HOLIDAYS AT HOME
A Perfect Pairing
The season is upon us and while harvest is still in progress, we’ve also witnessed unprecedented fires throughout the state of California that have challenged so many of our friends and colleagues in the wine industry. Our thoughts and prayers are with them all. Gratefully, both our team and vineyards at JUSTIN have remained safe and unimpacted, and we are hopeful to continue down this path as we head into the holiday season.

To date, much of the fruit is off the vine, fermentations are underway, and barrels are filling. It’s looking great, but we have a way to go until the books are closed on the 2020 harvest. Just a few months ago sun-graced vineyards surged with growth, interns honed their skills anticipating the test that lay ahead, and previous vintages were being bottled. Then and now our production and vineyard teams did not let up!

In the face of rampant uncertainty throughout much of the year, we doggedly followed our pursuit of producing quality wine. Nature doesn’t wait. So, with full regard to personal safety and modification of approach, we tackled our thirty-ninth harvest.

Modification of approach extended to me as well. No longer able to travel to markets, closure of restaurants, wine wholesaler hiatuses, and the cancellation of wine events nationwide caused us to reimagine ways to stay in touch. Technology to the rescue! From my personal wine cellar deep underground in my home, we’ve been able to perform virtual wine dinners, tastings, and staff trainings. Participants joined in nationwide—virtual wine dinners in Baltimore, San Juan, Puerto Rico, and Bend, Oregon, tastings in Denver, events in Sun Valley and Ft. Lauderdale, presentations in Los Angeles, New Orleans, Palo Alto, and Phoenix.

Perhaps most impactful and broad reaching have been my live interviews with athletes including Carmelo Anthony, Josh Hart, and Jerry Rice. Their wine enthusiasm and knowledge were compelling. We traded wine stories, evaluated favorites, and reviewed career and personal highlights while tasting current releases of their favorite JUSTIN wines.

Participants from across the country have joined in pairing the wines with food selections suggested by our culinary staff. Many forwarded timely and thoughtful questions for me and our guests to answer. All in all, we’ve found an entertaining way to stay connected. It has been important for us to be there for our loyal supporters and we’ve made new friends along the way. We’ve thoroughly enjoyed getting to connect with our fans nationwide in a way we’ve never done before and hope you’ve been able to join in.

Regardless, know we value your support and will work tirelessly, irrespective of obstacle, to continue to produce wines that honor our quest to belong in the company of the finest wines in the world. I look forward to seeing you all at the winery or on the road someday soon. Until then, keep an eye out for some new and exciting opportunities to connect.

Season’s best,
Justin

founder’s letter

ISOSCELES Reserve is a more exclusive offering of JUSTIN’s best Bordeaux-style blend, made from barrel lots with the darkest, richest fruit profile that also have the necessary tannins and structure to support two years of barrel aging in 100% new French oak. Within our favorite barrel lots (which may consist of anywhere between four to twenty barrels, depending on the size of that vineyard block), we “reserve” the best barrels from these lots for ISOSCELES Reserve. Multiple trial blends are made on the benchtop to evaluate which barrel lots work best together, and in what proportion. The winemaking team may taste through over twenty different iterations before arriving at a blend worthy of this program. After twenty-four months in barrel, it is then aged for another year in bottle before release.

ISOSCELES was imagined by founder Justin Baldwin to include the three primary grape varieties originally found in the First Growth Chateaux of Bordeaux: cabernet sauvignon, merlot, and cabernet franc. There are two other varieties planted to a lesser degree in Bordeaux—petit verdot and malbec—and in 2012, JUSTIN added these varieties to the estate plantings in Paso Robles, California. Petit Verdot and Malbec are more vintage dependent, not necessarily performing as consistently as the three pillars of the ISOSCELES blend. But, in some years, Malbec can add a freshness and texture to the ISOSCELES Reserve blend, while Petit Verdot is great for color and intensity. Having these blending options available allows for greater flexibility in creating an unforgettable wine perfect for a special occasion or for laying down to improve with time in your cellar.

The 2017 ISOSCELES Reserve will be released in November 2020 and is 76% Cabernet Sauvignon, 9% Cabernet Franc, 8% Malbec, 4% Merlot, and 3% Petit Verdot. We invite you to contact the Wine Society for details on how to access this exceptional wine by becoming a Member of the ISOSCELES Reserve Club! Contact the Wine Society by email at winesociety@JUSTINwine.com or by phone at 805.591.3200.

