



JUSTIN

JUSTIN TIMES

Enjoy the Best of Paso Robles



22

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FOUNDER'S LETTER | SPRING 2022

Throughout the 40 years since I founded JUSTIN, I have been asked countless questions. Many have to do with the origin of proprietary wine names like ISOSCELES and JUSTIFICATION or which vintages and wines from our portfolio I favor. Perhaps the most asked is: "When is it best to visit Paso Robles?" There are many answers to this question, but they all lead to the same place!

Hearing this question asked nowadays always brings a smile to my face. You may wonder why, but if you were in Paso in the early 1980s you'd know how difficult it was to get anyone to make the trek. Only a handful of wineries existed, overnight accommodations were on the primitive side, and dining options were limited to one restaurant. Hearst Castle tours were the main attraction, as they remain today, but otherwise you'd just be passing through on your way north or south. As more wineries sprang up so did the visitor count, and now Paso Robles is a destination unto itself replete with its own robust tourist infrastructure.

As to the question of when to visit, spring and early summer months are a beautiful option that showcases nature at her best. The vines have awakened from their winter slumber, budding new grapes have flowered and bloomed, and soft, early tendrils have started to form. Between rows, colorful ground covers emerge. Temperatures warm and the days get longer. In the winery we've finished bottling new vintages, and barrels have been filled and stored with last year's wines. An optimistic spirit prevails, and the forthcoming vintage awaits.

Where best to experience this magic? Of course, the answer is JUSTIN. Whether you stop in to visit our luxe, on-the-park Downtown Tasting Room, make the bucolic drive out of town to the winery for a tour and tasting, stay overnight at the acclaimed JUST Inn, or dine at our MICHELIN-recommended restaurant, you will certainly be enjoying the best of Paso Robles.

Make plans to visit soon.

I'll be waiting for you,

JUSTIN BALDWIN
FOUNDER, JUSTIN VINEYARDS & WINERY

Historical Snapshot Paso Robles Through the Years

Scott Shirley
JUSTIN Winemaker

Commercial winemaking was introduced to Paso Robles in 1882, nearly a century after Spanish conquistadors and Franciscan missionaries first planted grapes in 1797. It wasn't until 1983 that Paso Robles was recognized as its own American Viticultural Area (AVA). Now, the Paso Robles appellation has grown to over 40,000 acres of vineyards and is divided into 11 sub-AVAs, each with unique characteristics affecting how the grapes are grown.

The JUSTIN Estate, established in 1981, sits around 1,600 feet of elevation in the Adelaida District, and sources grapes from almost all the different Paso Robles sub-AVAs. Soil types, precipitation differences, and diurnal shifts in temperature will influence a winegrower's belief in which variety best fits each site. Of course, consumer demand in the marketplace also shapes planting decisions, so the mix of grape varieties grown in Paso Robles has changed over the years.

The region's limestone soil and unique weather patterns—hot days allow berries to ripen while cool nights give vines a chance to recover—mean many grape varieties can perform extremely well. Though Paso Robles was originally known for Zinfandel and then for Rhône grape varieties, JUSTIN has long advocated Cabernet Sauvignon and Bordeaux varieties. No matter the varietal, a winemaker's deft hand and trained palate can accommodate Mother Nature's fickleness by custom-tailoring each bottled wine to represent the microclimates and fruit expression.

Turning our attention to the 2019 vintage, Paso Robles experienced more precipitation than the vintages bookending it, and a cooler growing season led to careful deliberation about which grape varieties and vineyard blocks to use. Never a recipe, the 2019 ISOSCELES is 79% Cabernet Sauvignon, 11% Cabernet Franc, and 10% Merlot, simply because that is the blend that best fit the growing conditions.

Additionally, in 2019, the Malbec from JUSTIN's vineyard off Adelaida Road was a standout, consequently playing a big part in the RIGHT ANGLE blend. The 2019 RIGHT ANGLE has the highest percentage of Malbec (23%) that it's ever had since the program's inception in 2010. This irreverent winemaker's blend, showcasing the best of what the Paso Robles appellation has to offer, would be illegal in France! (Cabernet Sauvignon cannot be blended with Petite Sirah.)

