

# GRAPEFIELDS, INC.—

On the Cutting Edge in the Discovery of New Wines!

By Julianne Allen, Marketing Director

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Visitors to the winery often ask, "Where do we sell the most wine out of state?" People seem surprised when I reply, "Atlanta!" However, it is not surprising to me knowing the team of individuals representing Foris in Georgia through Grapefields, Inc. It goes without saying that Grapefields' success can be measured by their dedication, hard work, professionalism and wine knowledge. But even more important, has been their insight to discover their own niche in the market and then build a wine portfolio to fill that niche. Fortunately for us, we were one of the wineries that met their criteria.

Bottom line, according to owner Lee Kosby, "We find unknown, undiscovered wineries that we believe in, and then we go out and make others believers in the wine, too." Such was the case six years ago when Grapefields discovered an obscure, small, premium boutique winery from an unknown region in Southern Oregon. Lucky for us! Since 1994 when we initiated distribution in Georgia, Foris sales have doubled each year with 36%



The "sour grape bunch" sales and warehouse crew at Grapefields.

more sales on average per month this year over last.

Early on, Grapefields recognized that consumers were beginning to understand that one way to find a great wine value was to find a wine that was undiscovered and had never been heard of. In response, Grapefields made it their mission to seek out the world's finest boutique wineries. "Our objective is to continue to find wines we can take to our customers that will entice consumers to drink more wine," commented Kosby. As their portfolio expands, they are able to make further inroads with more accounts, attaining placements that build brands and their reputations as boutique, artistic productions.

Mountain. David, a metallurgical engineer and Trisha, an avid English wine aficionado, raised on the great wines of Bordeaux share a love of agriculture and great wine. From the beginning they have worked closely with and entrusted the stewardship of their land to the careful management of Fred Artz, "Mr. Red Mountain", as I like to refer to him. Fred's intuitive, thoughtful and dedicated attention to detail has allowed Klipsun to both grow to 120 acres, and lead the way on Red Mountain to understanding the quality potential of this microclimate.

I first had the opportunity to work with Klipsun grapes in 1989, when I worked for another winery in Washington State. It was obvious to me then, that the viticultural decisions and expertise at this vineyard were light years ahead of the majority of the rest of the state. The vineyard proved to be one of the earliest ripening sites in the entire state, exhibiting remarkable consistency and full, early ripening, despite vintage variation. The wines produced from these red grapes had equally remarkable intense color, depth, aromatics, flavors, and sheer power. Huge wines from consistently huge grapes.

The uniqueness of Red Mountain's fruit is indelibly linked to its "terroir", the unique set of natural circumstances: aspect, soil and microclimate. Red Mountain is a DRY and very EXPOSED area. It receives about three fewer inches of rain (six instead of nine) than the neighboring Horseheaven Hills to the south or the Rattlesnake Hills to the north. While most of the winds in the region prevail from the Southwest, the gap in the Rattlesnakes which opens up onto Red Mountain provides winds also from the north. This gap also provides Red Mountain with unusual northern

## NEW RELEASE

**1997  
KLIPSUN  
YAKIMA VALLEY,  
WASHINGTON**

### Varietal

60% Merlot  
40% Cabernet Sauvignon  
100% Klipsun Vineyard

### Harvest Data

Merlot  
Picked Sept. 26  
25.6 Brix  
4.9 g/L TA  
3.67 pH

Cabernet Sauvignon  
Picked Sept. 30  
25.2 Brix  
4.4 g/L TA  
3.47 pH

### Barrel Aging

100% French Oak  
25% New Barrels  
Aged 25 Months

### Bottling Data

13.8% Alcohol  
3.61 pH  
Bottled Jan. 2000

UNFILTERED

### Production

856 cases

Continues on the next page.

## Grapefield, Inc. continues

In keeping with their philosophy, Grapefields has assembled a very experienced sales team. Rick Stack, a 20+-year veteran of on-premise sales and marketing, has a sterling reputation with a vast number of restaurateurs and is invaluable to the company. As one of their Sales Managers, Rick's mainstay is to seek out new converts for their portfolio, while guiding his team.

Robbie Lancaster is an "On-Premise Specialist" and is the company's other Sales Manager. His 22+ years of on-premise sales experience include stints at McKesson Wine and Spirits and National Distributing Company, where he was the number one salesperson several years. Robbie has taken the reins of the high profile on-premise accounts that he serviced for so many years and has dramatically increased Grapefields' presence.

Another former NDC alumnus is David Rimmer. David has a great deal of insight with the larger package stores and is responsible for altering their focus from 'jug' wines to the better, boutique wines that Grapefields currently represents. Prior to joining Grapefields, Lisa Bonnet was the driving force behind two

Atlanta dining institutions, San Genaro and Camille's. Widely known throughout the trade, Joey Glisson is responsible for handling many of the larger off-premise accounts that are capable of handling Grapefields' portfolio. A former general manager with 18+ years of service for some high profile restaurants in Atlanta, Barry Ziemba adds terrific dimension to the on-premise staff. Grapefields hired Denise Ruiz not only for her expertise as a restaurateur, but for her fresh and confident attitude and deep passion for fine wines. Their most recent convert from NDC is Perry Smith. With her affable nature and commitment to establishing the premium segment of the market, Perry has

uniqueness from smaller wineries. In today's winery growth period, I am increasingly disappointed at the number of small wineries pumping out small quantities of wine that tastes like it could have been mass produced, any place. I find it interesting that during my travels in emerging wine regions, it is frequently the self teaching, smaller producer, often without large capital, and without marketing prowess, who has the sensitivity and vision to capture place in the bottle.

I use the words sensitivity and vision because in my opinion, all excellent grape regions with potential for higher end wine quality, and individual sites within the region, offer their own uniqueness of place. If only the winemaker just recognizes how to bring the sense of place out, and how to allow it to be expressed.

I have attended "terroir" tastings of wine from three different winemakers given the same grapes from three different vineyards. The goal was to ascertain if the three groups of three wines were distinguished by each vineyard, subsequently produced by three different winemakers, or whether the wines' differences were determined by each winemaker's interpretation of the three different vineyards. For my palate, most commonly, the winemaker's style largely, if not completely negates the differences between vineyards. All wines reflect a winemaker's stylistic touch. Too often, however, I find the touch is far from subtle. In my experience, terroir can only shine through a wine where the winemaker has a deft touch, in harmony with what the grape had to offer. But to most successfully express the terroir, one has to begin in the vineyard, optimizing what the grape has to offer.

And now we come full circle to the repeated writings I have made linking wine quality, its potential multiple dimensions, and its potential to express its unique place. Fundamental to the vineyard site and how it was managed is the harmony between what nature had to offer and the winemaking goals: lower yields, restrained vine vigor, fruit exposure to the sun, optimum ripeness.....

Many have commented that my winemaking style is based upon balance. I will take that as an extreme compliment, and hope that through my balanced approach, the unique place of Southern Oregon, and the unique vineyards I work with, sing from every glass of wine I have crafted. ■



Owner, Lee Kosby (left), office manager, Ron McGreevey, and Grapefields' mascot, Casey, often confused for sales manager Bill Maguire.