Scott Shirley
JUSTIN Winemaker
ISOSCELES Reserve

The Perfect Blending of Quality and Character

Release Date: November 2020

76% Cabernet Sauvignon
9% Cabernet Franc
8% Malbec
4% Merlot
3% Petit Verdot
Comparing different vintages of the same wine in what we call a vertical tasting not only highlights how the conditions of each vintage affect the wine but shows how a wine changes over time in the bottle.

While most people are familiar with the aging potential of ISOSCELES, JUSTIFICATION is often overlooked for its ability to develop beautifully with even a few years in the cellar.

I recently had the opportunity to taste three vintages (2018, 2017, and 2016) of JUSTIFICATION and I’d like to share some of my notes with you all.

2018 JUSTIFICATION

A mix of black and red cherry with black currant typical of this wine with vanilla, tobacco leaf, and savory pencil-like notes of cedar and graphite also typical, coming from its Cabernet Franc base (66% Cabernet Franc and 34% Merlot). It has a distinct savory and textural character, particularly on the mid-palate.

2017 JUSTIFICATION

Much richer on the palate with complex, rounded fruit, again cherry and currant, but now, mostly black fruit that softens the savory and textural elements that predominated the younger vintage, giving greater balance of flavors and textures with a more rounded feel on the palate.

The wine is integrated and precise through the mid-palate, with slightly pronounced tannins on the finish. A similar blend to the 2018 JUSTIFICATION, at 65% Cabernet Franc and 35% Merlot, this is a very good indication of what an extra year in bottle will provide. Almost a bit like a time machine for wine!

2016 JUSTIFICATION

This vintage is 57% Merlot and 43% Cabernet Franc and the first vintage where Merlot has taken the lead role. As a result, this vintage has always had a fuller and rounder feel on the palate. Now, two years after release, it is showing a wonderful integration and balance of its elements. Still with black cherry and currant, the fruit is subtler, and an overall complexity and balance have emerged as all of the flavors, aromas, and textures work together, yielding elements that have not existed until now.

If you’d like to experience these wines, we have assembled a limited offering featuring a vertical of JUSTIFICATION with the 2018, 2017, and 2016 vintages. For details, please contact the Wine Society at 805.591.3200 or winesociety@JUSTINwine.com.

Cheers,
Jim Gerakaris, CWE
JUSTIN Sommelier and Wine Educator
‘Tis the Seasonal Menu Spotlight

By Rachel Haggstrom, Executive Chef, JUSTIN Vineyards & Winery

Fall and winter are such special seasons in our beautiful chef’s garden here at JUSTIN. The bounty of seasonal vegetables we harvest includes beets, rainbow chard, Brussels sprouts, leeks, lettuce, turnips, cauliflower, and carrots to name a few, and they always inspire the autumnal hors d’oeuvres and entrees created here at The Restaurant at JUSTIN. One of my favorite recipes this season is pork tenderloin wrapped in Ibérico ham with Brussels sprouts and turnips. This dish has a great complexity of flavor and a crispy exterior topped, of course, with a sauce au jus. To experience our seasonal favorites at The Restaurant at JUSTIN, please contact our Concierge at 805.591.3224 or concierge@JUSTINwine.com.

If you’re not able to make it to The Restaurant at JUSTIN, enjoy this recipe at home with family and friends. By the way, it pairs beautifully with a 2018 SAVANT.

Ibérico Ham-Wrapped Pork Tenderloin

INGREDIENTS:
1 tablespoon canola oil
1 pork tenderloin
10 oz. thinly sliced Ibérico ham
salt and freshly cracked pepper to taste
beet puree
turnips
Brussels sprouts

SAUCE:
2 tablespoons sugar
3 tablespoons quince vinegar
2 cups pork stock

PREPARATION:
1. Season pork tenderloin with salt and pepper. In a large skillet over high heat, sear meat all around to dark golden brown. When you see a deep caramelization on the meat, cool pork immediately in the refrigerator.
2. Thinly slice Ibérico ham and lay onto plastic wrap, forming a long rectangle. Place the pork tenderloin atop the ham and roll very tightly.
3. In a large sauté pan over medium heat with canola oil, sear the pork tenderloin wrapped in Ibérico ham to crisp the edges and warm through.
4. After searing, finish in the oven at 400°F until the pork reaches an internal temperature of 140°F. Slice and serve with sauce, beet puree (or beets), turnips, and Brussels sprouts.

Sauce: In a small sauce pot, add the sugar and cook over low heat until a dark caramel forms. Very carefully add the vinegar and cook until slightly thickened, approximately 8 minutes. Add the pork stock and allow to reduce and the flavors to meld. Reduce until it reaches the desired thickness or nape.
We are thrilled about the debut of our new edutainment series “Crush It with JUSTIN,” starring none other than Justin Baldwin himself.

