

ARMIDA

WINE CLUB NEWSLETTER

FEBRUARY 2024



Hello Armida Family!

It feels like the late harvest of 2023 has just ended, and while it was a lot of hard work and the resulting wines are shaping up to be extraordinary! We feel these could be some of the freshest and best wines yet from Armida, and we cannot wait to share them with you during the 46th annual Barrel Tasting Weekend, March 1st-3rd. We'll have several of our favorites ready for you to try straight from the barrel, and the winemaking team will be present to answer all your questions about the vintage, production and aging. Of course, there will also be a sweet deal on futures!

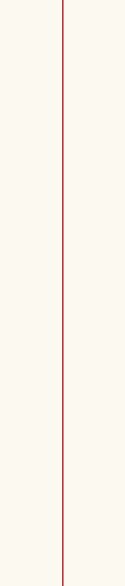


We're so thrilled that events are back and bigger than ever; it truly warms our heart to see your smiling faces again. We participated in Winter Wineland last month and Armida seriously brought the Aloha spirit to wine country. We decorated our barrel room to be a fully-realized retro tiki lounge complete with bamboo huts and tikis carved by some of the most sought after low-brow artists, and provided seated experiences for almost 300 people each day complete with Kalua Pork Sliders to accompany the wines. If you were here, you definitely got lei'd... and if you missed it we promise to do it all again next year so save the date!

We realize that many of you are in far away lands so in keeping with the celebratory Armida spirit, for this release we've selected album pairings for you to enjoy at home. We've created a Spotify playlist and added each to it, so be sure to follow the Armida 2024 Wine Club Album Pairings playlist on Spotify. We'll be updating it with each new release with fresh picks, so pour yourselves a big glass of wine and get ready to vibe with us... 2024 is going to be a year to remember!

Cheers!

Featured Wines



2020 CHARDONNAY
GAP'S CROWN VINEYARD

ALBUM PAIRING: DE LA SOUL | 3 FEET HIGH AND RISING (1989)

Key Tracks: *Me Myself and I, Buddy, Say No Go, Potholes in My Lawn*

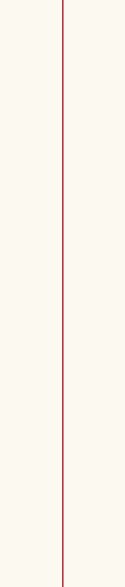
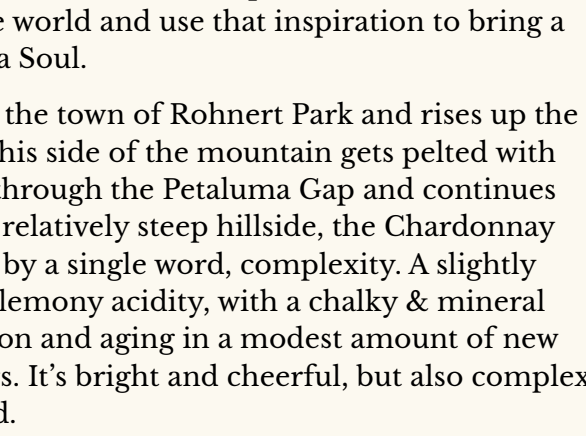
The debut from one of Long Island's most significant contributions to Hip Hop music is an album stuffed to the brim with unbridled joy. Sampling artists as diverse as Funkadelic, Steely Dan, The Turtles, and even Hall and Oates, the group's debut album showcases a freedom of expression and an abundance of ideas rarely seen in album form. Pos, Tru and Maseo were discovering the world of music contained in their local record store bins and parent's living rooms and they were intent on including all of it, mashing it all up into this delightfully weird, wonderful and cheerful mix.

As I drink through the world of Chardonnay, I'm reminded of what those formative years were like for the group as they assembled stacks of records that inspired them to create a new sound. Whether it be steely and chalky Chablis, the buttery richness of Meursault, the oxidative nuttiness of the Jura, the larger than life stature of the concentrated wines from Collio in North Eastern Italy, or the ripe and tropically rich Chardonnay wines of Northern California... we love it all! Diversity is the key to resiliency and strength.

Like De La Soul digging in the record crates, we have respect and admiration for all of the above wines from around the world and use that inspiration to bring a unique style that reflects our California Soul.