With 60 different varieties grown in Paso Robles, and 40 years of experience at JUSTIN growing wine grapes, we know it is possible to make compelling wines with diverse styles using an array of grape varieties. There is no need to associate the region with only one specific grape or blend. Whether you enjoy drinking Rosé, a nontraditional red blend, or our iconic ISOSCELES, there is certainly good reason to plan a visit to JUSTIN!

Elevate Your Getaway at the JUST Inn

One of the most attractive qualities of JUSTIN Vineyards & Winery is its remoteness. While only a few hours from Los Angeles or San Francisco by car, once you arrive, it's easy to feel like you've escaped to somewhere much farther away. It's the type of feeling that makes it easy to switch off the cell phone and put away the work computer (for a few days, at least).

Rest and Relax

- Choose from three suites, each offering vineyard views, fireplaces, soaking tubs, minibars, Tempur-Pedic beds, and premium bath amenities. Suites can accommodate up to three adults, or two adults and one child. Upper-floor suites offer balconies with breathtaking views of our vineyard.
- Choose our Vintner's Villa for a truly exceptional stay. This two-story, 1,400-square-foot residence is located just above our crush pad, which immerses guests in the production process. During harvest, guests can see grapes being dropped off from their own living room window. The Villa sleeps up to six guests and includes dual bathrooms, a formal dining room, a full kitchen, and a butler's pantry. With advance notice, we can even arrange for a private chef.
- Enjoy twice-daily housekeeping, including nightly turndown service featuring our handmade JUSTIN Chocolates.

Dine and Drink

- JUST Inn guests enjoy sumptuous farm-to-fork plated breakfasts, with menus adjusted daily based on the chef's choice of the freshest ingredients.
- Our wine butler is on hand to customize your experience, including filling your suite's wine fridge with selections handpicked from our archives and library.
- Complimentary premium wine tasting in our Tasting Room is included with your reservation.

Explore and Enjoy

- Our full concierge service includes trip-planning assistance before your arrival. During your stay, allow us to secure the best in town dining reservations and attraction tickets or arrange private transportation.
- Our JUST Inn wellness menu includes the ability to book private sessions with our wellness coaches, fitness instructors, or spa therapists.
- Enjoy evening fireside chats for an exclusive opportunity to try rare JUSTIN vintages by the glow of the JUST Inn's gorgeous and cozy firepit.

Additionally, it's our pleasure to offer JUST Inn guests special enhancements such as romance packages, our JUSTIN private car service, and priority table reservations at The Restaurant at JUSTIN. Read on the next page about some very exciting recognition Executive Chef Rachel Haggstrom and her team have recently earned.

And, of course, all accommodations are both pet- and child-friendly.

Reserve early for weekends and holidays, as rooms often fill up several months in advance.



To book your stay, please visit JUSTINwine.com, reach out to concierge@JUSTINwine.com, or scan the QR code.

Stay Inn Style

Tom LeClair
Head of Hospitality



Making Our Mark

The MICHELIN Guide Recognizes The Restaurant at JUSTIN

In the mid-1990s, the teenage granddaughter of a citrus grove farmer in Temecula, California, kept hearing about a small, mostly unknown restaurant located an hour north of San Francisco and the accolades it was receiving. Already a fixture in her family's kitchen and learning how to cook vegetables from their backyard garden, she wondered how one restaurant in the middle of culinary no-man's-land could garner such enormous attention.

That restaurant was The French Laundry, chef Thomas Keller's iconic three-MICHELIN-star-rated achievement, and the buzz it generated inspired that young girl, Rachel Haggstrom, to pursue her own dreams of achieving culinary success.

Fast-forward to today, and she's certainly done that.

Now Executive Chef at The Restaurant at JUSTIN, nestled in the rolling hills of Paso Robles, Haggstrom is leaving her own mark on California's culinary scene. For Haggstrom, The Restaurant is equal parts test kitchen and art studio. Here, she and her culinary team are bringing forward succulent, mouthwatering flavors worthy of the same buzz Keller's restaurant created three decades earlier.

"I like honest food that isn't overcomplicated, that is rooted in fundamental French techniques, versus modern molecular gastronomy," says Haggstrom. "I make dishes that highlight an ingredient or complement flavors, to showcase ingredients in their truest and best form."

