

## Diamond Creek Vineyards

Three Vinevards - Three Faces

by Dennis J. Zeitlin

As much as he loves sharing his vineyards, lake, and home with visiting winelovers, Al Brounstein looked a bit overwhelmed on that August Sunday in 1979 when an eager horde of some thirty winetasters drove up the tortuous Diamond Creek Road to descend on his house juggling boxes of glassware and tasting sheets. He and Haskell Norman, founder and president of the Marin County chapter of the International Wine and Food Society, had labored many weeks to coordinate what would be the first comparative tasting of all the Diamond Creek Cabernet Sauvignons.

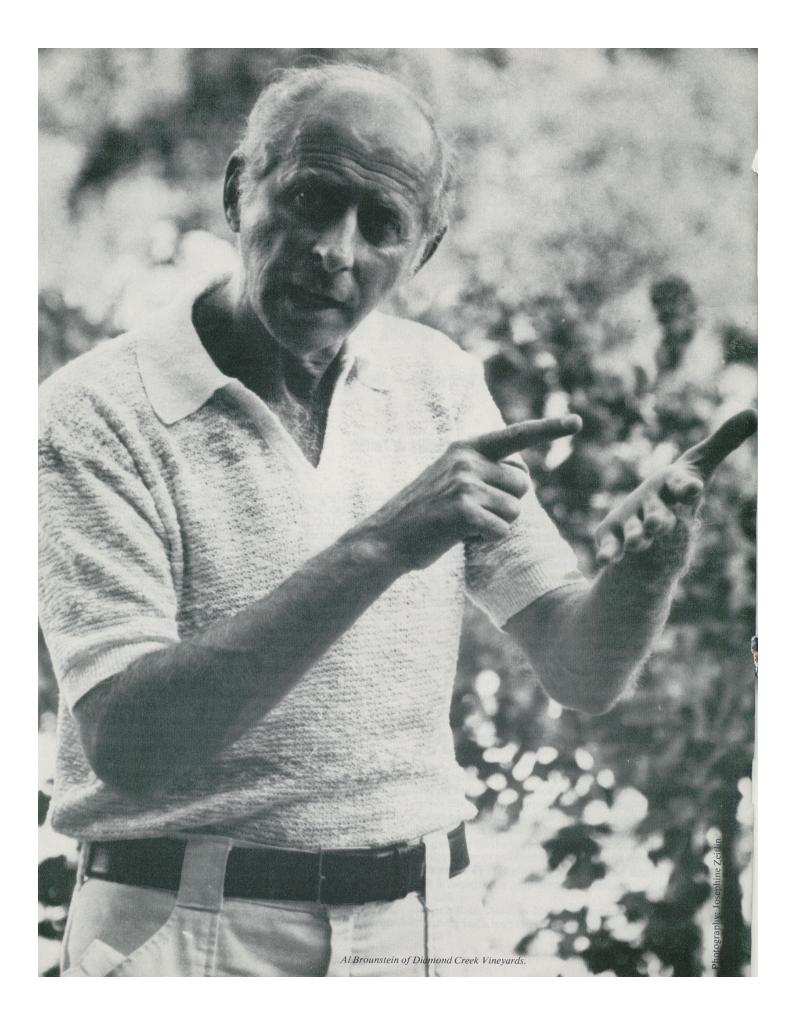
These wines created quite a stir when they first appeared in the mid-'70's. Possessing uncommon intensity, color, and tannin, they immediately had their adherents and detractors. New vintages would frequently win or place highly in blind tastings, and fans would extol the depth, richness, and intensity of fruit, believing that the immense tannins would provide for long cellar aging and ultimately splendid wine. Others were turned off, and placed Diamond Creek in the "inky monster" category, finding intensity but insufficient fruit to outlast the tannin.

