

The Mob Times

Placerville 530-409-5603 • Camino 530-303-3617 • NelloOlivo.com



Quarterly Club Newsletter

March 2020

A NEW WINE REVEALED!

The Family Secret is Out!



Shhhh! There may be some Spanish blood in The Grapefather's Italian family line.

We don't know the entire story, but we can tell you that this new wine is based on Tempranillo—a big hint that there's been some *Fandango* going on among the ancestral vines!

Family Secret 2017 is a mysteriously delicious medium-red blend with 35% Tempranillo. It's earthy and fruity with toffee, toasty oak and slight notes of anise. Other wines in the blend, conspiring to keep the secret, are Barbera, Syrah and Granache.

Grapefather's Warning: *Consume responsibly. Don't divulge your own family secret over a glass of ours.*



THIS QUARTER'S CLUB WINES

Club wines are 4-times yearly, in March, June, Sept, mid-November

2 Bottles "Friends"

Family Secret

The Grapefather's newest wine is a story in a bottle. See left.

Grapefather III

This big bold red is so good, The Grapefather put his face right on the label! So you know there's no delicate floral subtleties here. Just strong character and smooth composure with notes of sly genius. It's not just red. It's Grapefather Red.

4 Bottles "Family" above plus:

2017 Merlot

Some count Merlot as the second-most planted grape in the world (behind Cabernet). But to Nello, Merlot is no common wine and deserves to reach its potential. So this Merlot is full-flavored, round and generous. It consistently wins Gold medals, and the prestigious Orange County Fair named it Best of Class.

2016 Toscanello®

Here's a 2016 Toscanello® for your enjoyment. That each vintage is different, blending the vineyard's best grapes that year, is what makes Toscanello® exciting. It leads out with the confidence and boldness which characterizes Nello's taste and preferences in his wines.

Private Wine Tastings: What are they?

Have you wished you knew more about wine than just, “I like this one, but not that one?”

Do you love Nello Olivo wines and would like to learn what makes them so good?

Do you want to enjoy a light, hands-on conversation about good wine and come away having learned and tasted something new?



Club members can attend Private Wine Tastings twice a year for free! (—with advance reservations.) It’s a FUN hour of tasting and entertaining wine chat with one of our knowledgeable team. It’s informal and interactive, and you’ll LEARN ABOUT WINES and get tips for discovering new favorites. We pour SIX OF OUR BEST WINES to taste and explore. Come with a partner or reserve the entire table for your friends. (\$25 for non-club members.)

Tastings are free for me, so why the ticket?

Twice a year you get free admission to Private Tastings. No ticket needed. So what’s the ticket for? For sharing!

Give it to non-club friends. With the ticket you can bring 2 guests for free. They can also attend without you.

Give it as a \$50 gift to someone. Include a bottle of Nello Olivo wine to make it extra special.

How do I reserve a place at the table?



Private Tastings happen most weekends on Sundays and sometimes on Saturdays. Call 530-303-3617 and we’ll give you available dates and locations to choose from.

TIP: With 10 people you can schedule a group tasting for any day/evening of the week. These make fun birthday, anniversary, friendship, or corporate team building “parties.”

Questions about your membership?

Club Manager, Shonna Nederhouser, is here to give friendly help. Email shonna@nelloolivo.com or call 530-303-3617.

Coming Soon: Kalimotxo Via California



The Grapefather’s version of Europe’s popular wine and soda drink, Kalimotxo, is coming soon to our Camino tasting room. It’s dubbed CaliMojo™ and—like our popular new wine, Family Secret—it starts with Tempranillo. Then we mix in proprietary house-made cola and serve it on tap over ice. Want some? We think you will!

Now Shop Online for Nello Olivo Wines

Go to NelloOlivo.vinesos.com/our-wines/ to see our new online shop! All our current wines are there for convenient 24/7 purchase.

The shop recognizes you as a club member at checkout and automatically applies your club discount!

Current Top Sellers	Newest Releases	Getting Low
1 - Drop Dead Red	Family Secret ‘17	Chardonnay ‘17
2 - Family Secret	Rosé ‘18	Sinfonía ‘18
3 - Grapefather Red III	Primitivo ‘17	Super Tuscan ‘15
4 - Chardonnay ‘17	Barbera ‘17	Dieci ‘15
5 - Primitivo ‘17	Petite Sirah ‘16	

Still a 2-bottle Friends member?

Club membership is the most economical way to enjoy our wines. For \$45 you get 2 red cellar wines with retail prices up to \$39. That’s \$22.50 per bottle, average.

The value is even better with a 4-bottle Family membership. You get 4 wines for \$80 (\$20 per bottle, average) plus each quarter’s selection includes one premium wine that can sell for \$59 and higher (this quarter’s Toscanello, for example, that sells for \$89).

It’s easy to upgrade. We already have your information. Just call 530-303-3617 and we’ll transfer you over for June’s club wines.

Did You Know About These Club Perks?

- Everyday wine discounts: 15% off 1-11 bottles, 25% off 12+ bottles.
- Complimentary wine tasting for the primary club member (one who pays) and 3 guests, for a total group of 4.
- A glass of any cellar wine at one of our tasting rooms for the primary club member—one time during their birthday week. (Please show photo ID.)
- Once-a-year use of the Cellar (Placerville) or Library (Camino) for your own private event. (By reservation, 18 people max.)

More perks listed at NelloOlivo.com/join-the-club/