

PINOT NOIR PRESS

GOLD MEDAL
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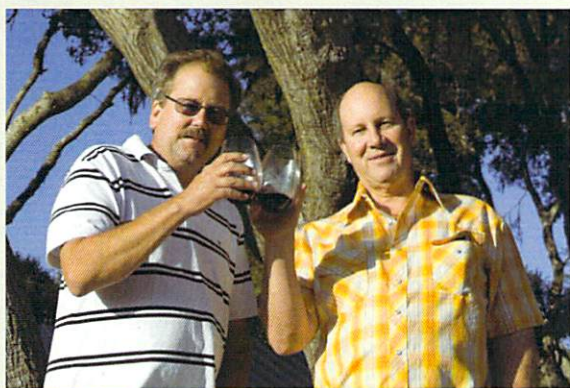


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HEARTHSTONE VINEYARD & WINERY

From horticulturist to viticulturist, Hoy Buell combines his veteran growing expertise with his love for fine wines to develop one of the most diverse and critically acclaimed boutique wineries in Paso Robles.



Winemaker Paul Ayers shares a celebratory toast with owner Hoy Buell; Twenty different wine grape varieties are planted in the Hearthstone Vineyard; The estate vineyard spans forty hilly acres on the renowned Westside of Paso Robles; Sitting on top of a hill in the Templeton Gap is Hearthstone's tasting room and outdoor patio where guests can relax and enjoy a bottle of Hearthstone wine.

Located in the heart of historic Adelaida, Hearthstone Vineyard and Winery is perched in the quiet, majestic foothills of Paso Robles' westside region. This incredible 40-acre vineyard site is home to one of the country's top horticulturists who, after 32 years of growing vegetables, decided it would be *much more fun* growing wine grapes!

Hoy Buell is a Cal Poly, San Luis Obispo graduate who has always had a knack for planting and growing. Back in 1979, he established Greenheart Farms in nearby Arroyo Grande. Greenheart is now one of California's leading vegetable transplant producers, and one of the largest nurseries in the nation. Growing a wide variety of flowers, cyclamen, poinsettias, roses, herbs and vegetable transplants for farmers and wholesalers, Hoy's experience and expertise is across the board. It was only natural to add wine grapes into the mix.

Working in Arroyo Grande, Hoy found himself in the heart of Central Coast wine country and it was hard to ignore the thriving vineyards he saw in nearly every direction. It wasn't long before Hoy was exploring San Luis Obispo County's wine country, visiting wineries on the weekends and collecting the fine wines from these small family estates. He even

purchased a 'weekend sanctuary' ranch in the historic Adelaida hills of Paso Robles where he was completely surrounded by world-class growers and some of the region's top wineries.

Hoy was fascinated by the winery culture, and by 1998, was growing and grafting hundreds of acres of wine grape plants for local growers. In the spring of 1999, he decided to plant a vineyard of his own.

After searching for the best wine grape land in the area, Hoy found a rugged and rocky hillside location adjoining his country ranch in Adelaida - and the rest is history! Hearthstone Vineyard & Winery was born.

Now, with a horticulturist who's as experienced as Hoy Buell is, one can imagine this was not your average vineyard. No, this vineyard is easily one of the most meticulously planted and diverse vineyards in all of Paso Robles. Not only does the Hearthstone Vineyard include *twenty different varieties*, but Hoy further diversified the vineyard with up to *seven different clones per grape*. According to Hoy, "Diversity is more interesting!" and this variety of grapes allows for a broad range of wines, blends, and styles.

"My intent is to grow most of my favorite varieties and make interesting

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Hoy Buell stands amongst his extremely diverse 40-acre Paso Robles vineyard; The Hearthstone Tasting Room provides an intimate wine experience where visitors can actually taste in the barrel room; The rustic architecture and inviting patios offer a comfortable, hidden haven to enjoy an afternoon.

