Sur Lie' ... a cocktail!"

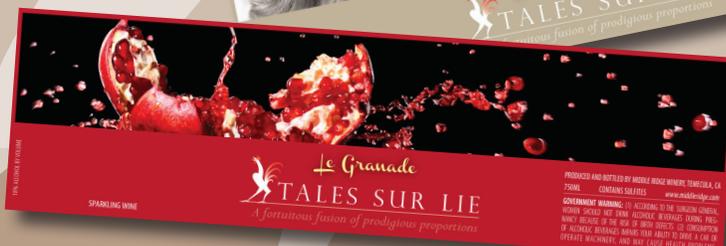
Carl Kravats
Carl Kravats Photography



If you want beautiful photos of food and beverages – the kind that make people say "Wow!" – Carl is the photographer to call. Carl has been shooting stunning photos of Middle Ridge wine since the winery was started, and we

knew if we wanted to grab people's attention, Carl was the one who could do it.

"Tales Sur Lie's aromas and flavors tease the senses, and I wanted to do the same thing through photography. This hot, new line of products is cool, savvy, trend-setting ... and let's face it, sexy. I wanted to reflect that through imagery. Maybe I took the name Tales Sur Lie too seriously, but I think we all deserve a good tale every now and then."



MORE COCKTAILS SUR LIE ON THE WAY

With *The Mule* leading the pack, two more delicious sparkling cocktails will be heading your way soon.

Next to explode on the scene will be *Le Grenade*, a tasty cocktail based on Celebrity Mixologist Jeff Josenhans'

unique new recipe. Its exotic ingredients include pomegranate juice, fresh bay leaves, whole black peppercorns, hibiscus flowers and brandy. Yes, it's da bomb!

Following that, Tales Sur Lie will seduce you with *Between the Sheets*, a juicy Pinot Grigio and brandy

concoction that includes orange flower water, lemon juice and gin botanicals. Sip it for an experience you won't soon forget!

We don't have release dates yet, but follow us on Facebook (Middle Ridge Winery and Cocktails Sur Lie) or check in on our website, and we'll keep you apprised every step of the way!

Upcoming Events

Middle Ridge wines available at:

Middle Ridge Winery at Crush & Brew
28544 Old Town Front Street, Temecula, CA 92590

In Idyllwild at:

- Café Aroma Bistro
- Restaurant Gastrognome
- Creek House Restaurant
- Idyll Awhile Wine Shoppe & Bistro

Online:

• www.middleridge.com

At selected Southern California restaurants:

- FarmShop LA
- THE US GRANT Hotel
- Highland Springs Resort

L I N K S

 **Middle Ridge Website**
www.middleridge.com

 **Facebook:**
www.facebook.com/middleridgewine
www.facebook.com/cocktailssurlie

 **Twitter:**
twitter.com/middleridgewine

 **YouTube:**
www.youtube.com/user/MiddleRidgeWinery#p/u

Come taste Middle Ridge wines at Crush & Brew in Old Town Temecula, which serves as our tasting room, and at special events in Idyllwild.



Crush & Brew
28544 Old Town Front Street
Temecula, CA 92590



www.middleridge.com

ART WALK & WINE TASTING

Idyllwild, CA

Saturday, October 13, 2:00 – 5:00 pm

Stroll the streets of Idyllwild with your collector's wine glass while enjoying live music and special exhibits in the art galleries. Meet Winemaker Chris Johnston outside Café Aroma and Acorn Gallery. Sponsored by the Art Alliance of Idyllwild, proceeds benefit art education.

www.artinidyllwild.org



ANNUAL BARREL TASTING

Middle Ridge Winery at Temecula Valley Winery Management

27495 Diaz Road, Temecula, CA 92590

Saturday, November 10, 6:00 – 8:00 pm

Be among the first to preview some great reds from the 2010 harvest. There will also be music, food, and featured artists from Acorn Gallery in Idyllwild.

W I N E A W A R D S



2009 Dark Canyon

Cabernet Sauvignon, California (60% Temecula Valley, 40% Paso Robles)

Gold – San Francisco International Wine Competition

Silver – Los Angeles International Wine & Spirits Competition

Silver – Long Beach Grand Cru International Wine Competition

This popular blend of Temecula Valley and Paso Robles grapes is loaded with rich aromas of blackberries and currants accented by red cherry and floral notes. There's even a bit of vanilla and a smidgen of mocha. This warming wine has a good acid structure and smooth tannins. It's a feast all by itself or paired with your favorite steak; lamb chops; or rich, meaty pasta. Aged for

29 months in French oak. 80% Cabernet Sauvignon, 15% Cabernet Franc, and 5% Merlot.

\$30/bottle Production: 98 cases



2009 Meritage

Bordeaux Blend, California (56% Paso Robles, 44% Temecula Valley)

Silver – San Francisco International Wine Competition

Silver – Los Angeles International Wine & Spirits Competition

Silver – Long Beach Grand Cru International Wine Competition

With our 2009 vintage, we return to a Merlot-based Meritage (50%). It's blended with a good dose of Cabernet Franc (34%) and a bit of Cabernet Sauvignon (16%). The result is a wonderfully delicious wine with great aromas -- it's loaded with scents of cherries, strawberries, blueberries, and blackberries. With a long finish and tannins that are well-balanced with good acidity, this wine is ideal with any red meat, or even pizza! Aged for 29

months in French oak.

\$32/bottle Production: 125 cases

THE COLLECTIVE IS NOW CRUSH & BREW

CRUSH & BREW

Things are hopping at The Collective, now known as Crush & Brew, the wine bar that serves as our tasting room! Some walls were knocked down and we expanded into the retail space next door. The selection of beer also expanded ... to include beer on draft from local craft breweries! And a small kitchen was added, so you can now enjoy great appetizers with your favorite beer or Middle Ridge wine. We gave up the space on the second floor in the process, but the new place and offerings are lots of fun! Come check it out the next time you're in the area.