The group's tasting and my up-date a year later provide a comprehensive but interim look at these wines on their trajectory. Where they will eventually land is still debatable, but they are on course; we found them as a whole to be aging very well, gradually opening up and possessing great depth of fruit and class. They are truly exciting Cabernets. Hours later when we came down to earth, piled in our cars, and headed back towards San Francisco, we knew we had encountered something very special at Dia-

Once he discovered the world of wine, Al Brounstein was looking for something special. He got a late start, confessing that for years all he ever wanted was a glass of Paul Masson Rosé. Things changed abruptly in 1963 when he enrolled in a U.C.L.A. wine appreciation course taught by well-known attorney and wine writer Nathan Chroman. Thoroughly captivated by Cabernet Sauvignon and the possibility of a country winery life style, and increasingly disenchanted with the daily pressures of owning and managing a drug distribution company with thirty employees, he began making plans for a major shift. He studied the literature, talked with academic enologists, winemakers, farmers, and logged countless hours in his plane searching up and down California for the right location: a mountain property with ideal microclimate and soil. He felt these were the necessary pre-requisites for growing low yield Cabernet of transcendent intensity and richness.

In 1967 he found his site near Calistoga, 660 feet above the Napa Valley floor, on Diamond Mountain. He purchased 79 acres, and hired vineyardist Richard Steltzner to direct the clearing, design, and planting. By 1968 the initial battle against the ubiquitous manzanita trees was won, and the twenty usable acres were planted to Cabernet Sauvignon, with an even sprinkling of Merlot throughout, as is common in France. The 6-7% planting of Merlot yields 10% of the cepage. (Subsequently, when replacing vines, Cabernet Franc and Malbec have been planted, aiming at an ultimate cepage of 88% Cabernet Sauvignon, 10% Merlot, and 2% Cabernet Franc and Malbec.)

In the next few years, as the vines struggled for life in this arduous dry-farming mountainside environment, Brounstein's consultants became increasingly impressed with the fact that the three vineyards demarcated by the little meandering Diamond Creek were possessed of three unique soils. Wines from the three vineyards, if kept sepa-





## Volcanic Hill

Napa 1978 Valley

Cabernet Sauvignon grown, produced and bottled on diamond mountain by

DIAMOND CREEK VINEYARDS CALISTOGA, CA.

ALCOHOL 121/2 % BY VOLUME

rate, might well reflect these different characters. The legendary André Tchelistcheff was most impressed with the topmost eight acre vineyard and its white volcanic soil; the greatest Cabernets would surely come from here. But Louis Martini was very taken with the red iron-rich soil of the seven acre vineyard across the creek. It reminded him of his cherished Monte Rosso vineyard in Sonoma county. Still another prediction came from Richard Steltzner, who felt the tiny five acre vineyard on the meadow with the gravelly soil would produce wines akin to the great Graves of Bordeaux. Indeed, as things turned out, the wines were kept separate and labeled Volcanic Hill, Red Rock Terrace, and Gravelly Meadow respectively, but the decision was not as easy as it appears.

Brounstein's excitement about separate bottlings met a chilly and even angry reception from many retailers: "Those wines couldn't possibly be different enough from such a minute vineyard area to justify three labels"; "This is just a cheap publicity gimmick"; "We can't provide triple shelf space for such a small winery." Even his attorney and former mentor Nathan Chroman felt he should combine the three vineyards. Brounstein remained steadfast, and nature provided a dramatic corroborating demonstration for the first vintage in '72.

By early October of that year the white soil of Volcanic Hill had reflected enough sun up to the grapes to ripen them beautifully, and picking was accomplished without incident. The grapes of Red Rock Terrace, in nonreflective red soil, needed more time for optimum maturity, and the decision was made to wait a few more days. The following day the sky opened and six inches of rain fell within nine days producing swollen, watery grapes and mildew — a general disaster for Cabernet in the Napa Valley. Diamond Creek made its debut with a light, picnic style Cabernet from Red Rock Terrace alongside a deep, intense, tannic wine from Volcanic Hill. The two vineyards are only 65 feet apart. (Gravelly Meadow, struggling with the most difficult soil, did not come into sufficient production for bottling until '74.)