HEARTHSTONE VINEYARD & WINERY, *Continued from Page 1*

blends as well as straight varietals. We have several of the popular wine blends found in the world, but of course are unique to our style and terrior,” explains Hoy. Some of these favorite varietals include Zinfandel, Syrah, Pinot Noir, Grenache, Mourvedre, Cabernet Sauvignon, Cabernet Franc, Malbec, Tempranillo, Sangiovese, Brunello, Viognier and Roussanne - just to name a few!

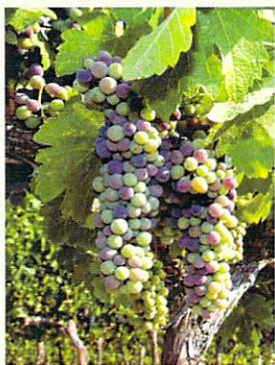
Hearthstone’s wines are made by passionate winemaker Paul Ayers, who, with twenty years of winemaking experience in Paso Robles, shares a common vision with Hoy to produce exceptional wines and creative blends that are distinctly their own. Since Hearthstone’s first vintage debut in 2003, the exceptional quality of the wines has been reflected in the number of awards garnered at competitions around the country. There are literally just too many to count!

With a passion for growing and farming also comes a natural love for the environment, which is why Hoy Buell ensures his operations are completely sustainable. Not only is Hearthstone Vineyard maintained as sustainable, but his Greenheart Farms company also became certified sustainable in 2011 making the vegetable nursery the first sustainable one in the United States. His efforts in creating magnificent natural habitats have certainly paid off as his vines, and his vegetables, produce higher quality products each year.

Hearthstone wines are made just down the road from the estate vineyard at the well-equipped Denner Winery. Here, the Hearthstone wines have access to the finest equipment and storage capabilities and Hoy couldn’t be happier with the affect it’s had on his award-winning wines.

Hearthstone’s name, by the way, comes from the word *hearth*, meaning heat or fireplace, and symbolizes the home and feelings of warmth and love. Hoy wanted his wines to be approachable, his winery to be casual and inviting, and his staff to be friendly and knowledgeable. It seems he has succeeded on all accounts, as Hearthstone Vineyard & Winery has become the sweetheart of Paso Robles’ Adelaida region. We invite you to enjoy this special selection from Hearthstone, and drink it surrounded by your own loved ones. Cheers!

ABOUT THE VINEYARD

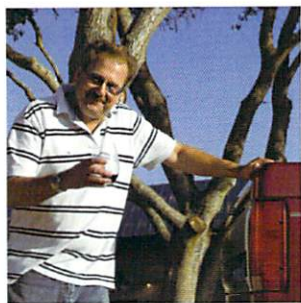


The Hearthstone Estate Vineyard sits at an elevation of 1,400 feet in the Adelaida hills of westside Paso Robles. Hoy Buell chose this site for its dynamic weather conditions and hilly topography that would benefit a wide range of varietals and varietal clones. He planted the 40-acre vineyard in 1999 and by using minimalist natural practices that are unique and specific

to this land, the vines have produced lower yields and higher quality fruit with each vintage.

The Hearthstone Vineyard receives varied coastal mountain weather, which translates to both vines and fruit that are hearty in character. This location, along with the high altitude and significant temperature fluctuations, makes for a short growing season and small harvests. The fruit from this site is extremely limited, but it is among the most concentrated and distinctive in the region.

ABOUT THE WINEMAKER



Paul Ayers' winemaking experience spans 25 years in Paso Robles. From assistant winemaking at Mission View and Robert Hall wineries to serving as principal winemaker to San Marcos Creek Winery and Paso Robles Wine Services, Paul has been involved with every aspect of the winemaking process. He brings

exceptional experience and passion to Hoy Buell and Hearthstone Vineyard and Winery, a place that has truly become the perfect home for him.

