



WINE CLUB

HAWK WATCH

FEBRUARY 2020

2020.....seriously? Where has the time gone?! I recall as a kid, thinking to myself, "...gee, I'll be 37 years old when the year 2000 arrives..." Yea, well that was 20 years ago... reality check. As we prepare to celebrate the 12th anniversary of our tasting room being open, we are reminded of how far we've actually come in those 12 years. We have 400 wine club members, we make over 15 wines per year, we've reached our maximum production capacity of 1,800 cases annually, we've increased our vineyard from 100 vines initially to nearly 5,000, we've grafted all our white grapes over to robust red varieties like Malbec, Petite Sirah and Tannat, we have a "real" bathroom, we've got outdoor seating for 80 people, we've got 3 decks, corn hole, and soon horseshoes! And still we've been fortunate enough to have retained the cozy, relaxing, small winery vibe which is so badly lacking these days. But to hold onto that vibe, we must continue to follow the advice given to us by Vince and Audrey Cilurzo in 2001: "Whatever you do, stay small." In other words, don't grow your business so fast and so large that you lose your identity. Growth requires hiring staff, constructing additional buildings, planting more vineyards, and likely losing that personal association you have with your guests. So, we're holding the line on growth. We're where we want to be, doing what we want to do, making a well-respected product, and giving our visitors a pleasant, personal wine tasting experience. But let's be serious, we're not as young as we used to be! Our knees, backs, shoulders, necks, feet, oh heck everything hurts! Having Nickie help us out has been a Godsend. She has been incredibly helpful and instrumental in easing our workloads and allowing the freedom to enjoy the fruits of labors a little (pun intended...) This year we vowed that we would make a little more Mike and Lisa time while Nickie covers the tasting room for us. Of course, we'll likely go wine tasting during that time, but that's something we enjoy as much as making the stuff. This year is going to be a transitional year for us, and we're really looking forward to it. There are a few new events planned for 2020 that we've never done before, and some of the wines we'll be releasing will be nothing short of amazing (...well, if I do say so myself...). As always, we thank you all for being part of our extended family and wish you all the best in this new decade!

- Mike & Lisa

Pic of the Quarter!



On a recent European excursion, wine club member Diane Hemmelstrand poses for a quick picture in Croatia with a bottle of our 2011 Signature Reserve Syrah. I'm pretty sure this is the deepest into Europe that one of our wines has ever penetrated!

Just a quick reminder that wine club members can't pick up their wine until the date we designate in our email notifications. We store most of our cased wine off site in Temecula, and therefore don't have the wine available at the winery before that date.

Hula's Zena & Zorro's Mouser Blog



Hey, I'm Hula. Ok, yes I'm feral, and yes I live outside, and yes my adopted parents aren't allowed to touch me. BUT, I have never eaten any of Zena and Zorro's food, and I resent being accused of that. My food is mine. It just looks and tastes like theirs...

Wine Club Selections

Mixed Club
(Grandfathered Original Club Members)

2017 Viognier
2015 The Deep Six
2015 Inversion

Reds Club

2015 The Deep Six
2016 Inversion
2016 Meritage

2016 The Deep Six

Occasionally, a wine takes a little extra time to come around; to get to a point that the critical elements (fruit, tannin, spice, palate weight, finish) ultimately reach a certain harmony. There's no better example of this than our 2015 "The Deep Six". When the wine went to bottle in February 2018, it was a nice blend; full of fruit in the palate, earth and spice in the nose and a reasonably decent mouthfeel and finish. But it wasn't a showstopper. It was good, but not great. For me, one of the toughest aspects of being a winemaker is anticipating what a wine will be like after a couple years in bottle; how it will evolve. Will it improve, or will it fall apart. The hope of course is that the finished wine will become greater than the sum of its parts. About 3 months ago we started to notice (as did our guests) that The Deep Six was really coming along. It was becoming a very nice bottle of wine; better than it was when it went to bottle. Of course, much to my disappointment, this typically occurs just before we're sold out! Fortunately, in the case of the 2015 The Deep Six the wine blossomed while we still had many cases left! The wine is tasting beautifully now with loads of ripe fruit, spice and soft vanilla on the palate. The tannins have mellowed while in bottle so the wine is very approachable. Enjoy now or hold for 6-8 years with proper storage. - 98 cases produced



Our 2020 Events Calendar is complete! To view the calendar, go to our website at www.hawkwatchwinery.com, click on the "Things To Do" tab, and then click on "Events & Tastings". Then, mark your calendars!!

2016 Inversion

Our 2016 Inversion is not quite as "inverted" as our inaugural 2015 was with Petit Verdot leading the charge. Instead for 2016 we chose to be a little more traditional with this blend while utilizing all four core Bordeaux grape varieties. Cabernet Sauvignon, Petit Verdot and Merlot present 89% of this wine with Malbec representing the remaining 11%. Ripe and chewy, with firm tannins and a round, soft palate our 2016 Inversion is very food friendly. Keeping the acid low however allows this wine to be enjoyed on its own as well. We make wine a little differently than many, opting for lower acid and higher alcohol so that our wines can be enjoyed by themselves as well as with food. Although we may have a glass of wine with dinner, the vast majority of wine we enjoy is paired with nothing but a glass. Personally, that's my favorite pairing!! Enjoy our 2015 Inversion now or hold for 5-7 years. - 88 cases produced

2016 Meritage

As many of you know we pride ourselves on being comfortable thinking outside-the-box and often walking the fine line between deliciousness and disaster. Sometimes in order to achieve the results we want in a wine we have to push the envelope of conventional winemaking techniques. That's what makes winemaking fun as far as I'm concerned. A Petit Verdot based Meritage? A rich, robust Grenache? A rich, Syrah/Zinfandel blend? You can't make those wines by sticking to the rules. Enter our completely "in-the-box" 2016 Meritage. Now, don't get me wrong, sticking to the rules is fine if that's what the wine demands. During the pre-bottling blending process, we experimented with several iterations of this popular, Bordeaux concoction. At the end of the day, the blend was, well very in-the-box; 50% Cabernet Sauvignon, 25% Merlot, 13% Cab Franc, and 12% Petit Verdot. Even though it's in-the-box, it's a beautiful wine! Getting creative in winemaking is fun, and it's where we like to explore. Creativity in any craft is crucial, but not at the expense of quality. A good craftsman needs to not only know when to break the rules, but when not to break the rules and follow tradition. That's the tricky part. Our 2016 Meritage is tasting fantastic now but will continue to evolve over the next 6-8 years. - 77 cases produced

2016 Solo Barrique Malbec

Malbec requires patience. Not patience in winemaking necessarily, but patience in the vineyard. Malbec fruit has the uncanny ability to completely suspend ripening and stop accumulating sugar for no apparent reason just before becoming ripe enough to pick. Just when you think the fruit is ready to harvest, Malbec slams on the brakes and goes into a holding pattern. Why it does this is a complete mystery. But I can guarantee if we're shooting for 26.0 brix, the Malbec will stop ripening at 24.5 brix. So, patience must be exercised to allow the fruit to continue its ripening process until we hit 26.0 brix or better. Each year we struggle with this phenomenon, but the patience definitely pays off. Rich, ripe and juicy, our 2016 Solo Barrique Malbec is a perfect example of how a little patience goes a long, long way. Enjoy now or hold for 7-10 years. - 26 cases produced