Folks have noticed. And, as it turns out, that includes the most prestigious food critics on the planet. The MICHELIN Guide named The Restaurant at JUSTIN one of the Central Coast's top restaurants in 2021, cementing Haggstrom's arrival as a world-class chef.

"Never in my wildest imagination did I think that MICHELIN would come to the Central Coast. To know that we are on their radar is special and rare."

So how did that young and curious girl make it this far? After graduating from the California Culinary Academy of San Francisco, she rose through the kitchen ranks at places like The Dining Room at The Ritz-Carlton in San Francisco, the Balboa Bay Resort, the St. Regis Monarch Beach Resort, and, yes, even The French Laundry.

"From The French Laundry I learned efficiency, urgency, and a sense of team," recalls Haggstrom. "At The Dining Room, Ron Siegel taught me a different, gentler kind of mentorship and management. My eyes were additionally opened to many new ingredients."



Dinner Is Served

Enjoy a dining experience with a prix-fixe dinner menu with six to eight courses featuring local and estate fruits and vegetables at the original JUSTIN Estate with an open dining room and heated patio overlooking the vineyard and Chef's Garden.

Part of looking into the future means discovering and growing the absolute freshest ingredients she can. Ingredients, she says, are nothing short of inspirational. "Inspiration comes in multiple forms, sometimes from something casual I prepare at home, or by a new technique I'm trying. Other times the inspiration comes from ingredients that I see and how I would want to highlight or pair them together."

And when your restaurant is located in the heart of one of the Central Coast's best wineries, wine is an essential component to the dining experience that Haggstrom wants her guests to enjoy. "Generally, my inspiration is food first, then I consider the wine pairing. Luckily, we have a large portfolio. Once I envision or taste a general pairing, I will alter the dish and/or try another wine to find the perfect pairing."

We in the wine business love to talk about the perfect pairing. So what do we have here? A world-class chef creating MICHELIN-caliber dishes alongside world-class wines against the stunning backdrop of the JUSTIN Vineyards & Winery. Sounds like pairings worthy of any palate—including those of the best food judges in the world.



To book your fine-dining dinner reservation, please contact concierge@JUSTINwine.com, visit exploretock.com/therestaurantatJUSTINwinery, or scan this QR code.

Comparative Wine Tasting at Home

Test Your Palate

Jason Santos
Certified Sommelier, Manager, Winery Education and Training

A great way to enjoy your shipment of wines is with a comparative tasting at home. We recommend starting with a few wines that share a common theme, such as grape variety, vintage, region, or some other thread that ties them together. Having a theme will make your tasting more entertaining and educational for you and your guests.

An exciting comparative tasting that you can enjoy at home with a group of fellow oenophiles features the **2019 ISOSCELES**, **2019 Reserve Cabernet Sauvignon**, and **2019 RIGHT ANGLE**. All three of these wines are a majority cabernet sauvignon, from the same vintage and appellation, allowing you and your guests to evaluate the subtle differences in aromas and flavors that set these wines apart, as well as what similarities are found within all three.

1



2019 RESERVE
CABERNET SAUVIGNON

2



2019 RIGHT ANGLE

3



2019 ISOSCELES

To start the tasting, I suggest opening each bottle and pouring them into separate glasses. When evaluating wines, it is always easiest when you can taste them side by side. Begin with the Reserve Cabernet Sauvignon to establish an understanding of how the varietal tastes on its own and then proceed to the blends—RIGHT ANGLE and then ISOSCELES—which have other grape varieties, each with its own nuance, added to the cabernet sauvignon. The RIGHT ANGLE is a true winemaker's blend and includes Malbec, for the luscious blueberry flavor, along with Petite Sirah and Petit Verdot, to emphasize the tannin structure and spice notes. In the ISOSCELES, Merlot is added to bolster the midpalate, offering a rich and round mouthfeel with notes of dark blackberry, while Cabernet Franc adds a high-toned note of tart cherry with dried herbs. Be sure to go back and forth when tasting each wine to develop a greater understanding of how they compare.

As you evaluate each wine, here are some topics to think about:

Sight:
How do these wines look compared to each other? Is one more concentrated than the others? Are the tears and staining more pronounced in any particular wine?

