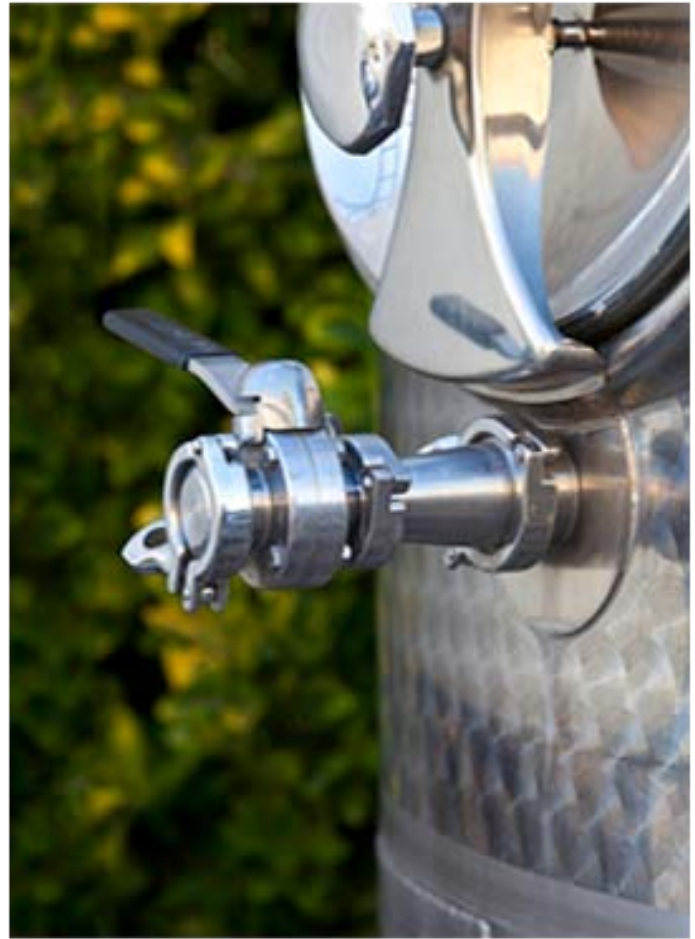




Palumbo Wines Media Kit 2011



SIMPLE CONCEPT,
COMPLEX WINES

Palumbo Family
VINEYARDS & WINERY



"I believe there are only two basic ingredients in making fine wines, the fruit itself and the barrels it ages in".

Nicholas Palumbo, Owner and Winemaker

General Information



Established 1998

Palumbo Family Vineyards and Winery

40150 Barksdale Circle (off of Monte de Oro Road)
Temecula, CA

Open Friday - Tuesday 11 - 5
 Wednesday - Thursday Closed
 Buses and Limos by appointment

Wines Produced

- Viognier • Sangiovese • Syrah • Cabernet Sauvignon
- Dry Rose • Merlot • Cabernet Franc • Various blends

- Owners, Cindy and Nicholas Palumbo
- Winemaker/Viticulturist, Nicholas Palumbo
- Original 7 acre vineyards established 1991
- Palumbo's purchased property in 1998
- Expanded to 13 acres in 1999
- Sold fruit to other wineries thru 2001
- First release, 2000 vintage in 2002
- 2500 case production
- Red wine focus
- Intimate tasting room
- Limited wine club
- Limited self distribution

Wines available thru:

Self distributed to select properties in Southern California
Wine Club and Tasting Room

Marketing by LiFT Promotions - www.liftpromotions.net

Photography by LiFT|Photo a division of LiFT Promotions



Company Overview

Established 1998

Located in the heart of Temecula Valley Wine Country, **Palumbo Family Vineyards and Winery** is committed to small lot, handcrafted wines from varieties that are grown on the property. The 13 acre, 2500 case per year family run winery has often been described as “Boutique” but favors the term “Artisanal” to describe the involvement and passion that goes into the daily operations.

Nicholas Palumbo, owner and winemaker, believes in producing wines solely from the Estate vineyards along with a select few other properties that adhere to strict farming practices to ensure only the best grapes. “I believe there are only two basic ingredients in making fine wines, the fruit itself and the barrels it ages in”. With one foot in modern techniques and the other foot firmly planted in tradition, the wines produced possess a depth and elegance that is a welcome reward for those in search of the finest of wines.

