

# PURE Cru

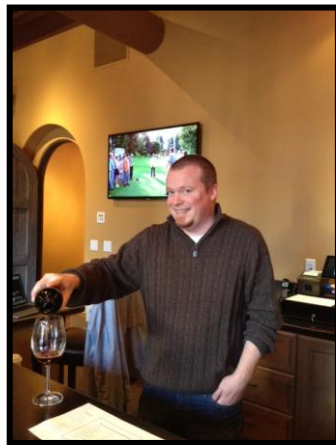
NAPA VALLEY

Original Cru  
Red Cru  
March 2013

Now is the perfect time to visit

the  
PURE Cru  
WINE EXPERIENCE  
*tasting room*

## Tasting Room Staff Spotlight



### Jeff Fountain – Hospitality Coordinator

Jeff has been working in the wine industry for 12 years. He began working for Cosentino Winery in 2004, and has been a huge fan of Mitch's wines ever since.

In 2012 Jeff received his level one certification from The Court of Master Sommeliers.

Also a talented musician, drop by the tasting room this summer, and you just might see Jeff strumming a few tunes on his guitar! Jeff resides in the Napa Valley with his wife Annie, son Ben and daughter Ava.

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### Chris Musante – Business Development

Born in Napa, Chris moved to Northeast Ohio at a young age for his father's job. After graduating from Ohio State University in 2010, Chris moved back to Napa to pursue a career in the wine industry.

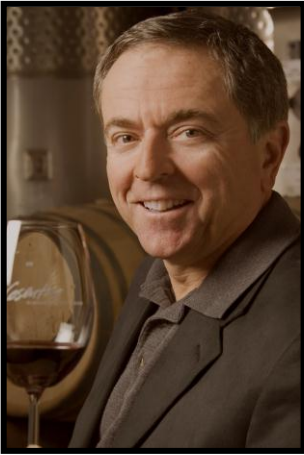
Chris gained his wine experience working on his family's vineyards in Calistoga, on land that his grandfather purchased in 1940.

For fun, Chris enjoys Brazilian Jiu Jitsu and other martial arts, scuba diving, playing guitar, and of course anything wine related. He hopes to one day start his own label and produce quality wines here in the Napa Valley!

Fun Fact: In 1920 Chris' great-grandfather Guiseppe Musante started the famous Calistoga Mineral Water Co. based out of Calistoga, CA.



## News from Mitch



With this release we are showing the new stars of what for us at pureCru Winery was a very special Vintage. The Secret 7 Cabernet was the first to show last year. Now we are releasing what has been my signature wine for over 20 years, M.Cozy Napa Valley, but this is our first for pureCru.

The new 2009 Cabernet Sauvignon may be the little brother to the Secret 7 but it is not a little wine. It is a very dynamic Cab.

I am working on finishing up a couple of very limited and very special new wines that will add a lot of excitement in the future months to come.

If you haven't been to our tasting room in downtown Napa, consider a visit to town. We are currently surrounded by four excellent restaurants within 200 feet and soon there will be another to add to the list.

Anyone needing advice, directions, or help getting reservations let us know. We are open Wednesday thru Sunday from 11:00 until well into the evenings! ~Mitch

## Garlic-Studded Roast Leg of Lamb

6 servings

1 3-4 lb. leg of lamb, bone out,  
rolled, and tied from the butcher  
15 garlic cloves  
salt and pepper (to taste)

5 sprigs rosemary  
6 red potatoes  
2 Spanish onions, quartered



Preheat oven to 350F. Cut 8 garlic cloves in half. With a knife, stab the lamb in several places, 1-in. deep, and insert halved garlic cloves. Rub lamb with olive oil. Season lamb all over, with salt and pepper. Remove leaves from rosemary sprigs and sprinkle over lamb.

In large roasting pan, put onions on bottom, lay lamb on top, and place potatoes around. Bake in oven, for about 1 to 1 ½ hours, until medium rare, or 120F on meat thermometer. Remove from oven, place roast on cutting board, cover with foil, and let rest 10 minutes. Take potatoes out of roasting pan and put on serving plate. Pour pan dripping into clear measuring cup. Put roasting pan on stove over medium heat. Add ¾ cup water to pan and scrape up all the crispy bits. Bring to boil and cook for 3 minutes. Meanwhile, Spoon off excess fat from pan drippings (it is easy to see through the clear cup).

Add to roasting pan, and adjust seasonings. Remove from heat and strain into gravy boat. Slice lamb and serve with the potatoes and pan juices. This goes great with fresh green beans.