Earlier in 1972, Brounstein had begun his search for a winemaker-consultant. He spoke with Brad Webb, who had made the landmark series of Chardonnay and Pinot Noir for Hanzell in the late 50's and early 60's, and was then at Freemark Abbey. Webb didn't have the time, but thought his young production manager Jerry Luper might be interested. With only two years of winemaking experience under his belt, Luper was intrigued with the challenge of helping launch a tiny premium winery that would necessarily be beginning with primitive facilities. He has had a hand in almost every vintage; literally, in the early years when he was training Sergio Canchola in the basics of winemaking. More recently, he has moved into an advisory role; a fascinating counterpoint to the main theme of Luper's career which has involved a series of outstanding wines at Freemark Abbey, and more recently at Château Montelena. Brounstein hopes he'll be around for-

Al's research, travels in France, and his appreciation of

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wines like David Bennion's early unfined and unfiltered Cabernets for Ridge Vineyards, had engendered a naturalistic view of the winemaking process. Philosophy dovetailed nicely with financial expediency; the initial winery consisted of a 500 gallon open fermenter and a 300 gallon settling tank sitting out in the vineyards under the stars. As production has grown, so have the tanks — but in number rather than size. Going to 1000 gallon fermenters would raise the temperature three degrees and might damage the flavors. Al believes so firmly in his "primitive but contemporary" approach, that the winery building soon to be constructed will be used for barrel aging, bottle storage, and bottling only. The twenty tanks ready for the '80 vintage will remain outdoors.

Al points out the advantages of his situation and approach. His vineyards are high enough to be above the fog. He gets excellent direct sun, and the cooling afternoon breeze keeps the acidity high. The sloped site provides excellent drainage. The small volume of grapes allows him the luxury of serial picking to make sure each bunch is as close to 22-23° sugar as possible. The harvest is totally from his vineyard; he has never bought or sold a grape. The picked grapes fill only hand held boxes. There is none of the trauma or spoilage that can occur with gondolas. All of these factors promote small, healthy, optimally mature berries with intense flavors and high proportion of skin to juice. Picking at 22-23° sugar ensures that these wines, for all their power, will not be the hot, alcoholic gargantuans that frequently collapse into a dry husk of tannin after a few years in bottle.

The microclimatic differences even within this twenty acre vineyard necessitate four separate pickings of Volcanic Hill, starting at the top and descending over a five to six week period beginning in early October. Red Rock Terrace requires two picks, typically ripening slightly after Volcanic Hill. Gravelly Meadow ripens sometime after Volcanic Hill is harvested, and requires only one pick. Red Rock and Volcanic first picks come from more austere soil and produce a slightly more rounded and rich wine. Later picks from lower in the vineyards are less exuberantly fruity and more tannic. The picks are kept completely separate all the way through barrel aging, to be combined just before bottling. The slightly different character of each seems to enhance the other.

The winemaking process has remained constant. The vicissitudes of each vintage express themselves in the wine with as little intervention as possible. Fermentation requires eight to ten days. Three times each day the cap formed of skins buoyed up by  $CO_2$  is punched down, providing maximal contact of the wine with the skins. After fermentation, the wine is transferred to a 300 gallon settling tank from which the clear wine is siphoned off to small

Nevers oak cooperage. By the time of bottling, this racking procedure has occurred four times. The process also introduces some oxygen into the wine, thereby encouraging precipitation of tannin.

Skilled winemakers often disagree on the pros and cons of fining and filtration. There is even disagreement as to what these processes actually do to the wine. Jerry Luper warned Al that non-filtration worked in Bordeaux where the microbiological situation was stable after many, many decades, but that the situation at Diamond Creek entailed a much greater risk. He also discussed fining to remove yeast, bacteria, and sedimentary haze - a practice common and often automatic in Bordeaux. But Al eventually decided to avoid either process, fearing that somehow he would lose too much color, flavor intensity, and tannin. He was willing to take the chance that bacterial action or refermentation might occur in the bottle. The fact that there has been an extremely low incidence of this seems a tribute to the care exercised by all concerned, particularly Luper's skill in protecting the wine as much as possible within this framework. It is fortunate that Brounstein's love affair was not with Pinot Noir. Cabernet Sauvignon is a very forgiving wine. Its high resistance to oxidation has been a major factor in the wine prevailing in barrel and bottle despite frequent shifts for temporary storage all over the Napa Valley.