The Gap's Crown Vineyard sits East of the town of Rohnert Park and rises up the western slope of Sonoma Mountain. This side of the mountain gets pelted with constant wind and fog that tunnels in through the Petaluma Gap and continues out to San Pablo Bay. Established on a relatively steep hillside, the Chardonnay from Gap's Crown can be summed up by a single word, complexity. A slightly creamy entry is supported by pointed lemony acidity, with a chalky & mineral texture in the finish. Barrel fermentation and aging in a modest amount of new French oak helps to frame these flavors. It's bright and cheerful, but also complex and detailed, like the De La Soul sound.

Rest in Peace Dave "Trugoy the Dove" Jolicoeur.



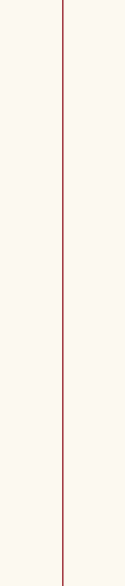
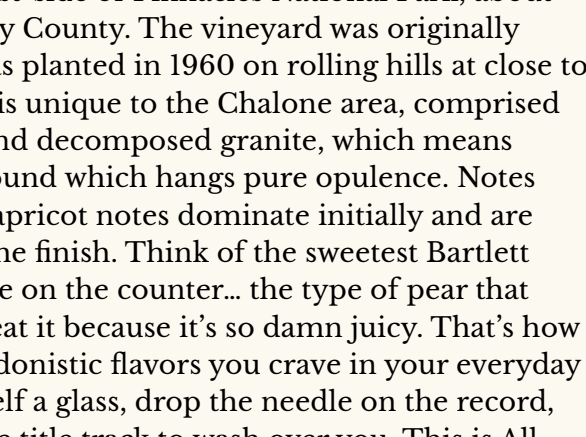
2020 CHARDONNAY
CHALONE VINEYARD

ALBUM PAIRING: WAR | ALL DAY MUSIC (1971)

Key Tracks: *All Day Music, Get Down, That's What Love Will Do, There Must Be A Reason, Nappy Head, Slippin' Into Darkness*

The fourth album released by Long Beach CA's own funk/rock/soul/Latin fusion band WAR, saw the band settling into their signature slow groove, fusing both African and Latin rhythms, loaded with percussion, and often reverting into chants in lieu of rock and roll's tendency to skip to the chorus. It's a rich and fully realized sound that took listeners by storm, resulting in the band's first gold record. Lonnie Jordan amazes with his vocals throughout, from his riding the fusion rhythm of Slippin' into Darkness, to literally mimicking the out of your mind feeling of falling in love by belting out powerful vocal solos on side one standout That's What Love Will Do. Whether they were hit songs on the radio, or turntable singles mined by radio DJ's, there is a familiarity to all the songs on All Day Music. You immediately nod your head as soon as the rhythm section kicks in and you are taken over by warm sounds.

Chalone vineyard is located on the west-side of Pinnacles National Park, about 60 miles east of the Pacific in Monterey County. The vineyard was originally planted in the 1900s, and our block was planted in 1960 on rolling hills at close to 1,600 feet of elevation. The soil series is unique to the Chalone area, comprised of a significant amount of limestone and decomposed granite, which means that there is quite a bit of structure around which hangs pure opulence. Notes of butterscotch waffle cone and dried apricot notes dominate initially and are overcome with ripe orchard fruits in the finish. Think of the sweetest Bartlett pears you've ever had, almost over-ripe on the counter... the type of pear that you must change your shirt after you eat it because it's so damn juicy. That's how this wine tastes, packed with all the hedonistic flavors you crave in your everyday Chardonnay. So go ahead, pour yourself a glass, drop the needle on this record, and wait for the vocal harmonies of the title track to wash over you. This is All Day Music, in liquid form.



