



## Hello, from California Wines

Winter is a peaceful time of year in California vineyards. Our winegrowers focus on pruning, choosing one of three methods—depending on what trellising system is in place—spur pruning, cane pruning, or head-training. Pruning helps control the size and number of berries, manages the leaf-to-fruit ratio and enables winegrowers to guide the shape of vines, so vines can be trained onto trellises.

## FROM GRAPE TO GLASS

- The sommelier-turned-winemaker trend is here to stay. Sommeliers from throughout the state prove to be astute creators of fine wine. During a recent Wine Institute tasting at the Culinary Institute of America, Geoff Kruth, MS and Chief Operating Officer of the Guild of Sommeliers discussed the trend, highlighting ways in which a sommelier's education is excellent preparation for key aspects of winemaking. The tasting featured a Chardonnay from [Lost & Found](#)—Kruth's winery. The documentary movie "[Somm](#)" provides a fascinating glimpse into the world of the sommelier.
- New York Times wine critic [Eric Asimov heralds a new era of California wine](#), emphasizing that California is now characterized by its stylistic diversity. He credits a new wave of energetic California winemakers—greatly influenced by varietals and styles worldwide—with helping to extend stylistic boundaries that had come to represent California wines as a whole. These next-generation winemakers, says Asimov, craft wines that are loyal to global inspirations yet reflect distinctive California origins.
- California winemakers and winegrowers know how to bottle the sun. Over the past decade, use of solar power on California vineyards has reached new heights of innovation—even moving beyond static solar panels. Case in point: nearly 1,000 floating solar-power panels are mounted on pontoons in the irrigation ponds of one Napa Valley vineyard. And at [J. Lohr Vineyards](#) in Paso Robles, nearly 3 acres of photovoltaic panels actually move, tilting to follow the sun's movement throughout the day.

## AROUND THE GLOBE

- UK.** From an evening at the Ambassador's Residence in London for 200 trade buyers and top media to a new speed-tasting—featured in Restaurant Magazine—with multi-site restaurateurs, our United Kingdom team has had a robust quarter, ending with a four-page California wines spread in Imbibe magazine. Imbibe coverage will continue from January through March, focusing first on trends and then—to build momentum and recruit attendees—on the California Wines Annual London Tasting, taking place March 17th.
- Continental Europe.** California Wines was featured in Dutch Wine Life magazine and participated in a By-the-Glass promotion for independent retail shops in Holland. Elsewhere: we hosted California wine bars at the Mitt Kök (Good Kitchen) fair in Stockholm, at the Wine Food & Good Living show in Finland and at a popular consumer fair in Sweden as well as at the Forum Vini show in Munich, where 1,500 people tasted 30 California wines. Upcoming: in April, we will host a group of European wine writers in California whose combined readership is 7 million and in March, more than 150 California brands will be presented at the Prowein trade show (Germany), following our European Spring Tour with stops in London, Hamburg, Copenhagen, Warsaw and Brussels.
- Canada.** California was the featured region of the [2013 La Grande Dégustation de Montréal](#). Highlights: vintners from 39 California wineries sampled 250 wines for 13,000 guests; California Chardonnays captured 7 out of the top 10 spots of the Grand Chardonnay Challenge; 24 vintners participated in four speed tastings. California participated in two large consumer shows, the Ottawa Wine & Food Festival and the Gourmet Food & Wine Expo, where we shared 30 wines with the 30,000 guests who attended each show. In Ottawa, we sponsored a heralded California Road Trip seminar. The high-profile 2013 Teddy Bear Affair was California-themed, with [a performance by Brian Wilson of the Beach Boys](#) and a California inspired menu by celebrity chef Charlie Ayers.
- Japan.** From magazine coverage to live lectures and distinctive presence in a leading print catalogue: our Japan office optimized outreach once again. WINART, a popular consumer wine magazine, published a 16-page California sustainable winegrowing feature article. Respected wine school Academie du Vin played host to our consumer education program in Tokyo and Osaka, featuring 12 entry-level lectures about California wine. The 2014 wine catalogue Sekai no Meishu Jiten was just released; our Japan office director wrote the U.S. section—his 16th year doing so. Upcoming: the 2014 Wine-By-The-Glass Promotion (featuring Rosé). We expect 300 restaurants and 40+ importers to participate.
- China.** Our [2013 ProWine China](#) presence comprised 17 exhibitor booths, 110 brands from 60 wineries spanning 32 American Viticultural Areas, and associations representing Napa Valley, Paso Robles, and Santa Barbara. Our pavilion hosted seminars for Sonoma County, Napa Valley, Paso Robles and Santa Barbara County. The California Wines Master Class 2.0 launches soon; course offerings will double this year to nearly 20 seminars throughout China. In California we hosted wine and lifestyle journalists from China whose readership totals more than 1,000,000. During our upcoming virtual wine tasting a Chinese trade group will take part from Black Stallion Winery in Napa, with Shanghai media joining via video conference for a guided tasting from several California winemakers.
- Korea.** Our recent Fall Asia tour activities in Seoul have already produced media exposure. Leading wine trade publication Wine Review published an extensive report on each of our recent events—consumer tasting, Paso Robles Seminar and trade tasting.
- Global Website Translation.** [Site](#) translations are nearly complete. This winter, we'll launch the translated sites for Germany, Mexico, Quebec, Japan, Korea and (in traditional Chinese characters) for Taiwan and Hong Kong.
- Global Social Media.** Our Facebook campaign currently has more than 15,000 followers across 15 countries, plus an additional 40,000+ followers via Weibo in China. Our new [international map](#) feature was launched across all Facebook pages and helps direct followers to any of our 15 social media sites around the world.
- California Wines Summit.** Missed the Summit? Have a look at some highlights.
  - [Photographs by George Rose](#)
  - [Alder Yarrow of Vinography](#)
  - [Jon Bonne of San Francisco Chronicle](#)
  - [Julia Harding of JancisRobinson.com](#)
  - Patrick Schmitt, Editor-in-Chief of The Drinks Business: [California Wine Summit in Pictures](#)
  - [U.S. Wine Sales: Nowhere to Go But Up](#)
  - [Pink Moscato: The Solution for UK Market](#)
  - [Swedish journalist, Hakan Larsson, featuring wines from the Summit on television](#)
  - [Anthony Gismondi of Vancouver Sun in British Columbia](#)
  - [John Szabo in Canada](#) (scroll to Premium California section)
- USA.** David Wilson on the Grape Encounters radio show [interviewed Vice President of International Marketing Linsey Gallagher](#) about the ProWine China show. Photographer [Matt Armendariz](#) and stylist [Adam Pearson](#) photographed an in-studio food session after our collaboration with chefs to create recipes that reflect the California culinary landscape. Recipes and photos will launch on social media channels, [our site](#) and in this e-newsletter.

