



## *Newsletter - Summer 2011*

### *Summertime Greetings*

When June finally arrived, the weather felt more like January, so we called it *Juneuary*. Usually this is our favorite time of the year, but we wondered if the sunshine and warm weather would ever appear again.

In spite of the cold, wet spring, we didn't let the weather dampen our spirits. Through the raindrops, we browsed through the local Farmer's Markets and attended the few outdoor events that weren't cancelled due to our unusual weather.

Finally, this week summer arrived with a bang—90° and sunny. We're loving it and so are the grapevines. We can finally proceed with our gardening, summer theaters, backyard parties, outdoor markets, and picnics with friends and family.

*Cheers -  
Bob & Carlene Rue*



*Bob and granddaughter Ciarah getting her bike ready for the summer.*

### *News from the Winery*

We have just completed the bottling of our 2009 Wood Road Zinfandel, 2010 Sauvignon Blanc and a new surprise—a **2010 Late Harvest Zinfandel**. We bottled all of these wines in one day, a total of 682 cases. For us, this is a new record.

In 2010, Northern California had a bit of a hiccup with the weather. Grape growers lost 30-75% of their crops, and our vineyard was also hit hard. We lost 90% of our Zinfandel crop, which means we only picked to three tons of grapes. For 2010 vintage, we made a total of five barrels of Zin, one of which is our 2010 Late Harvest Zinfandel.

*Continued...*

*News from the Winery, continued...*

We did that thing where “if life gives you lemons, make lemonade.” Our lemonade turned out to be some overripe fruit, which produced a stellar Late Harvest Zinfandel. Stay tuned for details on the release date and our tasting notes on this scrumptious late harvest wine.

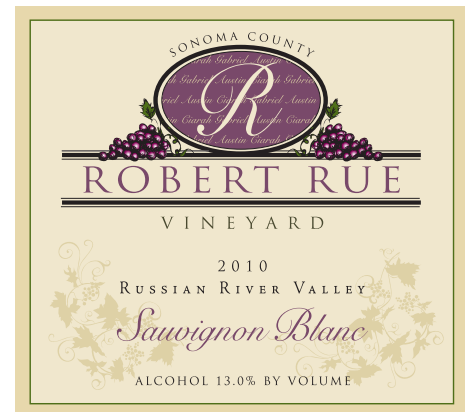
## *In this Shipment*

This shipment is your chance to try our newly released **2010 Sauvignon Blanc Russian River Valley** before we start pouring it in the tasting room. Similar to our 2009 Sauvignon Blanc, this wine is a perfect aperitif or match for summertime fare.

*Here are our tasting notes on this wine:*

Invitingly refreshing with aromas of freshly squeezed lime juice, Meyer lemon and a touch of blossoming honeysuckle. The creamy mouthfeel balances against the crisp entry filled with bright lemon-lime and grapefruit notes with a pleasant touch of white nectarine. Rich citrus lingers into the finish as the creaminess tames the lovely acidity.

Pair with your favorite seafood pasta or chicken salad, or enjoy it with a cheese course or sushi platter. We'd recommend opening a bottle early and sharing it with the cook, especially if you're cooking!



## *The Lowdown with Wilson*

Bottling time at the winery is a bit scary for us vertically challenged folks. Big trucks roll in and out, and there are all sorts of loud noises and funny smells (they tell me this is wine and it smells wonderful—their opinion not mine). But what bothers me the most about bottling day is all the wet and damp floors. How is a guy my size supposed to stay dry!



I know I should go off to my warm bed, but if I did that how could I know what's going on, or more importantly, I might miss something. The good news was bottling prep, bottling and clean up only lasted a short time, and we got back to dry cellar floors again.

My saving grace for the last couple of months is the visitors who keep coming in to see me, and many of them already know me by name. Wow, I must be more important than I even suspected. Oh, forgot to mention that the *Wine Dogs* photographer visited the winery and did a special photo shoot, featuring only me. Now that just shows you how special I am! I hear the new book will be out soon. Maybe I'll be the centerfold!

