



THE  
CALIFORNIA WINE CLUB'S

# Special Edition



Issue 10-3

The California Wine Club® • 600 Via Alondra • Camarillo, California 93012 • (800) 777-4443 • www.cawineclub.com

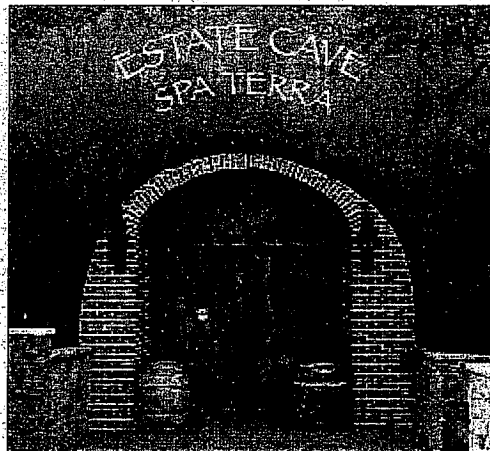
## Wine Country Plus, at Napa's Trinitas Cellars

*In this tough wine market today, wineries must not only produce consistently excellent wines, but also, they must be nimble and innovative. Tiny Trinitas Cellars fits the bill in every respect by sourcing their fruit from the appellations best suited to certain grape varieties to ensure stellar wines. Simultaneously, it is the only Napa winery at home in a wine resort that is itself a true wine country innovation. Enjoy two distinctive wines, from a very distinctive, small family winery with this Special Edition. Enjoy!*

If you've ever driven on Hwy. 29 in the Carneros region of the Napa Valley, you may have noticed a large statue of a worker crushing grapes. Just beyond this statue lies a magical place where the wine lifestyle can be experienced as never before. The place is The Meritage Resort and Spa, and it is home to Trinitas Cellars (Trinitas alludes to the winemaking trinity of sun, soil and humanity). Tim and Steph Busch are the wine lovers behind both ventures.

From their home in Orange County, the couple had traveled to the Napa Valley many times to enjoy wine country and wanted to get involved in the wine business in some way. As hotel developers, Tim and Steph imagined a unique concept for a wine getaway in Napa. Their Meritage Resort and Spa is the only one where you'll find a winery-tasting room along with a spa in a wine cave, conference center, restaurant, hiking paths and more. The 32-acre property features nine acres of vines, and Trinitas will soon release its first estate wine, the '08 Red Meritage. "We are trying to develop a destination resort in the Napa Valley which has not really existed," says Tim. "It's a place where you can come and stay the whole weekend and experience the wine country lifestyle. We give you many reasons to stay."

Having developed five hotels, including a Disneyland Resort at the Magic Kingdom, Tim and Steph understood their guests' needs. But having no background in wine, they wanted a seasoned partner for Trinitas Cellars. Matt Cline, of Napa's winemaking Cline family, joined the venture at its start in 2002.



The entrance to Trinitas Cellars' wine cave (and spa) in the Napa Valley.

During the next four years, Tim's vision of the wines Trinitas required changed, and they bought Matt out in 2006. "In 2006, our core 'Legacy' wines were Petite Sirah, Old Vine Zin, Mataro and a Red Cuveé. I felt that in order to be widely accepted, we needed some more conventional wines." In 2007, winemaker Kevin Mills headed up the cellar and redirected its efforts to embrace favorites like Chardonnay, Sauvignon Blanc, Cabernet Sauvignon, Red Meritage and Pinot Noir, and also, to create a wine style that is the signature of Trinitas Cellars today.

"After I got in the wine business, I realized I wanted to develop wines that could be enjoyed as an aperitif, as well as with food," Tim says, adding that while the consumption of beer and spirits is declining, wine consumption is rising. "People are enjoying wine during cocktail receptions, not just at dinner. So, we have to make a different wine style, more fruit forward wines with complexity in and of themselves, but not overwhelming the cuisine of fine food."

To achieve this, Trinitas purchases fruit from Napa, Sonoma, Mendocino, San Joaquin and Contra Costa counties. "We buy grapes from what we believe are the best appellations for the varietals. We are not estate driven," explains Tim.

The Busch family is, however, driven by a desire to create a unique resort and uniquely friendly wines in the Napa Valley. There is an ambitious toast to the wine country lifestyle and we pour Trinitas wines with pleasure. Salud!

### OUR CWC SELECTIONS:

- 2004 Russian River Valley Petite Sirah
- 2005 Contra Costa, Old Vine Zinfandel

Name: Trinitas Cellars

Location: Carneros, Napa Valley

Owners: Tim and Steph Busch

Winemaker: Kevin Mills

Established: 2002

Annual Production: 20,000 cases

Website: www.trinitascellars.com

Continued on back

The California Wine Club makes a perfect gift for Moms, Dads, Grads and Newlyweds!