2019 PINOT NOIR
CASTELLI-KNIGHT RANCH

ALBUM PAIRING: JOE BATAAN | AFRO-FILIPINO (1975)

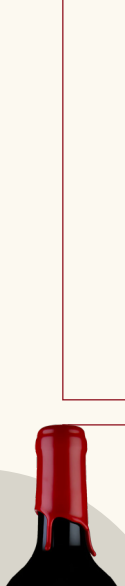
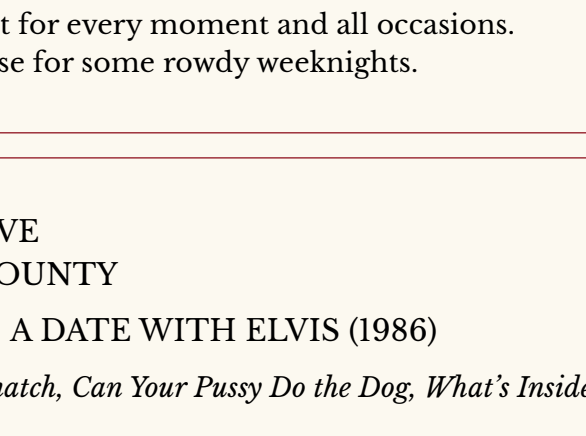
Key Tracks: *Ordinary Guy, What Good is a Castle, Women Don't Want to Love Me, The Bottle, Laughing and Crying*

We're bringing out a deep cut here for what is one of our most accessible wines.

Born of African American and Filipino parents and growing up across the river from the Bronx, this record is saturated in the East Harlem flavor from where Bataan hailed, effortlessly weaving the soul from home with the salsa sounds found north of 96th Street and East of 5th Avenue at the time. Having such a diverse array of cultural influences certainly helped Bataan develop his very own musical style and his signature sound. Joe has a deeply soulful and conversational tenor that genuinely conveys the modest day to day sadness of Ordinary Guy and Women Don't Want to Love Me, but he has zero problem shouting "Salsa!" at the bridge of any song and incorporating the Latin music of his neighborhood. Disco weaves in and out of the production (this is 1975 after all), and slow numbers become downright hip shaking at times.

This is the breezy soundtrack of an East Harlem block party, with all the chill hangout music spiked with spontaneous dance numbers. It's a perfect summer day in album form, with music for every occasion. Simply put, this is a must listen and an essential part of your rotation.

Castelli-Knight Ranch sits in the middle reach of the Russian River Valley, off East Side Road. This is hallowed ground for old school RRV flavors, and this site farmed with organic practices delivers the goods. This is some plump and juicy stuff, built for roasted king salmon, rich poultry such as duck confit, or perhaps just on its own for an evening of Sapphires and Fruit. The point being, this is lip-smacking Pinot Noir, loaded with nettle red chilli, mouth watering acidity, and pleasant notes of red apple skin to balance the usual Russian River all occasions. Like Bataan's album, this is a wine built for every moment and all occasions. You're going to want a few extra of these for some rowdy weeknights.



2018 POIZIN ZINFANDEL RESERVE
DRY CREEK VALLEY SONOMA COUNTY

ALBUM PAIRING: THE CRAMPS | A DATE WITH ELVIS (1986)

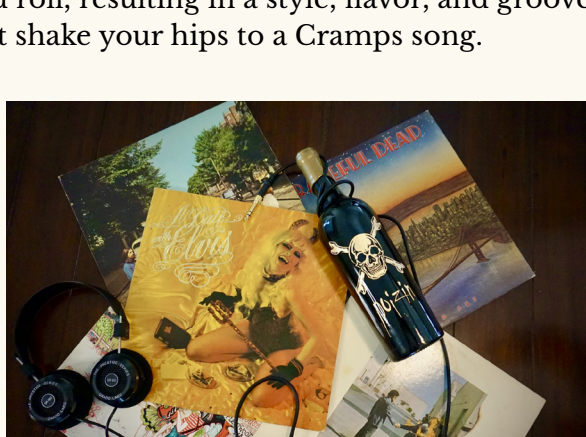
Key Tracks: *Aloha From Hell, Hot Pearl Snatch, Can Your Pussy Do the Dog, What's Inside a Girl, It's Just That Song*

When it comes to some of the most iconic moments in the timeline of rock music, one band name surprisingly (and well deservedly) resurfaces often, The Cramps. The band that mined the depths of blues music to preserve and resurrect the style of rock and roll that waned in the 1950's... rockabilly. In doing so, The Cramps were intent to inject copious amounts of the sex and drugs from the 70's and 80's into that 50's style of rock and roll, resulting in a sex, flavor, and groove all their own. You simply can't help but shake your hips to a Cramps song.

