

A Message From The President Happy New Year Everyone!



As we reflect on the new year ahead, it's also the perfect time to reflect on the good tidings from 2024...like the fabulous Holiday Party! It was a beautiful evening of good cheer brought to us again by the talents and energy of Geri Frescas and Al Schaefer, our social coordinator, as well as all the volunteers that pitched in before and after the event. We are so appreciative

of all the time given to bring us together at such a fun, festive occasion.

Now on to some SWGGA business reminders:

Membership Dues: We sent out the SWGGA dues announcement via email in mid-December. If you haven't already sent in your 2025 dues (\$65), please remember to mail a check to our PO Box 1264. Or you may pay by check or credit card in person, at the next meeting. If needed, you can call our treasurer, Lisa Whittet, to make payment over the phone.

Member Survey: As mentioned in the December Trellis Wire, we plan to send out a member survey this month. It's still coming, so look for it in your inbox soon.

January Program on vineyard health with Cindy Fake: As the Farm Advisor Emeritus for the UC Cooperative Extension, Cindy is a wealth of knowledge. To help her fine tune her program to our needs, she will be sending out a pre-program questionnaire to find out what issues our member grape growers are facing. Cindy's questionnaire may come from Cindy herself if she has your email, from Rod Byers, or both.

May 2025 be a good vintage filled with happy grapes, good food and great wine shared with friends!

Cheers, Diane



January 16th - Ponderosa Hall

January Meeting

With Guest Speaker

Cindy Fake

Cindy will address vineyard health, stress management and changing practices to manage our current extreme weather patterns. Watch for her survey concerning the meeting coming soon.

Details on page 3.

What's The Wine Exchange?

See Page 4

What Did Santa Bring You?



Top row: Barbara Mondolfo, Lisa Whittet, Grace Suarez

Middle Row: Doug Olson, Gary Mondolfo, Victor Estrada-Hildebrand

Bottom Row: Al Schafer, Dave Elliott, Linda Foreman, Bill Betts.

Photos by Bernie Zimmerman

Social Hour begins at 6:30. Meeting begins at 7:00

January Meeting, Thursday, January 16th at Ponderosa Hall

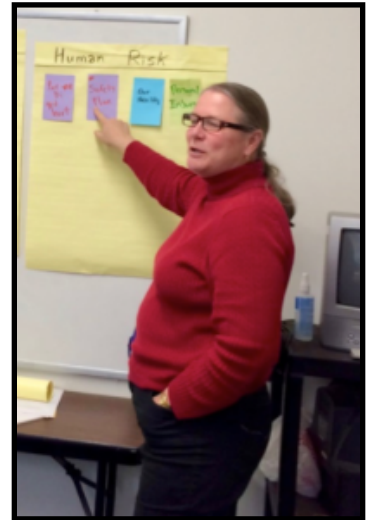
Featuring guest speaker **Cindy Fake.**

Horticulture & Small Farms Advisor, Placer & Nevada Counties, Emeritus

At the January meeting Cindy says “I’ll be talking about vineyard health, including stress management and changing practices to help manage our variable weather.”

Cindy likes to send out a survey to hear directly from you what you’re most interested in hearing about. Expect to see that in your e-mail in-box on Saturday, January 4th. If you plan to attend the meeting Cindy asks that you reply no later than January 13th so she can tailor her presentation to more closely fit our needs. Note that some of you may receive it twice if you’re on Cindy’s list as well the SWGGA list. Please return it directly to Cindy at cefake@ucanr.edu

Cindy Fake has served Nevada and Placer Counties as University of California Cooperative Extension Horticulture and Small Farms Advisor since 2001.



Dues Are Due

Meeting Schedule For 2025

January 16,	Ponderosa Hall	3rd Thursday
February 20,	Ponderosa Hall	3rd Thursday
March 20,	Ponderosa Hall	3rd Thursday
April 17,	Ponderosa Hall	3rd Thursday
May	Field Trip	TBD
June	Picnic	TBD
July 17,	Ponderosa Hall	3rd Thursday
August 21,	Ponderosa Hall	3rd Thursday
September 11,	Ponderosa Hall	2nd Thursday
October	Field Trip	TBD
November 20,	Ponderosa Hall	3rd Thursday
December 11,	Ponderosa Hall	2nd Thursday

The Want Ads

Have something you want to mention, trade, buy, sell, or give away? Send the details to: rodbyers@pinehillwineworks.com.

