

# GOOSE RIDGE NEWS

SEASONAL NEWSLETTER • NOVEMBER 2021

## A Climate of Excellence

### TURNING HEADS



Family owned. Estate grown.





## Letter from the Monson Family

Greetings from Goose Ridge,

Looking out the window at our estate vineyard now, it's hard to recall the very hot summer we endured earlier this year. The leaves are changing color, the ground is still wet from recent rains and the chill in the air reminds us that the end of the year is near. And what a year it has been. From launching new brands, crisscrossing the country meeting new partners and friends, and planting new orchards, the Monson family has been busy.

Perhaps the biggest news was the TTB's announcement of Goose Gap as Washington's 19th American Viticultural Area, defining it as a designated wine grape-growing region. The Goose Gap AVA contains our estate vineyard, which we started farming in 1997. Goose Gap and the adjoining Goose Mountain, which is also within the AVA, create a rough triangle that traces the geography between Candy Mountain, Red Mountain and Badger Mountain. What makes it special is its unique microclimate, as we often watch rain clouds and fog maneuver around Goose Mountain avoiding the vineyards planted at the top entirely. It's from here our very special wines get their start.

We always knew Goose Gap was a special site, and this recognition gives us the great opportunity to not only talk about this area, but to demonstrate why wines from this region are so special. We look forward to highlighting the Goose Gap appellation throughout our entire portfolio of wines and sharing with our customers and clients for generations to come. Cheers!

The Monson Family

Valerie Monson | Bill Monson | Molly Monson Stutesman





# From the Ranch

This year, Washington faced record temperatures from the coast to the Palouse and every place in between. Record temperatures gauging as high as 118 degrees hit us in the Tri-Cities, and the heat came on early. We're used to high temperatures in August, but not early June into July. When it heats up, we have protocols we put in place to protect our crew. We adjust work schedules, so our team works during the cooler hours, but the minute it gets too hot, we call it a day. Even with lots of shade and an abundance of water, sometimes you can't beat the heat, so the team stops work and heads home.



In the orchards, many apple producers struggled with size and color because of the heat. Thus far we're seeing nice size and color in our pack outs. Our Snipes Mountain Orchard, which is 100% Organic Fuji apples, is about a third of the way picked. The fruit is looking great with very nice color. At our Burbank orchard, we've had a very good crop, outperforming our estimates. The hot new Cosmic Crisp™ makes up most of the acreage, and we are excited about the growth potential for this relatively young orchard with 2nd and 3rd leaf fruit.





# From the Cellar



*Andrew Wilson, Winemaker*

The 2021 vintage has been surprising and delightful in unexpected ways. The summer had record-setting heat with almost the entire month of July over 100 degrees with highest temperatures reaching 117 in late June. Despite the extremely hot weather during summer, fall has been almost perfect. Very little rain, moderate temperatures and cool nights have led to even ripening and helped to avoid the over-ripe flavors that winemakers dread. As a result, the wines so far this year are not to be expected from such a hot year. They are fresh, lively, and full of juicy fruit flavors, and Andrew is excited that 2021 wines will strike a balance between soft, expressive structure and bright, fresh flavors.

In the run up to harvest, we played with some different winemaking techniques to continue to show and refine the unique characteristics of our newly named AVA Goose Gap. We reduced use of new oak, did more

whole-cluster fermentations, particularly with our red Rhone varietals. We skin macerated our white wines for a richness on the palate and true flavor extraction. It's exciting to see the early effects on our young wines, and we can't wait until you can give them a try.

Still my favorite thing about the harvest season is being able to enjoy the beautiful ephemeral aromas and flavors that are part of fermentation. During fermentation, young wines pass through many stages, sometimes very quickly, that can produce amazing aromas and flavors that do not carry into the final wine. Being able to enjoy those early stages of a wine's life is a special part of harvest for me.

Lastly, harvest wouldn't be harvest without our entire winery team working closely together with the single purpose of creating these amazing wines from our vineyard. When all parts of the team are working in sync and the harvest settles into a steady pace and rhythm, there is a very satisfying feeling of shared respect for what everyone is doing to create these wines. The magnitude of work is so great and everyone is contributing part of themselves to this process of creation.