The whole thing is so sexed up and ridiculous, but don't be fooled by their purposefully disposable aesthetic. The Cramps were certainly not a novelty act, even though they were obsessed with one of the touchstones of early rock and roll, the novelty song. You all know them, and you all danced to them at your school dances: The Monster Mash, Purple People Eater, Witch Doctor. The Cramps were obsessed with this trash and given the chance, inflicted them with sex and drugs, thus gifting the world with a cover of Dall Raney and the Umbrellas "Can Your Hossie do the Dog" laced with their signature filth (I'll scatter you through the provocative and profane, you'll find some of the most esoteric and thoughtful blues covers from the likes of Charlie Feathers, Roy Orbison, Jack Scott and Ronnie Cook & the Caylads. Through all their mugging and stunting, the music is performed impeccably. Poison Ivy's 1958 Gretsch 6120 hollow-body is always perfectly tuned (an impossible feat according to most musicians) resulting in her signature guitar tone. All of this is fronted by Ivy's late, great husband, Lux Interior, who doesn't waste a single breath in his delivery.

Like the novelty songs of rock and roll's past, Zinfandel has seen its fair share of novelty wines. Serious but The Cramps, it could be easy to dismiss Poizin Reserve as less than mercurial. But the wine in your hand is a barrel selection of our very best 8 barrels from our entire Zinfandel production. 100% from the Dry Creek Valley, aged in a combination of French and American Oak Barrels. Hand etched skull and crossbones and a coffin shaped box amp up the sex, dixie and volume to "11". Rich, ripe, brambly brambly and flavors permeate in this elegant and long life.

The Cramps may have brought us Songs the Lord Taught Us, but it is Armida that has given us The Wine to Die For.

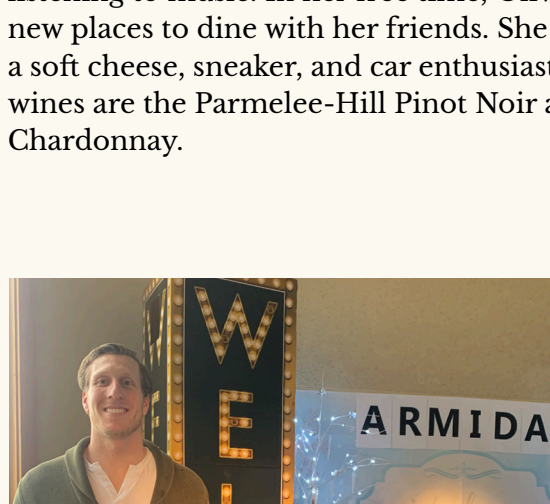


Our Staff

*"Now gather 'round, cuz I'm the new fool in town
And my sound's laid down by the Underground
I drink up all the Hennessy ya got on ya shelf
So just let me introduce myself"*

- Shock G, Digital Underground

Let's not skip the pleasantries. We feel that we know you like family but have never made the proper introductions to you. These are the people that make all the magic happen; the events, the hospitality and all of the tasting experiences. From answering the phone and taking your orders to packing and shipping your favorite Armida wines. We could not do any of it without each of these beautiful people, so without further delay, please meet our team!



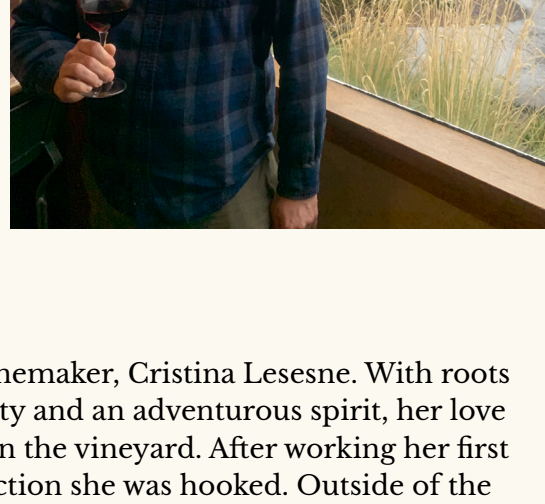
Savannah

Savannah grew up in Sonoma County and entered the wine industry in 2018 after years of working in local restaurants. She naturally discovered her passion for all things wine, and recently completed the WSET level 3 certification and dreams of becoming a winemaker. She loves supporting small businesses and connecting members of the community together. She considers herself a dog person, but currently only has a cat. When she isn't at the winery, she can be found with her camera at the ocean, in the vineyards or with a good book. Her favorite varieties are Zinfandel, Cabernet Franc, Grenache and Riesling.