One last bit of news, I have a new love interest and she is a knockout. I've asked Bob and Carlene to include a photo of her, and I'd love to hear your feedback. A handsome bachelor like myself has to be careful, but she has the right pedigree plus she is just adorable.

Well, this writing stuff has worn me out, so I'm off to take a short nap before the next car of visitors rolls in to see me. Isn't life grand?

# Recipe

## Zinfandel Glazed Short Ribs



*This recipe is great for outdoor summer cooking as well as a wintertime favorite. Serve with garlic mashed potatoes, fresh asparagus or green beans and a bottle of Robert Rue Zinfandel.*

6 beef short ribs, 2-inches thick, cut across the bone  
Salt and freshly ground black pepper  
Dry rub seasoning mix  
½ c. olive oil  
4 poblano peppers, diced  
4 medium yellow onions, diced  
4 stalks celery, diced  
¼ c. sliced garlic  
1 bottle Robert Rue Wood Road Zinfandel  
1 qt. barbeque sauce  
1 qt. chicken stock

Season short ribs with salt, pepper and seasoning mix. Heat a large roasting pan with lid over medium high heat and add oil. Sear ribs in hot oil on all sides until well browned.

Remove from roasting pan and set aside. Add peppers, onions, celery and garlic and cook until well browned. Deglaze the roasting pan with Zinfandel, then add barbeque sauce and stock, and bring to a boil. Return ribs to roasting pan and cover tightly with foil. Place in preheated oven for 2½ hours, or until meat is tender when pierced with a fork.

Remove ribs from sauce and keep warm. Skim fat from the top of sauce and season with salt and pepper. Pour sauce over short ribs.



# Accolades



Our **2007 Wood Road Reserve Zinfandel** has won another **Gold Medal** at the 2011 Best of the Bay Wine Competition. This wine now has three Gold Medals around its neck!

Since January, our **2008 Wood Road Reserve Zinfandel** won **three Gold Medals**, too!

2011 San Francisco Chronicle Wine Competition

2011 West Coast Wine Competition

2011 Pacific Rim International Wine Competition

Our delicious and multi-award winning Zin is the perfect gift for friends, business associates or family. And, it's a nice gift to give yourself, too. Cheers!



# Calendar

## Upcoming 2011 Events

### July 1st – 4th

#### Relay For Life Fundraiser

*All ticket sales will go to the American Cancer Society*

*11 – 4:30 p.m. at Robert Rue Vineyard & Winery*

Join us for a weekend of celebration. Hot Dogs and Potato Salad are on the menu, plus our 2007 & 2008 Wood Road Reserve Zinfandel, as well as our newly released 2010 Sauvignon Blanc.

Cost is \$5.00 per person, and includes complimentary tasting and picnic fare.

Please come by, have some fun and help us support the American Cancer Society.

### July 20th

#### Wednesday Night Market

*5:30 – 8 p.m. in downtown Santa Rosa CA*

Looking for a great midweek adventure? Visit us as we pour our award-winning wines in the new [Wednesday Night Market Tasting Garden](#). Relax in the 2500 square foot enclosed downtown wine garden while enjoying tastings provided by six different local wineries. Tickets cost \$10 for six tastings.

### August 12th

#### Wags, Whiskers and Wine Gala

*5:30 – 9:30 p.m. at Trentadue Winery, Geyserville CA*

A benefit for the Sonoma Humane Society

Enjoy a gourmet dinner, fabulous wines, exciting auctions, live music and more! For additional information, visit the [Sonoma Humane Society's calendar webpage](#).

### August 13th

#### [San Rafael's Annual Food & Wine Festival](#)

*Noon – 6 p.m. at the Falkirk Cultural Center, San Rafael CA*

Enjoy this delicious and fun-filled event. Stop by to say hi and enjoy some Robert Rue wines.