## **Tasting Notes**

Except where specified, my notes below are from the comprehensive tasting held at Diamond Creek in August, 1979. The wines were uncorked and poured immediately without decanting. Several hours were spent evaluating the wines. This was not a blind tasting, and there was no formal rating by the group. My point scores are from the U.C. Davis scale where 13-16 = sound commercial wine, and 17-20 = outstanding quality. In rating these wines I was faced with the age-old question: "Are we drinking for tonight or for the future?". I tried to handle this by rating the basic quality of the wine whether it was ready to drink, or, as was usually the case, years away from maturity.

1972 RED ROCK TERRACE: Garnet color with a hint of browning. Light, attractive nose with a bit of mint and green pepper. On the palate, a light fruity, picnic style Cabernet, with a touch of sweetness. This was the vine-yard severely hit by rain. Up until about a year ago, this wine was available at the winery for \$4.50.

more so than either of the '73's. Excellent, deep, intense, very minty-berry nose somewhat reminiscent of Mt. Veeder, Mayacamas, and verging on Heitz' Martha's Vineyard. A very big wine with good acidity, but the overriding impression is one of tannin, with evanescent fruit that thins at the finish as a sensation of heat builds. Lacks the soft fruity center of most of the others, making it a gamble for long term aging. Recently selling in Los Angeles for over \$25.

1973 RED ROCK TERRACE: Medium red-purple with no tawny rim. A very elegant, integrated nose of mint, briar, berries, and a hint of apple. Medium bodied with excellent acidity. Soft, smooth core with flavors paralleling the nose, though with less of the minty component. Finishes a trifle short and thin, with moderate tannin. At or near peak, and given its relatively small structure, is not a wine to cellar.

A bottle tasted a year later bears out this prediction. The nose is more complex and still lovely, but with intermittent wafts of raisiny berries and a mid-'60's Cabernet character amidst a very inviting and complete cassis-like perfume. On the palate definitely less fruit than last year, though there are still some complex and delicious flavors. The wine shows better than many other Napa '73's, and was recently selling in Los Angeles for over \$30. 1973 VOLCANIC HILL: When this wine was first released it was deep purple-black, with a huge, dense, chocolaty nose that was simultaneously closed-in and ponderous. It was very full, oaky, and tannic, and I wondered if there was sufficient fruit. At this tasting 3-1/2 years later, the wine shows slow but good development. Color slightly less deep and dense than the '72 Volcanic Hill, but darker than the '73 Red Rock. Nose has opened a bit, showing traces of mint amidst gravelly dusty scents and a touch of green pepper. A very big wine with good acidity, the flavors are more concentrated than the Red Rock, and the fruit is rounder and simpler. There's loads of tannin in the tail, but with long, fruity flavors to match. I had purchased the Red Rock, whose balance and quality was apparent from the outset. I wish I had some of this in my cellar; if I did, I wouldn't open another bottle for three to four years. 1974 RED ROCK TERRACE: Color denser and deeper than any of the '72's or '73's. The nose is absolutely glorious — gracious, opulent, redolent of deep berries, flowers, and the Diamond Creek special minty trademark. Very full bodied with excellent acidity. The flavors parallel the nose, with a rich, jammy center, fine balance, and a lingering fruity finish with ample tannin for years of aging. For me, this is one of the great Cabernets, and in this banner vintage year represents the quintessence of the Red Rock Terrace style. Developing beautifully, the wine is many years from it peak.