The series will be launching this fall and can be seen on JUSTINwine.com, as well as our Instagram, Facebook, and YouTube channels. “Crush It with JUSTIN” is the ultimate education in becoming a full-fledged wine connoisseur.

In this series, Justin will debunk common wine myths and discuss wine how-tos. Each episode will focus on different wine topics like storing and aging wine, opening and decanting, choosing the right stemware, how to properly taste wine, and how to pair food and wine.

So, this November, tune in and enjoy “Crush It with JUSTIN.” It’s educational, and you get to pair it with some exceptional JUSTIN wines.

Our Latest Advertising Campaign Is Truly Exceptional from Every Angle

We are so proud to announce the release of our newly refreshed “Exceptional from Every Angle” advertising campaign. This exciting new campaign showcases our portfolio of iconic wines. Look for it across print, social media, and at point-of-sale.

It features the work of acclaimed Swedish photographer Frederik Lieberath, who is known for his modernist still-life work with the world’s biggest brands, including Apple, Bentley, and Gucci. Through Lieberath’s lens, the brand shines in an angular style of photography that is both minimal and modernist, playing up JUSTIN’s sophisticated approach to high-quality winemaking.

The technique and craftsmanship that went into creating these beautiful and unexpected geometric designs are a nice complement to JUSTIN’s old-world methods and attention to detail when it comes to winemaking.
With the holidays soon approaching, you might be wondering what to send to friends and family near and far. At JUSTIN, we have an exceptional assortment of gift boxes that will delight everyone on your list. We can also create custom boxes for a more personal touch. Mix and match your favorite JUSTIN wines and merchandise right down to the box. We can put together corporate gifts as well.

**For the Syrah lover**, we have a new offering this year, our 2018 vintage of FOCUS presented in a wooden gift box. It’s an exciting addition and sure to be a new favorite.

*$120 Retail/$96 Wine Society*

**For the ISOSCELES fan** on your list, we are offering a library vertical featuring the 2009, 2010, and 2011 vintages. This exceptional trio presented in a handsome wooden box will be a gift they’ll wish for every year.

*$510 Retail/$408 Wine Society*

**If you're looking for a host gift**, may we suggest just for the Host Deluxe: a bottle of 2018 JUSTIFICATION paired with a JUSTIN 2-in-1 pour/stop. It will be such a hit, you’re sure to be invited back!

*$80 Retail/$64 Wine Society*

For the wine aficionado on your list, we have The Best of The Best Collection. This three-bottle bundle includes our three most exclusive wines. Our 2016 PLATINUM Reserve, 2018 FOCUS, and 2017 ISOSCELES Reserve are presented in a beautiful black holiday box. This offer is so special, in fact, it’s only available during the holidays.

*$410 Retail/$328 Wine Society*

For more information or to place an order, please contact the Wine Society at 805.591.3200 or winesociety@JUSTINwine.com
June 29, 2020

Jim Gerakaris gives tips for picking the perfect wine for a small intimate wedding.

“If you can’t decide on a new wine to try, consider a classic that a crowd is guaranteed to love. Gerakaris’ pick? A 2017 Cabernet Sauvignon from the JUSTIN portfolio. ‘This wine is made with the same care as the highest quality, traditionally crafted Bordeaux-styled wines, and is currently rated the number one luxury Cabernet Sauvignon in the nation,’ he says. ‘[It] spends more than a year in traditional small oak barrels to impart depth and complexity, highlighting the influence that the unique growing conditions of the Paso Robles region add to the classic Cabernet character.’”

— Michelle Ball

May 4, 2020

Ad Age featured JUSTIN in a story exploring the virtual space for wines.

“Justin Baldwin, founder of JUSTIN Vineyards and Winery, shared personal stories, answered questions about the wines customers were tasting and helped suggest recipes for food pairings.”

April 2020

JUSTIN’s Cabernet Sauvignon was highlighted as the #5 Most Popular Wine and #9 Wine by the Glass in the Wine & Spirits Annual Restaurant Issue.

January 25, 2020

JUSTIN’s wine caves made the list of top California wine caves for subterranean sipping on SFGate.com.

“JUSTIN’s barrel cave houses not only its wines, but also its beautiful ISOSCELES Library, where wine tastings are held. Layers recommended; it gets chilly down there”

The Restaurant at JUSTIN placed 7th in USA Today’s 10Best Readers’ Choice Awards.

“The Restaurant at JUSTIN Vineyards and Winery in Paso Robles centers on dishes that celebrate the changing seasons using the best available local ingredients.”