If I Only Had A Vineyard

This comes from Scott Melamed.

"I own the vineyard at what used to be the Woolwine's place. (Friendly Valley Pl) in Mustang Valley. This is a bit south of the transfer station, off McCourtney. I am trying to find someone who would be interested in taking care of the vineyard in exchange for all of the fruit harvest.

I have 200 vines, 3 varieties, Cabernet Sauvignon, Zinfandel and Barbera, The vines are 8 years old. The harvest is typically one

and a half to two tons. I provide water and make sure it is done on the schedule I am provided. I also do the ground maintenance in the vineyard. All other vine work needs to be done."

Contact Scott at smelamed99@gmail.com

805-415-3721



If I Only Had Some Wine

This comes from Tom Martella.

"I'd like to blend my 30+- gallons of 2024 Petite Sirah with +-3-5 gallons of a compatible grape. I'm seeking a straight trade at bottling - next Fall most likely.

This may be early, I haven't even racked my 2024 Petite Sirah yet for the first time. But if you think you may have some wine to trade, it would be good to get it arranged. Got wine?"

Contact Tom at 48vines@gmail.com.

Is the Wine Exchange worth doing?

Historically The Wine Exchange happens at the conclusion of the regular January meeting. It's simple. Bring some bottles of your wine and leave with the same amount of bottles of other member's wines.

But here's the thing. Almost none of you are participating. Last year only two people brought wine. If that is the case, then why bother? The few members who do it can just trade on their own.

One of SWGGA's goals is to create situations where members can share each other's wines. The Wine Exchange is a great way to do that. If you are interested in bringing some bottles to trade please contact Peter Willcox at willcoxps@yahoo.com and let him know. Peter is the one who arranges the exchange.

If you would like to participate bring some of your wine to the meeting. Questions, contact Peter.

Let's Share A Toast

To good friends, good food, good wine and good cheer,
and to one and all, a very happy New Year.

Thanks to
Tom Martella &
Bernie Zimmerman
for the
great photos



What's The Buzz? Tell-Me-What's-A-Happening

This time of year when it's always a little fun to think about what's going on and what's trending. In past years we might have pointed to the emergence and acceptance of quality red blends, or maybe the fresh and easily assessable wines of Prosecco or the stunning stardom of dry rosés creating space as the common ground for both red and white drinkers. But it's not wine that's trending this year. In fact, it seems to be just the opposite. It's not a stretch to say we are in the midst of a massive generational shift in attitude towards both wine and alcohol in general. Consider these recent articles in the wine press.

Rachael King writing for Forbes

The Rise Of Eco-Conscious And Health-Focused Wine Choices Among Younger Consumers

In a time when consumer preferences for wine are rapidly shifting, particularly among Millennials and Generation Z, winemakers around the world are tasked with adapting to these changes.

"Adapting to ever-evolving preferences is at the heart of winemaking," said Muñoz-Oca who oversees operations at Stag's Leap Wine Cellars. According to him, younger generations are driving a shift towards sustainability, mindful drinking and more flexible wine experiences. One of the key factors influencing these changes is an increased awareness of environmental impact.

"I believe that younger consumers are concerned with the environmental impact of their purchases," Muñoz-Oca said. "This could explain why every wine list in cities like New York, Miami and Chicago are increasingly populated with organic, biodynamic and natural wines that are produced with minimal intervention and/or with a focus on sustainability. To clarify, sustainability in my mind includes social and environmental responsibility." Muñoz-Oca summed it up by saying, "Being proactive about sustainability: farm like your life depends on it because it does."

Natalie Earl writing for The Ethical Drinker

You may have spotted the B Corp logo on various products, from electrical goods and clothing to mattresses and ice cream. Today, there are more than 9,000 companies certified worldwide, and it's steadily becoming more popular within the wine industry.

Created by the non-profit organization B Lab, which was founded in 2006, B Corp assesses and continually monitors a company's social and environmental performance, public transparency and legal accountability. After answering hundreds of questions around governance, workers, the environment, community and customers, the company can be certified. It must commit to the score being publicly available on its B Corp profile, and must re-certify every three years.