## FROM FARM TO TABLE



**Rice Noodles with Five-Spice Pork and Braised Leeks in Anise Broth**  
Serves 4

This aromatic broth has hints of fresh ginger, anise and black pepper—and slices of tender, five-spice pork. Pair with California Viognier or California Rosé.

### Ingredients:

For the soup:

- 4 medium leeks
- 3 large cloves garlic, crushed (for the broth)
- 4 large cloves garlic, thinly sliced
- 2 plum tomatoes, quartered
- 2 whole dried star anise pods
- 1 (2-inch/5 cm) piece (30g) fresh ginger, peeled and roughly chopped
- 6 cups (1-1/2 liters) water
- 3 tablespoons (45ml) extra virgin olive oil, divided
- 2 (6-ounce/170g) center-cut boneless pork loin chops, 1-inch (2.5cm) thick
- 1 tablespoon (15 ml) five-spice powder
- 1 package (8 ounces/225g) dry thin round rice noodles
- 1 teaspoon (5ml) sugar
- 1/4 cup (60ml) soy sauce
- salt and freshly ground black pepper

### Directions:

Cut off and discard the root end of the leeks and cut the leeks in half lengthwise. Cut off and reserve the dark green ends of the stalks, leaving the light green and white parts intact.

Rinse the dark green ends thoroughly and place them in a large saucepan with the crushed garlic, tomatoes, anise, ginger, and water. Bring to a boil over high heat. Turn the heat down and simmer for 1 hour with the lid slightly ajar.

Strain the broth into a large bowl and discard the solids. Return the broth to the pan and keep hot.

Slice the white and light green parts of the leeks into 1-inch (2.5cm) pieces and rinse them thoroughly.

Heat 2 tablespoons (30ml) of the olive oil in a large, heavy-bottomed skillet over medium-high heat. Add the leeks and sliced garlic and cook and stir for 2 minutes or until the vegetables are slightly browned. Add 1/2 cup (125ml) of the broth to the leeks and cook until the liquid has evaporated. Remove the pan from the heat. Season to taste with salt and pepper.

Preheat the oven to 350° F (180° C).

Sprinkle both sides of the pork chops generously with salt and pepper and coat them with five-spice powder.

Heat the remaining tablespoon (15ml) of olive oil in a small, heavy-bottomed skillet over medium heat until very hot, but not smoking. Sear the pork chops for 2 minutes on each side.

Transfer the chops to a shallow baking pan and roast in the oven for 15 minutes. Remove the pan from the oven and let the meat rest for 5 minutes. Slice the meat in very thin strips.

Cook the noodles according to the directions on the package. Drain the noodles and divide them among 4 large soup bowls. Divide and arrange the leeks, pork slices and bean sprouts on top of the noodles.

Add the sugar and soy sauce to the broth and ladle it into the soup bowls, then serve.

Still hungry? [Discover more seasonal recipes with California wine pairings on our wine and food page.](#)

## HAPPENINGS & EVENTS

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