Along with his wife Cindy and their four children, Reed, Ryan, Sophia and Dominick, the Palumbo’s believe that the vineyards come first. The original 13 acres are planted with Cabernet Sauvignon, Cabernet Franc, Merlot and Sangiovese varieties. A new block of Viognier and Syrah was planted on neighboring properties to round out the line of wines available.

Specializing in full bodied reds, the estate-grown and produced offerings include both single variety bottlings in addition to a few special blends. Together, this combination of offerings helps showcase both varietal character as well as the artistic expression of the winemaker. A combination of classic blends and a few “new world” styled wines help round out the wine list and showcase the versatility and depth of quality that the Palumbo wines are known for.

Palumbo Family Vineyards may be small, but the wines have been making big waves throughout the industry for their exceptional quality from an area plagued with a less than stellar reputation. “I thank the early wineries for finding the area, now it’s my job to help put it on the map!” As many will attest, **Palumbo Family Vineyards and Winery** is doing just that.

Wines available thru:

Self distributed to select properties in Southern California
Wine Club and Tasting Room

Media Contact:

Palumbo Family Vineyards and Winery
Nicholas or Cindy Palumbo 951-676-7900 Palumbo Family Vineyards and Winery



In the Vineyard

Established 1998

Temecula Valley - A Unique Micro-Climate

Temecula is located 500 miles south of San Francisco, resulting in a slightly higher angle to the sun and greater solar intensity. A look at the native chaparral shows that Temecula is in a relatively low rainfall region. These two factors create an early growing season that generally runs from March through September. Rains, however, rarely interrupt the harvest season, - an important factor in wine quality.

The vineyards are irrigated from huge underground aquifers, which are refilled by rainfall from the surrounding mountains. Perhaps more important are significant cooling factors that effect the flavor development of the grapes. As the sun warms the inland valleys east of Temecula, the air rises, forming a low-pressure area. The colder, much heavier air from the Pacific Ocean, just 22 miles from Temecula, is then drawn inland. The Coastal Mountain Range allows the colder air to pass inland through gaps and low spots. The Rainbow Gap and the Santa Margarita Gap are two of these low places in the mountains - and just beyond them lay Temecula Valley. The cool air flowing inland moderates the daytime temperatures and helps to create a pattern of warm sunny days and cool nights, ideal conditions for the best wine grapes.

At 1500 feet above sea level, the Temecula Valley offers an ideal location for growing premium wine grapes. The perfect balance of geography, microclimate and well-drained soil come together to create just the right environment for exquisitely handcrafted wines.

The Lapse-Effect Cool Air

The second meteorological factor affecting the Valley's climate is the "lapse rate." It involves the altitude of the vineyard land and the height of the surrounding mountains. Temecula vineyards are located 1,400 to 1,600 feet above sea level. The surrounding mountains average 2,000 to nearly 11,000 feet elevation. These high elevations mean cooler air - a temperature drop of three degrees for every 1,000 feet of altitude gain.

The heavy cold air that collects between the high peaks during the night drains off the heights much like water, joining cold moist air from the Santa Margarita River Channel to meander through the Temecula Valley, creating a double cooling effect. As a result, nighttime lows in and around Temecula are very cool. The cool nighttime temperatures are critical in developing high quality grapes.

Ideal Soils Granite and Well Drained

Temecula Valley soils are another significant influence on wine quality. The soils are created from decomposing granitic materials and are excellent for growing high quality grapes. Grapevines require well-drained soils; they don't like their roots to be constantly wet. The granitic soils permit the water to drain through quite easily. Granitic soils are a light sandy loam. These soils contribute to clean, pure varietal flavors without odd or herbaceous flavors that wetter soil may cause.

Media Contact:

Palumbo Family Vineyards and Winery
Nicholas or Cindy Palumbo 951-676-7900

Winemaker - Nicholas Palumbo



For Nicholas Palumbo, a grape grower and winemaker who is both an artist and a cultivator, it is all about the wine. Not only does he grow the grapes and make the wine, he lives it. The vineyard has become a large part of his family and he is proud to share it through his wines.

With Sicilian ancestry on one side and Illinois farming on the other, Nicholas was genetically programmed and destined to be a vintner. As a child he worked alongside his mother in the family garden and was the official "pot stirrer" in the kitchen. He started his career as a self-taught musician and as a recording artist traveled the world.