### August 17th

#### Wednesday Night Market

*5:30 – 8 p.m. in downtown Santa Rosa CA*

Visit us as we pour our award-winning wines in the new [Wednesday Night Market Tasting Garden](#).

### August 27th & 28th

#### Bodega Seafood, Art & Wine Festival

*10 a.m. – 6 p.m. (Saturday) and 10 a.m. – 5 p.m. (Sunday) at 16855 Bodega Hwy, Bodega CA*

Come to the most joyful, unique celebration of food, wine (including Robert Rue's), beer, art and entertainment in the wine country! For additional information visit the [Bodega Seafood Art & Wine Festival](#).

*Continued...*

## *Calendar – Upcoming 2011 Events, continued...*

### **August 20th**

#### **16th Annual Grape to Glass – *Hog in the Fog***

*Sponsored by the Russian River Valley Winegrowers*

*4 p.m. at Richard's Grove & Saralee's Vineyard at 3574 Slusser Road, Windsor CA*

Enjoy an evening of fabulous wines (including Robert Rue Zin and Sauvignon Blanc), a savory barbeque dinner, silent and live auction and live entertainment. Here is your opportunity to meet the winemakers, growers and winery owners in a relaxed and beautiful setting. For additional information or tickets, visit the [Russian River Valley Winegrowers](#) website.

### **September 24th & 25th**

#### **Jazz on the River**

*10 am – 6 pm at Johnson's Beach, Guerneville CA*

Enjoy Robert Rue wines while listening to some incredible live jazz (Sat.) or blues (Sun.) while surrounded by towering redwood and next to the cooling Russian River. What a spectacular way to spend the weekend! For additional information, visit the [Jazz on the River](#) website.

### **September 11th**

#### **8th Annual Garden Art Gala**

*A benefit for the Laguna de Santa Rosa Foundation*

*2 – 6 p.m. at the [Vine Hill House](#), Sebastopol CA*

Gazing out at stunning views of the Laguna and the Santa Rosa Plain, supporters of the 8th Annual Garden Art Gala will enjoy fabulous local food paired with local premium wines (including Robert Rue's). A silent auction of original works of garden art and rare and special wine lots combined with a live auction of getaways and luxurious adventure experiences will also be part of the day's event. For additional information, please visit the [Laguna de Santa Rosa Foundation](#) website.





## *Wine Club Pricing*

*Wine Club Members Only*

*New Release!* 10% to 20% Off for Wine Club Members

Wine	Retail Price	1-5 Bottles	6-11 Bottles	12 or more
			<i>With Club Member Discount</i>	
<b>2010 Sauvignon Blanc</b>	\$22.00	19.80	18.70	17.60

*Current Releases* 10% to 20% Off for Wine Club Members

Wine	Retail Price	1-5 Bottles	6-11 Bottles	12 or more
			<i>With Club Member Discount</i>	
<b>2007 Zinfandel Wood Road Reserve</b>	\$32.00	28.80	27.20	25.60
<i>GOLD MEDAL 2011 Best of the Bay Wine Competition</i>				
<i>GOLD MEDAL 2010 Los Angeles International Wine &amp; Spirits Competition</i>				
<i>GOLD MEDAL 2010 International Eastern Wine Competition</i>				
			<i>With Club Member Discount</i>	
<b>2008 Zinfandel Wood Road Reserve</b>	\$32.00	28.80	27.20	25.60
<i>GOLD MEDAL 2011 San Francisco Chronicle Wine Competition</i>				
<i>GOLD MEDAL 2011 West Coast Wine Competition</i>				
<i>GOLD MEDAL 2011 Pacific Rim International Wine Competition</i>				

To place your order, please contact Carlene at 707-578-1601 or [carlene@robertruevineyard.com](mailto:carlene@robertruevineyard.com)

*Thanks!*