At a blind tasting nine months later, the wine's signature was clearly legible, and the quality superior to seven other outstanding Cabernets of this vintage. 19 1/4 1974 VOLCANIC HILL: Appears identical to the Red Rock, but the nose is a surprise: higher pitched and spicy scents (cardamom?) are joined by a sweeter buttery component with a hint of pineapple. Very interesting, but the least of the three '74 bouquets. A huge wine with firm acidity, it is very young and hard on the palate, the fruit undifferentiated, 'dusty,' and probably obscured by the

wallop of tannin at the finish. These Volcanic Hills are slumbering giants. Encouraged by the development of the '73 and '75, I'm betting that this one will open up into something special in 8-10 years. 1974 GRAVELLY MEADOW: Color identical to the other '74's. The nose seems a cross between Red Rock and Volcanic. Less spicy than the latter, and not as opulently perfumed as the former, it is nonetheless stylish, with complex, attractive, and deep minty-berry scents. Huge, with good acidity like the others, it possesses better elements and balance than its Volcanic Hill counterpart. There is a harsh undifferentiated periphery, but also an intensely concentrated, soft, fruity, mint-chocolate core. Only slightly less tannic than Volcanic, it will need 8-plus years to reach its peak. When the '74 cabernets were first released, this wine won a number of blind tastings and reviews, even outpointing the other Diamond Creeks. An impressive debut. The winery has been recently selling the '74's as a one-of-each three-pack for \$125. 1975 RED ROCK TERRACE: Color similar to the '74's. The nose is not as intense or deep, but the mint pedigree is there, along with a complexity of vanilla and berries. Gracious and attractive. Medium bodied with good acidity, this is a somewhat lighter wine with a lovely natural sweet-

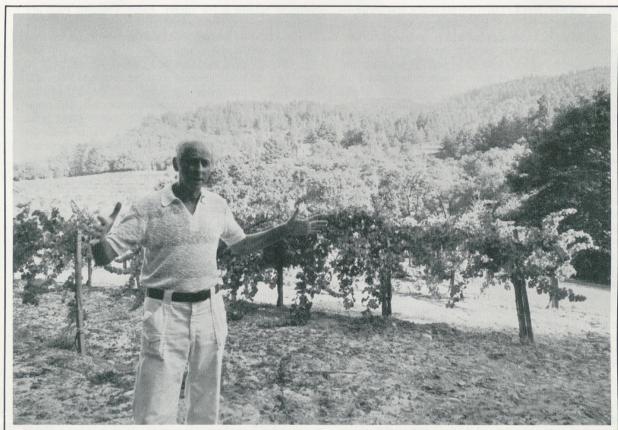
ness, and attractive fruit. The finish is a trifle short, with not much tannin. Should be ready in a few years. 16 1/2 1975 VOLCANIC HILL: Big stuff again, even in this lighter year. Color similar to the '74's. The nose is deep, minty, with intense elixir-like undifferentiated fruit. Acidity is excellent. Medium-full on the palate, the flavors are delicious and mirror the nose. The finish is long and fruity with loads of tannin. 17 3/4

Tasted again a year later, the nose has developed nicely with complex chocolate and vanilla wafts. The fruit is rounder, with delicious chocolate-mint flavors. Though still a long way away, the tannin is not as prominent. There have been rare reports of bottles of this wine flawed by H<sub>2</sub>S.

1975 GRAVELLY MEADOW: Color similar to the other '75's, but perhaps a little less dense. Again, the nose seems middle-of-the-road between the others, with quite good depth of fruit, and beginning complexity. Medium-full, with good acidity, the flavors are delicious, with hints of earthiness one associates with good red Graves. More gracious over-all than Volcanic Hill, it has ample tannin to repay 4-5 years cellaring. Three packs of this vintage have been selling at the winery for \$37.50.

1976 RED ROCK TERRACE: Dense purple. Wonderfully attractive, graceful, intense, mint-berry-vanilla perfume. Quite full-bodied with fine acidity. Delicious, balanced, long, complex, fruity flavors with touches of vanilla. Classy and exuberant. Despite its considerable tannin, this wine displayed its intense fruity charm when first released.

1976 VOLCANIC HILL: Similar color to Red Rock. Nose quite similar to the '73 Volcanic — it has that closed-in dusty buried green olive-green pepper quality with fruit hiding in the background. Medium-full with good acidity. Surprisingly forward and fruity on the palate, with intense, long, lip-smacking berry-elixir flavors through the finish that is accompanied by enormous tannin. Fruitier at this stage than typical, I'd like to see more comparable development in the nose.