But it was living in the "new-bohemian" atmosphere of Williamsburg, Brooklyn that influenced Nick to explore the world of culinary arts. His interest quickly grew and a love affair with a profession in food and wine began. Reaching back to his roots, he signed up for culinary courses at the New School for Culinary Arts and gained valuable experience working in top restaurants in the NYC area. An avid reader and quick study, Palumbo immersed himself in the culinary and wine world.

In 1997 Nick moved from New York back to San Diego and began working as a chef. He was on a drive to the local mountains when he came across the Temecula Valley and started exploring the opportunities a vineyard had to offer. In 1998 he purchased 7 planted acres and a home and he and his family began living their dream. Palumbo knew from his mentors that the valley had tremendous potential but he also knew that it would take more than potential to make great wines that would be respected. So in the beginning Nick began growing grapes for other wineries while absorbing what the founders of the valley had to offer in ways of experience and "lessons learned". He took several concentrated courses at respected university programs such as UC Davis and worked diligently with his mentors, all leading Viticulturist and Oenologist in the world of wine. He soon purchased another 5 acres and embarked on small lot, limited production winemaking from the grapes he farmed.

Philosophy

Palumbo believes there are only two basic ingredients in making fine wines, the fruit itself and the barrels it ages in. He insists on producing only what he grows himself and is meticulous in his planting, pruning, and picking. In order to achieve maximum quality he keeps his yields low and picks fruit at the peak of ripeness. Living on property provides constant interaction with the vines; this combined with a keen sense of intuition allows Palumbo the ability to adjust variables based on his goals. Nick respects his land and as a proud member of the California Sustainable Winegrowing Alliance practices sustainable farming.

These days, Nick is focused on combining his expanding knowledge with the latest trends and technology in the world of wine to produce complex wines with depth of character and lasting elegance. Specializing in full-bodied reds, he is a true artisan with a "no compromise" approach to farming and winemaking.



Sustainable Farming



Our winegrowing practices involve the California Sustainable Winegrowing Program (CSWP), which discusses the best practices for maintaining soil and vine health and proactively farming to reduce and treat pest pressures. We actively participate in CSWP workshops that help self monitor and implement best practices and sustainability. Through our sustainable farming, we have complemented the biodiversity of our vineyard by promoting the presence of beneficial insects, soil fauna, owls and hawks that combat pests of grapevines. We also raise various types of livestock that help put back important elements that are depleted. Through these methods, we are continually closing the “circle” of depletion and input on our farm.

We are proud to be members of the Santa Margerita Watershed monitoring program. In conjunction with our neighbors and local, state, and federal agencies, we work diligently to promote the overall health of the Santa Margerita watershed so that the entire ecosystem remains in balance and is preserved for generations to come.

We recycle our grape and fermentation waste by fertilizing with composted grape pomace. In attempt to close the loop on our waste system in an effort to reduce our carbon footprint on the land we so love. All of the corks we purchase come from sustainable cork forests and require the company to continue their leadership in the Quality Cork Council. We also use a logo die that fire brands our logo on our corks eliminating the need for ink branding. Additionally, we insist that the label and foil companies we do business with have environmentally friendly practices as well.



All of our buildings were re-conditioned from prior use and on all new construction, crews, vendors, and sub-contractors we hired were local residents, helping to cut down on transportation costs, as well as supporting the economy of our community.

The tasting bar was built using recycled wood from scraps found at a local guitar factory and much of the interior of the tasting room also used recycled materials and environmentally friendly products. Our building was constructed with state of the art, winery specific cooling and the walls and ceiling was built with 2x8 framing or more helping with insulation and minimizing the need for excessive air conditioning needs. The roofing was completed with high heat reflective and long life materials further reducing cooling needs and well as eliminating the need for replacement.



We are connected via wireless to several weather monitoring stations throughout the Temecula Valley which helps with decision making. Knowing when and if there are certain conditions present we can minimize or even eliminate the need for applications in the vineyard. This helps with many factors including ETo, mildew pressure, temperature and rainfall. Also, within our own vineyard monitoring station we have installed soil moisture sensors which help us determine when and how much water is needed for irrigation if at all. Minimizing irrigation in the vineyard not only conserves precious water sources but also helps us grow higher quality grapes which in turn makes better wine!



Tasting Menu

Tasting Fee \$10 | Includes Logo Glass

2009 Viognier “Buon Vicino” | 200 cases | \$18

We think this is our best Viognier yet! Bright honey and floral nose with a huge, soft mouth feel and a truly crisp, dry finish with hints of mineral and stone. Our only white wine offering that we take as serious as our reds.