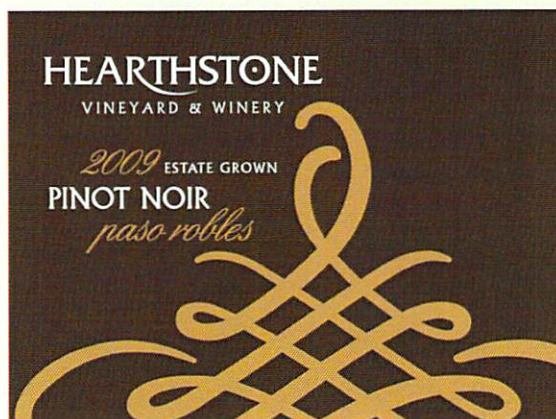
Like Hoy, Paul also enjoys the diversity of working with various varietals and clones. The variety forces Paul to work in small batches, where he can retain the subtle variation of flavors that each clone possesses and in turn, produce wines that are layered, complex, and distinctly Hearthstone in style.

According to Paul, "Quality is the focus at Hearthstone and by working with small lots, I am able to extract the best qualities from the fruit and age it to deliver wines with a nice level of oak integration. I am always looking to improve the quality of the wines." With his dedication, it's no surprise that Hearthstone receives the accolades and recognition that it does.

HEARTHSTONE 2009 PINOT NOIR

This 2009 Pinot Noir comes from the Hearthstone Estate Vineyard on the highly desirable 'Westside' of Paso Robles. Darker in color and bolder in flavor than its preceding vintages, this 2009 Pinot has a large spectrum of berry flavors with an appealing lushness and rich texture. Dried cherry and a hint of musky rose are distinctive on the nose and balance nicely with the flavors of fig, plum, and berries. Try pairing the Hearthstone 2009 Estate Grown Pinot Noir with earthy foods, pastas, and even dark chocolate desserts!

Alcohol:	15.5%	Aging:	30 months in oak
Total Acidity:	0.54 g/mL	Cases Produced:	Only 75!
pH:	3.84	Enjoy now until:	2018



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- 10th Annual Pinot Noir Shootout Competition

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Butternut Squash Ravioli with Oregano-Hazelnut Pesto

For the Oregano-Hazelnut Pesto:

- 1 1/2 cups packed oregano
- 1 cup extra-virgin olive oil
- 1/2 cup packed basil
- 1/2 cup finely grated parmesan
- 1/4 cup hazelnuts, toasted
- 2 cloves garlic, finely chopped
- salt & freshly ground black pepper

For the Ravioli:

- 2 Tbs. olive oil
- 4 cloves garlic, unpeeled
- 1 small (1 3/4 lb.) butternut squash, halved lengthwise & seeds removed
- 1 cup finely grated parmesan, plus more for serving
- 4 Tbs. unsalted butter, browned
- 1 Tbs. freshly grated nutmeg
- 2 tsp. minced sage, plus 12 cup packed whole leaves
- 2 tsp. minced oregano
- salt & freshly ground black pepper
- 1 cup canola oil
- 80 square wonton wrappers
- 1 egg, lightly beaten

Make the Pesto: Process oregano, oil, basil, Parmesan, hazelnuts, and garlic in a food processor until finely ground. Season with salt and pepper and set aside.

Make the Ravioli: Heat oven to 450 degrees. Rub garlic and squash with olive oil and place, cut sides down, on a baking sheet and bake until tender, about 30 min. Let cool briefly, and then scoop out the squash flesh and garlic cloves from their skins and pass both through a potato ricer or food mill into a large bowl; mix in Parmesan, browned butter, nutmeg, 2 tsp. finely chopped sage, oregano, and salt and pepper. Set filling aside.

Heat canola oil in a 10" skillet over med-high heat; add whole sage leaves and fry until crisp, about 20 seconds. Transfer to paper towels to drain and set aside.

Place 1 wonton wrapper on a work surface and place 1 Tbs. filling in the center; brush edge of wrapper with egg and top with another wrapper; seal edges. Repeat with remaining wrappers and filling. Bring a large pot of salted water to a boil over high heat; working in batches, add ravioli and cook until tender, about 2 min. Transfer to a large bowl and toss with pesto until evenly coated; arrange on a large serving platter or plates and top with fried sage leaves.

*Find these recipes and all of your favorites online at GoldMedalWineClub.com/recipes.
We have a delicious collection of recipes to pair with your favorite Gold Medal wines!*



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