*Did you know?*

*The Napa Valley contains 33 soil series, with more than 100 soil variations, and half of the soil orders that exist within the world can be found in the Napa Valley.*

## Local Festivals & Events



Bottle Rock Napa Valley  
May 9-12, 2013 – Napa Valley  
Information at [www.bottlerocknapavalley.com](http://www.bottlerocknapavalley.com)

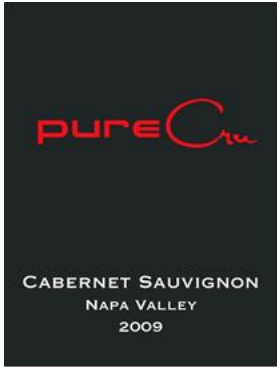
AUCTION  
NAPA VALLEY



THE AMERICAN WINE CLASSIC  
MAY 30 - JUNE 2, 2013

Auction Napa Valley  
May 30, – June 2, 2013  
Information at [www.auctionnapavalley.org](http://www.auctionnapavalley.org)

## 2009 pureCru Cabernet Sauvignon



|                |   |
|----------------|---|
| Appellation:   | Napa Valley (100%)  |
| Composition:   | 78% Cabernet Sauvignon, 16% Cabernet Franc, 6% Merlot   |
| Winemaking:    | Each lot was punched cap fermented and barrel aged for 34 months in selected French Oak barrels then blended weeks before bottling.   |
| Tasting Notes: | On the palate there is ripe fruit flavors of currants, cherries, and plums, with a hint chocolate and cardamom. Bright and balanced, yet supple in the mouth, with a long finish. |
| Special Note:  | The Cabernet Sauvignon components are similar to our special Secret 7 Cabernet (sold out). It includes both the Secret Clone and Clone 7 from different vineyard blocks.          |
| Retail:        | \$42.00/btl-750 ML Retail –<br>\$31.50/btl-750 ML Original Cru  |

## 2009 M. Coz

*The Ultimate Red Meritage (Bordeaux styled) Wine from the Napa Valley*

|                |   |
|----------------|---|
| Appellation:   | Napa Valley   |
| Composition:   | 62% Cabernet Sauvignon, 25% Cabernet Franc, 12% Merlot  |
| Winemaking:    | Each lot was punched cap fermented and finished in barrel where it was aged for 34 months unracked. Then the blend was made into tank and left to evolve for two months then bottled unfined.   |
| Tasting Notes: | An intense and focused Bordeaux styled Meritage with a heritage going back to the original 1988 vintage. Aromas of currants, berries, plum, and spices abound. Rich and full on the well textured palate that shows balance, power and elegance. Overall it unfolds throughout to a long satisfying finish. |
| Retail:        | \$125.00/btl-750 ML Retail –<br>\$93.75/btl-750 ML Original Cru   |
| Special Note:  | Twenty-one years after making its debut, every award winning previous Vintage a signature wine of Mitch Cosentino made at Cosentino Winery.   |

This is the 2009 M.CoZ and the first from Mitch Cosentino's pureCru Napa Valley Winery. It continues the tradition of only being bottled in extremely limited quantities when it is equal or superior to the greatest wines in the world made with Bordeaux red grape varietals.

Prior to release, this wine has already won a major wine competition, Gold Medal, Best of Class award, as has virtually every previous vintage.



Celebrating 30 years of winemaking, Mitch Cosentino launched *pureCru Napa Valley*, a small producer of wines designed to accompany fine world cuisine.

*pureCru Napa Valley* began as what Cosentino refers to as “a winemakers wine project”, and has evolved into a venture that takes Cosentino back to his roots.

*“I had been reminiscing about a small, hands-on entity where I could do it all myself again, like I did in the beginning.” Mitch Cosentino*

## **pureCru Wines**

1463 First Street  
Napa, California  
(707) 226-3046

info@purecruwines.com  
www.purecruwines.com

Monday and Tuesday  
by appointment  
Wednesday and Thursday 11-9-  
Friday and Saturday 11-11  
Sunday 11-7.



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## **Recent Wine Competition Results**

### San Francisco Chronicle Wine Tasting

- 2010 Chardonnay – Gold Medal
- 2009 Sangio Vetta – Gold Medal
- 2009 Cabernet Sauvignon – Silver Medal
- 2009 M. Coz – Silver Medal
- 2009 pureCoz – Silver Medal
- 2010 Purety – Bronze Medal

### Jefferson Cup Awards

- 2009 M. Coz – Gold Medal / Best of Class
- 2009 pureCoz – Gold Medal
- 2009 Cabernet Sauvignon – Gold Medal
- 2009 Sangio Vetta – Silver Medal