Brounstein discusses the Red Rock Terrace Vineyard.

1976 GRAVELLY MEADOW: Similar color to the other '76's. Bouquet and palatal impression very similar to Red Rock at this stage. The nose is slightly less generous, but the flavors show excellent fruity elixirs. Up until recently when they ran out, the winery was offering three-packs of this vintage for \$45. Occasional bottles may still be found on retail shelves.

1977 RED ROCK TERRACE, First Pick: Color is quite dense and deep, but the nose is very different from the other vintages - rather innocuous, with some fruityvanilla scents, but lacking the Diamond Creek pedigree. Moderately full-bodied with good acidity, the wine is better on the palate, with naturally sweet fruit and a long, fruity finish with considerable tannin. The concentration and special character is missing.

Re-tasting after one year in bottle confirms the above impression. In fact, the fruit seems a bit shorter, and the crescendo of tannin more disconcerting. 151/2

1977 RED ROCK TERRACE, Second Pick: Picked after the rain, this lot was released separately at \$4.50 compared to \$10.00 for the regular '77's. Lighter color, with a very muted, but pleasant nose with fair varietal character but no Diamond Creek pedigree. Medium body, good acid, with a better showing on the palate: simple but very nice flavors; smooth, ready to drink. A good buy. 141/2

1977 VOLCANIC HILL: Medium red-purple, moderately dense. Nose not as "dusty" as usual, but lacks real interest or concentration. Moderately full-bodied with good acidity. Flavors much better than the nose; quite intense, minty, and long, with a great deal of tannin.

On re-tasting with the other '77's a year later, the nose has developed some real elegance, with long graceful mintblack currant scents, but surprisingly, the fruit is simpler, less pervasive, and overwhelmed by the enormous tannin.

1977 GRAVELLY MEADOW: Similar in appearance to the Volcanic Hill. Nose very similar to Red Rock; a bit more intense, but still lacking real importance. Palatal impression is mid-way between the others, with more complex flavors and good balance. Least tannic of the three.

On re-tasting a year later, there is very little change. The comparison of the three confirms the impression that this wine has the best balance and best future. This vintage is still available in stores.

1978 RED ROCK TERRACE: Youth mutes the differences among the wines, particularly in this vintage. For this reason, the '78 Red Rock was not included in the comprehensive tasting. A barrel-blend sample was tasted a year later, just prior to bottling: color deeper and denser than the '77's. Marvelous nose with complex scents of mint, chocolate, and briar subordinate to gracious, lovely, soft, forward fruit that seems to reveal the Merlot more clearly than ever before. Flavors parallel the nose, but are not as mint-chocolaty. The finish is long and fruity with ample tannin. A Beauty.

1978 VOLCANIC HILL: Barrel-blend sample. Medium purple, moderately dense, forward, simple, fruity, bright, spicy Cabernet nose, but none of the mint trademark at this point. Medium-bodied, good acidity, round, young,

fruity flavors without overwhelming tannin. Very good elements, and probably early maturing. 17 1/4

On re-tasting the '78's a year later, this is clearly the biggest of the three. The nose opens just a bit with swirling to reveal fruity-berries, briar, chocolate, and mint. On the palate, quite full-bodied, good acid, with unusually soft, accessible fruit holding well through the finish. Considerable tannin is in balance.

**1978 GRAVELLY MEADOW:** Barrel-blend sample not significantly different from the Volcanic Hill. 17 1/4

Re-tasted a year later, the wine is similar in appearance to the other '78's, and stylistically closer to the Red Rock. The nose is not quite as rich, and is higher pitched, with more oak and mint. Slightly more full-bodied, the wine is harder, with ample fruit and the most mint on the palate of the three. It finishes with moderate heat and lots of fruit and tannin. Beginning with this vintage, the tiny 3/4 acre "Lake" vineyard, hitherto used only for topping, will be blended with Gravelly Meadow. Though the vineyards have a very similar character, the result will be a slightly deeper, fruitier wine. The '78's will be released in the fall of 1980 at \$12. per bottle.