Nose:
Is one wine more intense than another? What aromas do they share? What aroma stands out from each wine?

Palate:
How do the structure (acidity, tannins, and alcohol) and body (weight on palate) of one wine compare to another? Which has the most body? Does one wine have a longer finish than the others?

For added fun after discussing the wines, take turns pouring one of them blindly and see if you can determine which wine it was based on your previous evaluations. If you run out, you can always order more online at **JUSTINwine.com**, or reach out to the Wine Society at **805.591.3200** or email **winesociety@JUSTINwine.com**.

JUSTIN Events Calendar



Contact our concierge to book your seat today, or visit www.JUSTINwine.com/justin-events, or scan this QR code.

Spring Library Wine Dinner | May

What: An exclusive six-course dinner inspired by the bountiful spring season, prepared by Executive Chef Rachel Haggstrom, and paired with limited-availability library wines pulled from deep within JUSTIN's cellar. Begin the night with passed hors d'oeuvres in the Wine Society Lounge, followed by a seated dinner in the ISOSCELES Library. Limited seats available.

Where: The Wine Society Lounge and ISOSCELES Library
When: Sunday, May 22, 2022 | 6:00–9:00 p.m.

JUSTIN Summer Nights | June

What: Celebrate summer in Paso Robles with an evening of live music, select wines by the glass, and barbecue stations from Executive Chef Rachel Haggstrom.

Where: The JUSTIN Terrace
When: Saturday, June 11, 2022 | 5:00–10:00 p.m.

JUSTIN Open House | August

What: Have you been looking for a reason to get back to the property? Join us for our 2022 Open House! Taste a variety of wines paired alongside curated light bites from Executive Chef Rachel Haggstrom as you wander the JUSTIN caves. Meet winemaker Scott Shirley and other JUSTIN talent, and relax outdoors with live music and specialty wine offerings throughout the afternoon.

Where: The JUSTIN Barrel Chai and Terrace
When: Saturday, August 20, 2022 | 12:30–4:00 p.m.

Press Highlight

"Along the rugged rolling hills at 1,600 feet elevation is JUSTIN Winery with its captivating views... Trying the JUSTIN ISOSCELES and JUSTIFICATION is a testament to why this region is ideally suited for Cabernet Sauvignon, Merlot, and Cabernet Franc."

- Chicago Wine Press
Paso Robles "California's Hidden Jewel"
November 12, 2021



Notable Scores



94
points

2018 FOCUS

"This is a powerful wine, starting with aromas of black cherry, baked boysenberry, caramel, and smoked meat. It lands with a viscous texture yet is acid-driven on the palate, delivering familiar flavors of violet and lilac but also more unique hints of squid ink and kelp."

- Matt Kettmann, Wine Enthusiast



93
points

2017 ISOSCELES

"Savory aromas of smoked meat, tar, and graphite meet with dark berry and purple flowers on the nose of this blend of 83% Cabernet Sauvignon, 9% Cabernet Franc, and 8% Merlot. A black tea flavor weaves through berry jam, pepper, and coffee bean on the palate."

- Matt Kettmann, Wine Enthusiast



91
points

2016 PLATINUM Reserve

"This powerful wine starts with roasted fruit aromas that are both brisk and herbaceous. It sizzles with acidity on the palate, offering bright purple fruit and violet flavors, growing riper as it breathes."

- Matt Kettmann, Wine Enthusiast



91
points

2018 Reserve Cabernet Sauvignon

"This is a smoky, meaty, heavy style of Cabernet Sauvignon. Iodine, black plum, and lavender aromas kick off the nose, leading into a thick palate where lilac, black currant, cracked pepper, and smoked meat flavors align."

- Matt Kettmann, Wine Enthusiast



91
points

2018 TRILATERAL

"Fresh aromas of strawberry-tinged fruit punch, rose blossoms, and dried meat make for an appealing nose on this high-octane blend of 54% Syrah, 28% Grenache, and 18% Mourvèdre. There's a sanguine sense to the palate, which also shows flavors of dried plum, berry, and purple flowers."

- Matt Kettmann, Wine Enthusiast