



# Cellar 433 Family of AZ Wines CLUB NEWS

June 2024

***/ˈfam(ə)lē/*** consists of the people who support and love you, and the people you can confide in and trust.

Why do we call our club the Family of AZ wines? Because, without those of you who believe in us and support what we do, we are nothing.

Dragoon Mountain Vineyard is the largest family owned and operated vineyard in Arizona. No investors, no bankroll. Just a hard working family committed to quality and integrity. We appreciate our members and our guests immensely. So many of you have been with us through so much. You have lived this reality, good, bad and otherwise right along side of us. We are so very blessed that you are a part of our family.

## What Exactly Is the "Extended Benefit?"

1. Not one, but FOUR winery experiences.
2. Your benefits extend to all of our family's offerings. Partake of Single Varietals and Exotics, unrivaled blends, Spanish/Iberian wines and soul satisfying expressions of AZ Wines. Our family has cultivated and created the most unique club experience from the most diverse vineyard in the world. No other club can offer you so much.
3. Unique and beautiful room experiences that put you first, This isn't about us, its about you.

## Get What You Pay For

There's always that one guy. "I had a bottle from Josh Cellars the other night and it was exceptional!"

There's the other one who says, "I only drink Opus One."

So what's the difference?

I am brazenly biased. I have had the honor of being taught to make wine by John McLoughlin. Through John, I have had many opportunities to personally talk with wine demiurges like Joel Peterson, Chick Brennemen, Doug Beckett, David Gates, the Holdeners, Susie Selby and so, so many more that I should be emabarrased not to list them. Name dropping? No. It's actually a testament to John's humility. He's not afraid to sneak through the back door, to talk to anyone, to ask questions and to seek advice in order to make the best wines imaginable. He gets it from his grandfather, Hans Heinemann from Chicago's Heinemann's Bakery, who had no concept of boundaries, either. "My grandfather would just walk into kitchens like he owned the place," he says.

I credit 25% of my learning to meaningful conversations with other talented winemakers. I have learned A LOT about what winemaking should be and sadly, what it sometimes can be. When it comes to the age-old question of can cheap wine be good, I'll say, "sure."

If you ask me if good wine can be cheap, I'll say, "it's not that cut and dry."

It's more important to understand how a cheap wine can be good and then decide if that's the experience that you want.

Continue reading on page 4 for an abridged list of factors that affect the pricing of wine and equally as important, wine production.



## Cellar 433 Family of AZ Wines TRADITIONS

Do you have a fun story, a memory or even a favorite recipe that you pair with our wines to share? Send us an e-mail and some pictures. We'll toss everyone's submissions into a hat and let fate decide which ones to share in the next Wine Club newsletter!

We would also like to share your great stories and fun pictures on our social media pages. You are the ones who make us great and we'd like the world to know what you have to say!

E-mail [Stephanie](mailto:Stephanie@WineClub@Cellar433.com)  
[WineClub@Cellar433.com](mailto:Stephanie@WineClub@Cellar433.com)

### Wine & Whimsy

Hello everyone. We are Andy and Marcy Wright. We joined the wine club in April of 2021 and couldn't be happier. When we first walked into Tantrum, we immediately fell in love with the whimsy and relaxing vibe. We were blown away being able to pick the wines we wanted instead of paying for random surprises. Plus being able to choose the wines we like from across the Bitter Creek Winery makes the membership that much sweeter. We have enjoyed all of John and Brigid's tasting rooms, but our favorite is Tantrum. Emily, Josie and Jacquie make us feel like VIP members. Our best memory is last year in 2023 going down to Willcox for a tour of the winery. We had a great time meeting other members, listening to John tell his stories and even taking a little course on the different types of yeast that are used in the wines. We will never forget the once-in-a-lifetime treat of being able to experience an open barrel wine tasting. It has been our pleasure getting to know John and Brigid and experiencing their passion for wine.

**Andy & Marcy**

Joined our Family in April 2021

# Perfect Pairing

## MawMaw's Pastalaya

*Tantrum Wines: Felicity*

### Ingredients

- 2 dozen (21-25 count) shrimp, peeled, deveined and cooked
- 1 pound cooked crawfish tails
- 12 ounces rainbow rotini pasta (cooked to al dente)
- 1/4 cup butter (or olive oil)
- 1 large yellow onion diced
- 1 green bell pepper diced
- 1/4 cup minced garlic
- 12 oz cubed andouille sausage
- 1 cup diced ham
- 1 can diced tomatoes drained
- 1/4 cup flour
- 4-6 cups chicken stock (or stock of choice) start with 4 add more if needed
- 1 tsp fresh thyme chopped
- 2 tbsps fresh basil chopped
- 1/4 cup sliced green onions
- Salt and black pepper and Creole seasoning to taste



*...Serve with a glass of Felicity  
sit on your patio and love the spice of life! ~Scott & Emily*

### Cooking Instructions:

In a large cast iron dutch oven, heat butter over medium-high heat. Add onions, bell peppers, garlic, andouille sausage and ham.

Saute 3-5 minutes or until vegetables are wilted. Add tomatoes and blend well into the vegetable mixture.

Sprinkle in flour and, using a wire whisk, stir constantly until white roux is achieved. Add chicken stock,

1 ladle at a time, until all has been incorporated. Add thyme, basil and season to taste using salt, pepper and Creole seasoning. Bring mixture to a rolling boil, reduce

to simmer and cook 5 minutes. Add cooked shrimp and crawfish. Gently blend seafoods into the simmering liquid. Add green onions then fold in al dente pasta.

Reduce heat to low, cover and cook pastalaya 10 minutes or until mixture is thick.



## Get What You Pay For, continued.

### Some Factors that affect price

#### \*Real Estate

European wines and even some new world brands that have been around for 50 to 100 plus years are not paying mortgages on land & production facilities.

#### \*Just Because

Awards? Awareness? Does Brad Pitt really make the wine or did he just write the check?

#### \*Oak

Is the wine aging 2-5 years in a \$1500, new French barrel or did they add chips or artificial flavor?

#### \*Fruit

Did that winery buy the fruit at \$3000/ton or did they grow it? Heck, is the fruit even grown in this country? (In Argentina, the average wage for a vineyard worker is \$3/hr. In AZ it's \$25 to \$30.)

#### \*Additions

In the book, "Cork Dork" author Bianca Bosker writes about her journey becoming a sommelier. She made her way into the "kitchens" of some pretty large producers and learned quickly that commercial wines are hardly just grapes and yeast. Large producers craft wines like science projects using a plethora of legal chemical additions to emulate consistency in millions of gallons of wine. Wines are not regulated by the FDA. Commercial producers bank on that.

#### \*Buying Power

If your favorite family winery is owned by one of the big guys, they've got buying power and likely a lot of the other stuff we talked about, above. Smaller farmers and producers can't purchase a half million dollars in wine bottles in one shot. No buying power also makes us less of a priority. Below is a link to a site where you can check to see if your favorite winery is really owned by a conglomerate.

<https://www.winefornormalpeople.com/the-big-hulking-winery-list/>

So what can you do? You just want a good bottle of wine, right? Support your local wineries first. Ask questions, seek the truth. Ultimately though, buy what you like whether it's \$100 or \$10.

Every wine has its place, but now you know some of the factors that play into that enigma we call pricing.

## COST OF WINE



Only good wine is good wine and it takes a great winemaker to get grapes to emote in a pleasing way. Bad wine does not become good wine. If it's full of chemicals, it's just bad wine that is now really bad for you.

-Brighid