# Wind in Our Sales

## G3 Momentum Soars with New Placements, Scores

### g3 Expands its Reach

Goose Ridge g3 continues to take flight landing in new accounts across the country. The Cabernet Sauvignon has gained new authorization in Albertsons, Vons & Pavilions in Southern California, and will be available to consumers in those markets immediately. The Cab continues its momentum, along with the Merlot, Red Blend and Chardonnay, with expansion in Texas with United Supermarkets. Market Street stores plan to have wines on shelf this month.



### National Accounts

#### Bullseye for Truth Be Told Cabernet Sauvignon

We're thrilled to share that Truth Be Told, our partnership brand with Napa Valley's Roots Run Deep, will land in Target stores nationwide beginning this fall. Truth Be Told Cabernet Sauvignon brings together the best fruit from hillside portions of Goose Ridge's vineyards, and newly named AVA, Goose Gap.

The inaugural vintage, 2018 Truth Be Told Cabernet Sauvignon, offers an intoxicating nose of vividly bright fruit, wet stone and hints of tobacco, followed by a well-structured mouthfeel with juicy acidity and tiers of rich ripe berries, plum and licorice. A touch of new oak adds texture while layers of shaved chocolate and ripe tannins meld together to create a long, luxurious finish. Truth be told, we hope you'll pick up a bottle on your next visit to Target.



### Turning Heads

In case you haven't noticed, our g3 wines are turning heads. Congratulations to our winemaking team for continuing to raise the bar in the vineyards and cellar. We're so proud of the entire team for this great achievement!



## Goose Ridge Wines Get That Island Feeling

Starting now, those warm island vibes at Tommy Bahama include StoneCap Chardonnay and Tall Sage Cabernet Sauvignon. You can order yours by the glass at all national locations!





# Wind in Our Sales (*continued*)

## VIDO Vodka Rolling Across the US

Our VIDO Vodka is gaining momentum across the country, particularly in California, Texas, Georgia and Tennessee. Available now, VIDO Vodka joins g3 with new placements in Albertsons, Vons and Pavilions stores throughout Southern California. In addition, VIDO is moving into the south with wholesale partner Eagle Rock Distributing in Georgia. A three-day blitz in the market kicked us into gear as we get ready for more placements.



VIDO Vodka has partnered with Nashville's newest restaurant and bar, "The VIC". This new bar and nano-brewery will feature VIDO cocktails in an insulated thermos that customers can share. The branded VIDO & VIC thermos will be available to purchase as well. If you're in the area, grab a photo and tag us on Instagram @vidovodka

The Monson family partnered with Washington State University Alumni Association to create this limited-edition wine from Goose Ridge Estate Winery. This is the eighth in a collectors' series that celebrates Cougar wineries and the role WSU alumni play as leaders in the wine industry. Collectors support scholarships for the next generation of wine-industry leaders from WSU.





# Tasting Room News

## Holiday Gift Packs

'Tis the season for giving and at Goose Ridge we have curated a wonderful selection of gift packs for the special wine enthusiasts on your list. Join us at one of our four locations to enjoy a wine tasting while you browse the selections. Not in the area? We've got you covered. While we are always here to help you in person, you can also visit our website and shop from the comfort of home. (Something we've all become too familiar with these last 18 months.) Let us know how we can help you prepare for your holiday shopping. This supply chain is working just fine. [www.gooseridge.com/Shop/Holiday-Collections](http://www.gooseridge.com/Shop/Holiday-Collections)

## Mull This Over!

We like to spice things up around the holidays and there's no better way than with mulled spice wine. What started as a winter wine celebration in our Leavenworth tasting room several years ago has turned into a popular must have and annual tradition in all of our tasting rooms. Our custom mulling spices come in festive tins and are available online. Perfect for celebrations with family and friends this holiday, it makes the best hostess gift, too.



## Seasonal Goose Ridge Cider While It Lasts

This seasonal sipper sells out fast. Made from Washington apples, we add ripe cranberries and fall spices for the perfect pairing with fall. Our Spiced Cranberry Cider is available online in 500ml bottles or by the growler or bottle in all of our tasting rooms. You'll want to grab yours fast. [www.gooseridge.com/Wines/Cider](http://www.gooseridge.com/Wines/Cider)



## VIDO Vodka Bloody Mary Kits

Whether you're hosting the big game at home or meeting friends for a tailgate, you'll want to be sure and grab these fun Bloody Mary Kits, brought to you by our very own VIDO Vodka.