Matt

Matt is a Sonoma County native and was a dual-threat in college athletics, where he excelled in both basketball and golf. Swapping courts and courses for vineyards, Matthew has managed some of the most renowned wineries in Napa Valley before coming to Armida Winery. Off the clock, he's a dedicated family man, happily married with two kids, and a fitness enthusiast, passionately pursuing wellness and working out. When not immersed in the world of wine or staying active, Matthew is an ardent sports fan, supporting the 49ers and Warriors.



Johnny

Johnny grew up in Louisiana, moved to California in 2005 and has been in the wine industry since 2008. He enjoys spending time with his family, watching his kids play little league, cooking and sipping good whiskey. His favorite wine is Maple Vineyards Zinfandel!



Christina

Meet our new winemaker, Cristina Lesesne. With roots in Sonoma County and an adventurous spirit, her love for wine started in the vineyard. After working her first harvest in production she was hooked. Outside of the cellar, you can find her hiking with her dog Bandit, watching soccer (Come On You Gunners!) or soaking up the sun on a beach in Mexico. She also has a bit of a fiery side, as demonstrated by her growing hot sauce collection. Currently her favorite wine is our Goldmine Zinfandel, but has hinted at some exciting new things to come for the 2023 vintage.

Timmy

Descendant of a long line of great chefs from the African Savanna and graduate of the French Culinary Institute, Timmy's biscuit making abilities are renowned in Sonoma County, though we're still waiting for some sausage gravy to accompany his savory pastries. When he's not kneading baked goods, Timmy enjoys foraging in our Il Campo Estate vineyard for ingredients, and lounging on his outdoor furniture on his private balcony. His favorite food to pair with every single Armida wine is his crunchy treats.



Upcoming Events

Barrel Tasting 2024
March 1, 2024 @ 11 AM to 4 PM | \$35.00

Get ready for a day of barrels, burgers, and big smiles at Armida Winery! We're rolling out the barrels (literally) for a fun-filled day you won't want to miss.

What's Poppin'?

- Barrel Tastings: Sneak a sip of the future directly from the barrel and purchase at a 30% discount.
- Current Releases: Fall in love with our wines all over again, glass by glass.
- BBQ Bash: Burgers and hot dogs, because wine's best friend is grill!
- Case Specials & Prizes: Score deals on cases and win cool prizes with every 6-bottle purchase.
- And Games! Plinko, anyone?

Wine Club VIPs: You and 4 guests are on the house! It's our little way of saying, "You rock!" (Use the email associated with your wine club when making an RSVP)

General Admission: Not a member, yet? No worries! Join the fun for just \$35

Let's Make It Official, please RSVP by February 26

[PURCHASE TICKETS](#)

Passport to Dry Creek Valley
April 26 to April 28, 2024 @ 10 AM to 3:00 PM

Join us and over 30 wineries for the 33rd annual Passport to Dry Creek Valley. Travel around 16X2 idyllic miles of world-class winemaking & revelry.

This year, choose your own adventure over a 3-day program with a Friday ticket and/or 2-day Saturday & Sunday ticket option. Enjoy a wide variety of unique experiences in wine, food, education and entertainment. A fun-filled spring weekend within Dry Creek Valley, the wine region that hugs back!

