



URBAN WINEWORKS

MARCH 2004

“Mardi-Gris: A Pinot Gris Retrospective”

Pinot Gris, a mutation of Pinot Noir (a grape which mutates more readily than any other major variety), is taking over Urban Wineworks during the month of March. “Mardi-Gris” celebrates this lively, fruit driven variety by showcasing different styles of what is a very food friendly grape. From sweet to dry and from thin to syrupy, find the Gris that’s right for you. Who knew a mutant could taste so good! Just an \$8 tasting fee.

Alsace, Zind-Humbrecht ‘Herrenweg’ Vendage Tardive 2000,
375ml \$25 a bottle

Argentina, Bodega Lurton Pinot Gris 2002,
750ml \$6.99 a bottle

Austria, Wohlmuth ‘Summus’ Pinot Gris 2001,
750ml \$18 a bottle

Oregon, Winter’s Hill ‘Golden Nectar’ 2002, (ice wine)
375ml \$19.50 a bottle

Oregon, Bishop Creek Cellars Pinot Gris 2001,
750ml \$12 a bottle



Bishop Creek Cellars Vineyard Update

Let me dispell a myth that there is such a thing as the wine “lifestyle.”

Winegrowers do not take long four-course lunches or live in giant villas. And, the gritty realism of the film “A Walk in the Clouds” notwithstanding, we do not dunk our heads in the fermenting juice. I bet you’re glad to hear that.

Still, winegrowers are pretty lucky. They get to witness miracles. The budburst that brings seemingly dead sticks to bright green life. The delicate fragrance of grape blossoms. The clusters swelling from hard green to soft blue-black. The bounty of harvest.

In the winery, there’s the roil and excitement of fermentation, punching, and pressing. And finally, there come the patient months when the wine draws itself into focus, bringing everything that happened that vintage into one clear note.

Winegrowing is an experience that is best when it is shared. In vintage 2003, we had the pleasure of working with 9 budding winegrowers in UWW’s *Start Your Own Vineyard Vintage Club*. Participants tasted the grapes from different parts of the vineyard

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FIRST THURSDAY

ARTIST’S RECEPTION

MARCH 4TH 5:30-8:30 PM

Featuring

Cronin Tierney



Cronin Tierney celebrates his first gallery exhibit at Urban Wineworks for the month of March. He features an eclectic collection of his paintings, a unique form of modern impressionism. Cronin combines oil paints with a variety of supports such as wood, jute, burlap and linen, exposing and emphasizing the texture or wood grain beneath. His art will show at UWW through March 31st.

Featured Music: Jazz music by Sandy Dennison, Andre St. James and Marcus Reynolds

Appetizers provided by **Bruce Goldberg & Co.**

THIRD THURSDAY

March 18, 2004 • 5:30-8:30PM

Music by Echo Duo

Appetizers by Bruce Goldberg & Co

****Drawing to win free tickets to *The Drawer Boy*, showing at the Artist Rep Theatre!****

(Bishop Creek Cellars Vineyard Update continued:)

and selected the rows they wanted to make their wine from. I drove the fruit up to Portland and the Vintage Club, with UWW's Michelle Franklin, took it from there, working hands-on with the wine as they guided it to barrel.

The Vintage Club was a highlight of 2003 for both Michelle and me. The members of the club had a great time, and the 2003 Pinot Noir they made will stand with some of Oregon's best.

I hope you will join us for vintage 2004. We are now offering two levels of participation: Vintage Club, which will provide 2 cases of custom wine for every participant, and the Cellar Masters Club, which allows groups to craft larger batches of their own custom wines, in half barrel (12 case) or full barrel (25 case) lots. Signing up now will give you the opportunity to participate in the full cycle of the vineyard year... and receive a nice discount. And, by the way, we DO serve a pretty good lunch out in the vineyard.

Cheers,
Jason Lett, Winegrower

MARCH MADNESS

Act Now And Receive A
\$100.00 DISCOUNT

on your

**START YOUR OWN WINERY
VINTAGE CLUB**

Program for 2004/2005

Normally \$700.00

For a limited time now \$600.00

Offer ends March 31, 2004

Contact our Event Coordinator, Leslie Thompson,
to plan your event at UWW!!
503-226-9797, Ext. 2, 503-550-9969 or
leslie@urbanwineworks.com

URBAN
WINE
WORKS

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WINE WORDS

Grower's Word: Frost - Frost can pose a serious threat to the world of viticulture. If a frost comes too early in the fall, it can destroy the leaves and the grapes are then unable to reach full ripeness. If the frost comes too late in the spring, it may kill the buds and shoots, thus the year's potential crop. Even an excessive frost in the winter, when the vines are dormant, can split a trunk, leaving it open to infection. There are many strategies for preventing frost damage, but none of them are entirely successful.

Winemaker's Word: Vendage Tardive - Literally "late harvest," this is an Alsatian style of wine making in which the grapes are picked very late, so they have a much greater percentage of sugar. Pinot Gris is often made into a full and vibrant Vendage Tardive wine.

Wine Taster's Word: Tokay - Many regions have their own name for Pinot Gris. In the Alsace region of France, it has been known as Tokay d'Alsace. This is because Pinot Gris travelled to Alsace from Hungary, where the most marketable wine was a dessert wine call Tokaji. In hopes of using this good name to their advantage, the French decided to call their new grape Tokay. Today Alsace does not use this name as often and there have been attempts to make the name Tokay illegal and unusable for Pinot Gris. And finally, please note, this Tokay is not to be confused with the Tokai grape of Friuli, Italy.

EVENTS for March 2004

First Thursday - March 4th - 5:30-8:30 PM

Artist Cronin Tierney
Jazz Music by Sandy Dennison, Andre St. James,
and Marcus Reynolds

Third Thursday - March 18th - 5:30-8:30PM

Music by Echo Duo

BLENDING CLASSES

Tuesdays - 6:30-7:30 PM & Saturdays - 1:00-2:00 PM
Please call to reserve a seat!!

Smooth Grooves on Wednesday nights

6:00-8:00 PM

Music by DJ Mr. Romo

Coming in April
Blind Tasting Bonanza

Bishop Creek
CELLARS

Hours:
Mon - Sat: 12:00 - 8:30PM
Sunday: 12:00 - 6:00PM