The kit is available in our Richland and Woodinville tasting rooms, and includes VIDO Vodka, Bloody Mary Seasoning, Rim Shot, Pepperoni sticks and four VIDO Canning jars. Go Cougs!





# In the News



[Winners of the 2020 Sunset Intl Spirits Competition](#)



[Raise a \(Bubbly\) Rosé to Pride Month with Cascadian Outfitters](#)



[10 Food Brands That Are Giving Back During Pride Month](#)



[Columbia Valley Carves Out New AVAs. What Does It Mean for Washington Wine?](#)



[Meet Washington's newest AVAs Part 2: Goose Gap](#)



[Benton County is home to the state's newest viticultural area](#)



[Goose Gap is Washington's 19th American Viticultural Area](#)



[How Winemakers Are Responding to Climate Change—in the Cellar](#)



[The Best Canned Wines To Pack For Your Next Outdoor Adventure](#)



[Winemaker of the Month](#)



[Cascadian Outfitters Is Giving Back to the LGBTQ+ Community](#)



[A Gosling Hatches in the Columbia Valley](#)



[The One Hidden Secret About Wine You Never Knew](#)



[Goose Ridge Estate Vineyards partners with Washington State University Alumni Association for the 2021 Cougar Collectors' Series wine](#)



[Wine Sales Strategies Shaped and Sharpened by the Pandemic](#)



[Box and canned wines perfect for your summer adventures](#)



# In Conversation with Glen Ward



*Glen Ward, Goose Ridge Vineyard & Farm Controller*

If you want to talk to the guy who knows everything at Goose Ridge Estate Vineyard & Winery then Glen Ward is your man. As Vineyard and Farm Controller, Glen has worked closely with our family for 34 years. During that time he stood by our dad, Arvid, and now with us through every step of the family business. His keen insight began with our feedlot and cattle business, apples, cherries and then the planting of our estate vineyards. We're sitting down with Glen for a walk down memory lane.

## ***Tell us how you met Arvid Monson?***

I met Arvid at International Harvester, wanting to setup an account for the feedlot (1984). I was the Controller for the business.

***How time flies! It's hard to believe you've been with us for 34 years! When you think back to the feedlot days, what do you think Arvid would say about Goose Ridge today?***

Many year ago, Bill constructed a lookout on Goose Hill, to overlook the Vineyard. Often during our

drives through the vineyard, we would stop at the lookout and gaze at the beautiful view. He would still say, "Glenners" isn't this Amazing what we have accomplished so far". Notice (so far.).

***You were fortunate to work closely with Arvid for many years. What favorite memory comes to mind?***

There are many great memories. Saturdays are special to remember, it was a quiet time where we could reflect about our business and personal lives. Grilling a steak on the Vineyard patio with a glass of Vireo or Cab. Arvid was my Boss, my Mentor, somewhere along the journey, my Friend.

***What's keeping you busy these days?***

(So Far) The family business is always looking/working for more ways to expand our business. I'm very fortunate to be able to continue in help in planning and dreaming of the future for the family business. I work closely with Bill, who has the vision of his Dad and the drive to get it done in all phases of our business.

***As a Controller, you've seen every aspect of our business. What's been the most rewarding for you personally?***

I transitioned from working with Arvid to working with Bill, Valerie and Molly – g3. Seeing them take the "Bull by the Horns" build the business to where it is today, is remarkable. I'm very proud to be a part of that. They told Arvid to Dream the Dream, and they would make it happen, and they have in a big way.

***The fourth generation is coming on strong and getting involved in the business. How does that make you feel?***

Uncle Glen is very proud of g4. The potential is great. The dynamics of the their generation integrating into the business, will be interesting to watch.

***What are you drinking right now?***

Vido on the rocks, dirty, and 2 large olives.



# Let's Be Social



[www.gooserridge.com](http://www.gooserridge.com)



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