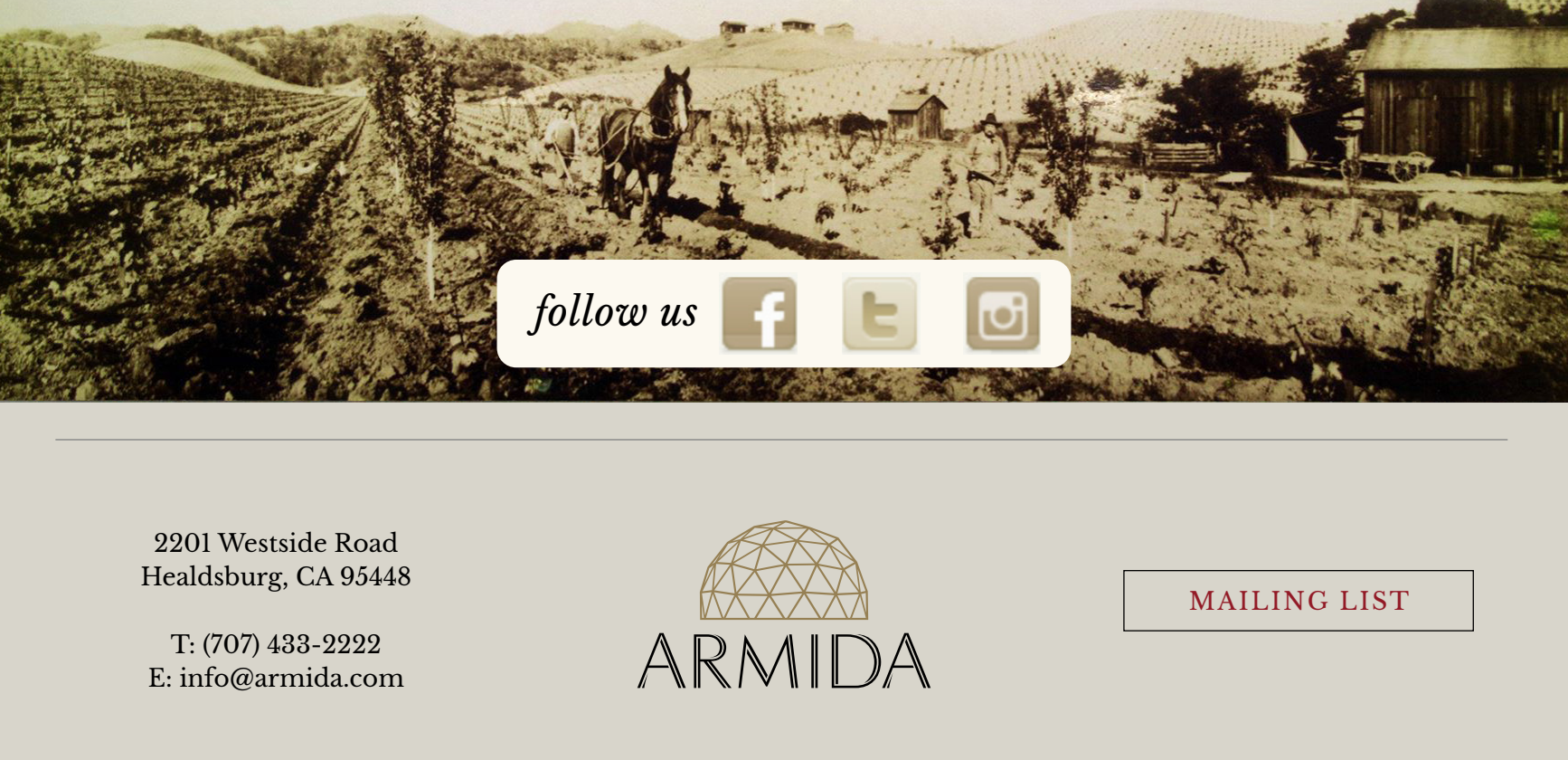
In addition to the Friday-only and 2-day Saturday & Sunday tickets, Wine-derlust Dining Experiences are being released as add-on tickets over the coming months. Be sure to scroll to the bottom and check your inbox for details! Think winemakers' lunches & dinners, blending sessions & more!

As always, we will also have a non-drinker experience ticket option where you can enjoy all of the fun, food and special non-alcoholic drinks at each location. Thank you in advance for driving responsibly.

[PURCHASE TICKETS](#)

Spring Wine Club Pick Up Party
May 18, 2024 @ 12 PM to 4 PM

Smoked meats prepared by Megan Mesner (4 Seasons Napa Valley). More details to follow.



2201 Westside Road
Healdsburg, CA 95448

T: (707) 433-2922
E: info@armida.com



[MAILING LIST](#)