

Giornata 2011 Fall Release



Giornata proclaims this to be “The Year of the Pizza”

Sometimes the simplest things are really the most complicated. Think of the best pizza you’ve ever had. Now try to duplicate it. We have been trying to solve this riddle for a long time. Pizza, while beautiful in its simplicity, is also extraordinarily complicated with its myriad of crust types, sauces, toppings, cooking methods. Even the simple and classic Margarita tastes different and unique depending on all these factors and the skill of the person cooking the pizza (pizzaolo). Is there really anything better than your favorite pizza?

In Italy, the best dishes are simple and driven by the best fresh, local, seasonal ingredients. Although, regionality reigns supreme in Italy, one item can be found in every corner of the country and everywhere else in the world for that matter. No other item from Italy is as simple yet has become so famous as the ubiquitous pizza. Pizza has made a transformation here in the last few years from a simple weeknight quick and easy takeout meal to a serious art form with destination pizzerias around the country and the world. We are honored to have our wines featured in some of these top spots. If your favorite pizzeria doesn’t carry our wine please tell them about us and our zeal for pizza.

Our Pizza Dough Recipe

3 2/3 cups 00 flour*
3 cups AP flour
2 1/2 cups water
3 tsp yeast
3 tsp salt

Mix by hand, cuisinart or stand mixer. Cover the dough ball in olive oil and let rise in a large bowl covered by a towel for a couple hours. Punch the dough down and cut into 6-8 individual balls and place covered in the refrigerator until ready to use. Let dough balls warm for an hour before stretching. When rolling dough if it stretches back let it rest before stretching again. Top as desired and cook on a pizza stone at your oven’s hottest setting.

*Double zero flour can be found at Italian delis and specialty grocers.



GIORNATA IN THE FIELD

Giornata was honored to be selected to pour the wine at a 150 person dinner hosted by the Outstanding in the Field organization. Oliveto Restaurant (Oakland, CA) prepared a 4 course meal at Baia Nicchia Farm in the San Francisco Bay Area. A long table was set up on the farm that specializes in growing heirloom Italian vegetables. Oliveto's chef presented four courses paired with wine from Giornata.



Dinner for 150 new friends with Oliveto and Outstanding in the Field



Stephy pouring il Campo white at the reception

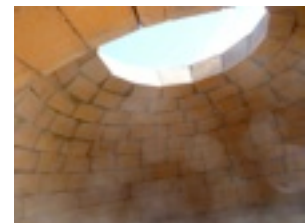
Pizza making and winemaking are really quite similar. With pizza, we look to create a perfect chewy crust with the right crunch, a zippy tangy sauce, and a balance of ingredients and cheese. Our Giornata il Campo Red is a wine built by pizza. It stems from the singular obsession of crafting a simple refreshing balanced wine to marry with a wide range of pizza. Il Campo must be refreshing, must have a juiciness, must handle some spice, and needs to be easy to drink. Some wines need not be serious and contemplative, but simply enjoyable as a part of the meal. The problem with winemaking is you only get one chance a year. Pizza making in a way fills a void and keeps us sharp for the next vintage. This obsession in creating il Campo and marrying it to pizza has led to Giornata's latest folly in the building of Giornata Forno - our brick pizza oven.

Giornata Forno is a 5000+ pound 6x6 foot behemoth built with the help of retired master mason Jim Donahue, a craftsman whose work can be found all over Boston (supposedly there are lots of bricks in Boston). This four-month project was the culmination of a long-time dream. For our vision to make a pizza worthy of the perfect wine and wine worthy of the perfect pizza we needed the right canvas. The Forno reaches temperatures beyond 800 degrees enabling pizzas to cook quickly and evenly with a blistering crust. After

completion, the oven was fired and pizzas and multiple vintages of il Campo red were shared with some of our mailing list members. Brian and Stephy may argue about which Giornata wine is their favorite, but there is no argument as to which is on the table most often. Il Campo red is the winner hands down. So, If you're planning a trip to California's Central Coast and would like to try il Campo with one of our pizzas give us a jingle. Chances are our oven will be warm and a bottle of il Campo will be close at hand.



Brian adding finishing touches to Giornata Forno



Build your our pizza oven, but first find someone who knows how to lay bricks

OUR 2011 FALL RELEASES

Our Fall release includes four wines. Missing from the lineup some may notice is our Luna Matta Nebbiolo. This wine will be moved to a spring release to allow for a bit more barrel aging and longer bottle age prior to release. This should bring us closer to the release schedule mandated for Barbaresco and Barolo (more on this in the spring). Please look for the 2009 Nebbiolo next April. In the meantime our mailing list members can still purchase some bottles of the 2008 by using your login on the website.



2010 il Campo red Central Coast - \$20

Our new version of our house wine. This blended wine is primarily Sangiovese. It's the wine that inspired the Giornata Forno and this newsletter. The flavors are bright and bold and balanced. Red fruit leads the charge with a bit of zing and enough backbone to hold up to your favorite pasta dish and of course pizza.



2010 Barbera Paso Robles - \$25

Stephy's favorite wine is back. Last year's Barbera was popular among many of our local friends that tend to enjoy pinot. Folks seemed attracted by the bright fruit and soft tannin. The wine again possesses great fruit, acid and suppleness. Pairing ideas range from simple pasta to chicken involtini stuffed with prociutto, figs and gorgonzola.



2009 Sangiovese Luna Matta Vineyard - \$30

This pure Sangiovese is our homage to Brunello di Montalcino. 2009 was an amazing year on the west side of Paso. This resulting wine might be our best Sangiovese yet. The fruit on the nose is dark cherry mixed with sage, sandalwood, cinnamon and distinct floral elements. The cherry continues on the palate with raspberry, pencil lead and more cinnamon. Grill a t-bone and serve with arugula and

shaved parmesan to recreate an evening in Tuscany.



2009 Aglianico, Luna Matta Vineyard - \$30

In some circles we seem to be best known as the winery that makes Aglianico in California. Please refer to our Wine & Spirits article from last June where the author compared our 2 different Aglianicos. We hope some of you have had a chance to compare the two, but the Luna Matta is definitely the more generous of the two. The 2009 brings the intensity again with big fruit, a rich full palate, gobs of acidity and ample tannin. The nose leans toward blueberry and blackberry with potpourri of dried flowers. The palate has red and black fruits with some spice and warm toasty notes.

Even though our production has grown a bit, demand has kept pace very well. We can only ensure that orders placed before October will have access to all of our wine. Place orders via the enclosed order form, the web, or call us at (805) 434-3075. We look forward to sharing these new wines with you. Shipping will begin in October weather dependent.

THE GIORNATA SORTING TABLE AT HARVEST

Grapes go here

Aida hard at work sorting - festive hats make the work easier



Kate shows Mom a grape - "Can I eat this one?"

2010 Luna Matta Sangiovese beautiful as always - Good work Stephy !



THE START OF HARVEST

We're often asked, "How do you know when the grapes are ready to pick?"

The truth is a 5-year-old can tell when they are ready. #1 The grapes must taste good!