2009 “Rosato Secco” Rose | 210 cases | \$18

A very classic European style dry rose made to impress even the most doubtful. Herbal notes behind watermelon and strawberry fruit with a crisp and DRY finish. Enjoy with steamed mussels and fries or BBQ ribs by the pool this summer.

2008 Syrah “clone 877” | 232 cases | \$34

Clone 877 are cuttings taken from historic vineyards in the South of France and now planted right here. Clove and White Pepper spice on the nose with rich Hazelnut, Fig character on the finish.

2008 Merlot/Syrah “75/25” | 250 cases | \$34

A great combination of two very decadent grape varieties. Rich and complex bursting with ripe dark stone fruit and a smooth long finish. This is what a velvet glove would taste like!

2008 Tre Fratelli “Meritage” | 248 cases | \$38

One of our most popular wines, this traditional blend of 40% Cabernet Sauvignon, 40% Merlot and 20% Cabernet Franc is truly a wine with class and elegance. Toasted vanilla and caramel nose with black cherry and plum fruit finish.



Library wines available for purchase \$75
10% Discount on 6 bottles/15% Discount on full case
Limited space now available in our wine club! Ask for details

"I believe there are only two basic ingredients in making fine wines, the fruit itself and the barrels it ages in".

Nicholas Palumbo, Owner and Winemaker



Reviews

★★★★★ Family owned and operated boutique winery, Palumbo Family Vineyards and Winery should be the example for all new wineries coming into Temecula. They make small batches of handcrafted wine and they focus on staying small to give the most attention to the wine making process. The wines are all very delightful here. The Viognier and Syrah are some of my favs that I recently tried. The landscape is intimate and brings you back to an old world feel. The focus here is the wine not the fancy tasting rooms and the sweet stuff that all the newbies crave, no offense newbies, but if your wanting a true wine region expeirence, check out Palumbo...

Sofia B

★★★★★ Palumbo Family Vineyards and Winery Nick Palumbo takes great pride in his wines and I must say I'm not a connoisseur but I know what I like and I Love Palumbo wines. I love the small family oriented atmosphere. My wife and I attended an event last weekend and it was great great people great wines. I will recommend this winery to everybody I know there is a waiting list to become a member that says all in my opinion. My wife and i have never been disappointed and Nick has been more than nice to take time and show us around and last sunday he even opened the tasting room just so me and my wife could have a testing . He opened some of his library wines just for us and has always been really friendly and his wife and kid are not strangers to the tasting room I love the Palumbo wine and What they stand for Nick and his wife have something great and I'm glad to be part of it.

Jose B. Whittier, CA

Via Yelp

★★★★★ SO Temecula has never been my favorite wine stop... With that out of the way, I think Palumbo is becoming one of the best out there. Great wine, great atmosphere... Down to earth! Nick owns and operates the place with an easy going attitude and a strong work ethic. The grounds are beautiful and the tasting room relaxed. We had a chance to enjoy a dinner with "Out Standing in the Field" and Palumbo wines were featured. Nick worked hard with the chef to complete the perfect pairings! This place is a jewel and will soon be well known!

Randy S. Huntington Beach, CA

Via Yelp

★★★★★ Returning from SD to LA last weekend in the rain, decided to take the Inland detour and check out some wineries in Temecula, where, magically, the sun consistently shined through random holes in the mostly black sky.

Anyway, Palumbo had the highest quality wine of the four or five places where I tasted. The bonus to visiting this place is that -- it's never very crowded and not only do they not sell their wines commercially or to restaurants, they actually have a waiting list for members.

Andy S. Los Angeles, CA

Via Yelp

★★★★★ What can I say? I have to agree with the other reviews...Palumbo is the best in Temecula, and arguably one of the best out there period.

I have visited the winery, all the way from San Antonio and waited a year on their waiting list to become a member. It was worth the wait. Now I enjoy a fantastic experience every 3 months when my wine club shipment comes in.

Jeremy B. San Antonio, TX

Via Yelp



Simple Concept, Complex Wines

Press

The Tasting Room with Tom Leykis | September 2011

Nicholas Palumbo, owner/winemaker, Palumbo Family Vineyards and Winery along with the Temecula Valley Winegrowers Association joins Tom Lykis for a radio interview .