Denny Jacob writing for The Dow Jones Newswire

Shares of Constellation Brands, Anheuser-Busch InBev and other makers of beer, wine and spirits fell after the U.S. Surgeon General issued a new warning on the links between alcohol and cancer.

Surgeon General Vivek Murthy called for updating the existing health-warning label on beverages containing alcohol, among other recommendations to increase awareness to help minimize alcohol-related cancer cases and deaths.

Continued on next page ...



Cody Mello-Klein writing for Northeastern Global News

For years, Dry January has been an opportunity for people to cut back on the amount of alcohol they drink. In recent years the popularity of this start of year tradition has ballooned in the U.S. alongside a broader sober curious movement led by young people that has redefined tastes.

The shift has not only impacted peoples' lives but changed the very fabric of the alcohol industry itself, says Malcolm Purinton, an assistant teaching professor of history at Northeastern University who studies the history of beer, brewing, technology and trade.

January has always been a bad month for the alcohol industry, Purinton says, especially compared to the summer and the fever pitch season between Thanksgiving and New Year's. Dry January has exacerbated that seasonal dip in sales.

However, the alcohol industry has figured out a way to adapt to the sober season and beyond. The rise of the sober curious movement, which Purinton says has been spearheaded largely by the health conscious, social media-networked and pandemic-era coming of experiences of Gen Z, has led many companies to add non-alcoholic alternatives to their portfolio.

Tastes among young people instead shifted toward less bitter, lower-alcohol beers and sweeter drinks, including seltzers and cocktails. During and after the pandemic, that moved further toward removing alcohol altogether, as young people who would have normally come of age in a social drinking environment instead did so in their parents' house away from other young people, Purinton observes.

"You have to have some kind of non-alcoholic alternative," Purinton says. One distributor that Purinton talked to didn't have any non-alcoholic options going into January, and its sales tanked by 50% as a result. He notes that for the last couple of years sales of mocktails and non-alcoholic beer have spiked in January specifically. "Now if you are anywhere — a restaurant, a bar — there will be non-alcoholic alternatives."

Chelsea Davis writing for Forbes

The Future Of Wine: The Rise Of Non-Alcoholic Elegance

Winemaker Aaron Pott's latest venture is [Missing Thorn](#), a premium line of alcohol-removed wines. The idea took root during a kitchen conversation about the rise of non-alcoholic beverages. They saw an opportunity to create wines that retained the depth, complexity, and satisfaction of traditional vintages without the alcohol.

Pott's ability to blend artistry with science has enabled him to master a feat many have failed at: crafting alcohol-removed wines that are indistinguishable in quality and experience from their traditional counterparts. The Missing Thorn team takes no shortcuts. They taste hundreds of wines to select only those that retain their integrity after undergoing the alcohol-removal process. "Not all wines de-alc well," Pott explains. "That's the secret."

Continued from previous page ...

US Wine Consumption

Drinks alcohol but almost no wine	29%
Never drinks alcohol	26%
Drinks wine once a week	20%
More than once every 2 to 3 months	14%
Less than once every 3 months	11%

Source: Meininger's International



Board of Directors

Diane Houston
President

diane.houston
@managementtrust.com

Dave Elliott
Vice- President

djelliott
@skydancesranch.com

Lisa Whittet
Treasurer

lwhittet@sbcglobal.net

Al Schafer
Secretary &

Event Coordinator
afsarch@sbcglobal.net

Susan Clarabut
Scholarship Coordinator
sclarabut@gmail.com

Tom Martella
Outreach Coordinator
48vines@gmail.com

Gerard Van Steyn
Director At-Large
gerardvs1@gmail.com

Rod Byers
Program Coordinator
rodbyers
@pinehillwineworks.com

Web Master
Jim Garrett
jim@relateddatas.com

Trellis Wire Editor
Rod Byers
rodbyers
@pinehillwineworks.com

SWGGA SWAG

Check the website, www.swgga.org for product descriptions. Contact Susan Clarabut at sclarabut@gmail.com if you have questions, wish to check pricing, or, best of all, would like to make an order.

Vineyard Sign	\$57
Woman's Long Sleeve Shirt	\$35
Men's Short Sleeve Shirt	\$35
Cap	\$18
Corkscrew	\$13
Wine Glass	\$3



Please Support Our Commercial Members

Gray Pine Vineyard & Winery

Lucero Vineyard & Winery

Sierra Moonshine Winemaking Supplies