Visit the following website to listen:

<http://newnormalnetwork.com/sites/default/files/TastingRoom09-03-11.mp3>

Los Angeles Times | Food | August 2011

Temecula Valley wines a work in progress

Although some wineries are content to please the masses and nothing more, others are producing impressive varietals by taking advantage of a climate similar to Spain, Portugal and southern Italy.

August 26, 2011 - With abundant sunshine, shimmering heat and a diurnal shift in line with many coastal viticultural areas , there is no denying that the Temecula Valley is an authentic California winegrowing region. However, setting aside Pierce's disease and the prevailing party atmosphere, challenges remain. Problems with hygiene, brettanomyces and volatile acidity in particular still taint bottlings from less diligent producers. Farming practices too can be relatively lax, compared with the meticulous care taken by Napa and Sonoma growers. Winemakers I spoke to voiced concern that the growers have little interest in the extra work required to improve quality in the vineyard, especially when the average limo passenger is indifferent.

For all this, the valley is producing solid, at times impressive wines of varietal and regional character. The warm-weather varieties common to Spain, Portugal and southern Italy — Syrah, Mourvedre, Sangiovese and Tempranillo — are showing promise, as well as American varieties Zinfandel and Petite Sirah.

In general, the red wines have plenty of weight, in the way that Spanish wines or Sicilian reds do: big shoulders, good body, plenty of tannic grip. The 2009 Hart Mourvedre is aromatically spot-on with its scents of spiced strawberry and red-fruit flavors marked by a meaty Provencal rusticity, while the 2008 Palumbo Family Sangiovese, with its dusty cherry scents and firm, grippy tannins, is a bit like an amped-up Rosso di Montalcino. I enjoyed the South Coast Vineyards 2008 Lone Boulder Ridge Syrah, with its exotic scents of anise and black pepper and oak-tinged red plum flavors.

Of course, if you want power, the valley can deliver: The Cabernet-based wines of Wiens Family Cellars knock you back on your heels with their intensity — a familiar Temecula profile. Though the wines of Thornton Winery seemed to depart from this paradigm, David Vergari's 2010s are all below 14% alcohol (with a couple under 13%), lean, zippy wines with refreshing acidity and drive; his youthful 2010 Tempranillo, for example, resembled the Joven wines of Rioja in its bright, cheery red fruit.

— Patrick Comiskey

<http://www.latimes.com/features/food/la-fo-temecula-wine-country-box-20110826,0,5385578>.



Simple Concept, Complex Wines

Press (Continued)

Businessreviewusa.com | April 2011

Forget Napa, Temecula is home to Southern California's best wineries Palumbo Family Vineyards and Winery is a must-see and has the most amazing 2009 Viognier that is punch full of crisp and fresh notes of honey and floral hints. Nick and Cindy Palumbo own the 13-acre winery and offer some of the best handcrafted artisanal wines in the area. And not to mention, a breathtaking winery with unparalleled views.

<http://www.businessreviewusa.com/magazines/4163/20>

Inland Empire Magazine | November 2010

Palumbo's Passion

Palumbo wines are big, complex, powerful, age-worthy wines made to stand the test of time. His Viognier, the first harvested fruit this year, is whole cluster pressed. Whole cluster pressing is a much longer, very labor intensive, yet gentler way to make wine. He equates it to the difference between running grapes through a blender to squeezing the juice out with your hands. Palumbo believes in making his wine in a purist style: bone-dry, with no residual sugar, thus allowing the fruit to speak for itself. When you visit the Palumbo tasting room you will most likely meet Nick or Cindy pouring the wine; they are always happy to share their passion and enthusiasm with visitors. For more information, visit the website at www.palumbofamilyvineyards.com.

- PATRICK J. BARTLETT

Tasting Panel Magazine | November 2010

No More Apologies

I am genetically programmed for this line of work," says Nick Palumbo, owner/winemaker of the stunning Palumbo Winery. Hailing from a family of restaurateurs, the San Diego native continues to be fascinated with all things culinary. He believes he fortuitously landed in Temecula. "I was at the right place at the right time," he affirms, but he had no idea that the move would steer his career in the direction of winemaking. His small production Bordeaux blends, refined Viognier and Rhône reds are superbly balanced and noteworthy; and, although Palumbo's wines can be found in high end properties in San Diego County, his growing wine club membership and huge sales through his charmingly rustic tasting room keep Palumbo's portfolio a virtual hand-sell. "The consumer is the tail that wags the dog here in Temecula," insists Palumbo. But THE TASTING PANEL believes that wine buyers need to open their minds and palates to these wines.