1979 RED ROCK TERRACE: Barrel-blend sample. All the '79's are one month into malo-lactic fermentation. Slightly darker purple than the '78's. Excellent, spicy, intense grape aromas of cassis. The '79's are stylistically closest to the '74's. The Red Rock also presents an accessible softness evoking the atypically forward '78's. Moderately full-bodied, good acidity, exuberant fruit with hints of chocolate. The fruit masks the tannin at this point. Excellent potential.

1979 VOLCANIC HILL: Barrel-blend sample. Even darker than the Red Rock. Huge, closed-in nose with deep blackberry cassis and oak in balance. Moderately full, good acidity, and the most flavor interest of the three. Soft, fruity center redolent of chocolate-mint. Finishes very well with considerable tannin. Excellent future. 18 1/2 1979 GRAVELLY MEADOW: Barrel-blend sample. Color similar to Red Rock. Nose higher pitched and more austere; there is more spice and a bit less cassis. Moderately full with good acid, the wine is surprisingly soft and smooth on the palate — almost as gracious as Red Rock, with interesting flavors. The cassis carries through the finish, masking the ample tannin.

The wines taken as a group are very impressive: big, rich, tannic wines, full of style, fruit, and future. The potential is underscored by the wines' continued strong showing on both occasions after being left in glass for over 24 hours and then re-tasted. The potential of future vintages is bright as well; forthcoming wines will have the added benefit of mature vineyards and permanent storage facilities.

The early predictions that the three vineyards would reveal different personalities have been borne out across the years. Red Rock Terrace is the softest, most elegant and perfumed; a wine of great richness and finesse in the "big" years like '74, '76, '78, and '79 where it is my favorite. Volcanic Hill is the most full and tannic; a closed fist of packed fruit. In less heavyweight years like '75 and '77 it has more structure and intensity than the Red Rock. Gravelly Meadow lies in the middle, stylistically closer to Red Rock, but less perfumed and gracious. Not as hard as

Volcanic Hill, there is nevertheless an underlying sinew and special quality from the gravelly soil. This is not a "goût de terroir" in the pejorative sense. Nor does it evoke the prominent, rich, "barnyard" earthiness of Ch. La Mission-Haut-Brion. The quality appears more in the nose. It is intriguing, subtle, and more akin to that of an elegant Graves like Ch. Pape-Clément. To play with parallels to Bordeaux a bit more, Red Rock Terrace shares a style with soft St. Julien or Margaux wines like Ch. Beychevelle or Ch. Palmer. Earlier on, some were tempted to compare Volcanic Hill to a big, harsh, and ultimately unfruity St. Estèphe. These tastings suggest Pauillac all the way - maybe Ch. Lynch-Bages or Ch. Latour. Despite their differences, the underlying Diamond Creek character unites the wines and makes them far more similar to each other than to any other California Caber-

There was one area in which Al Brounstein was his own expert from the start: marketing. He has developed a unique and successful approach that harmonizes beautifully with his personality and life style. There are virtually no middle men. He presides with great ebullience, wit, and pride over his wine "children," and takes care to see that they find proper homes. He has skillfully found his people, and those on his mailing list receive invitations in the summer to come to the vineyard to tour, taste, picnic, and enjoy the delights of the beautiful lake he has created, replete with waterfalls, canoes, sailboats, and trout. He and his attractive and gracious wife, Boots, welcome new visitors by appointment in the summer. Up until recently fully one-third of his wine has been sold on the premises this way. 5% has gone to restaurants, and the remainder to retailers he personally chooses and follows. More recently, increased production, shipping advantages, and a desire for greater exposure have prompted Al to share his wine with out-of-state retailers. In no way is he planning to desert his loyal California following, but 50% of production which will eventually reach a maximum of 3500 cases is slated for 30 states.

Al Brounstein is a man very much at peace with himself and the new life he has created. He knows that his wines are not to everyone's taste. He could make a lighter style wine and do very well — he would lose some friends and make some new ones. But he recalls Maynard Amerine's advice: "Build the wine you want to drink." Appreciators of his wine are perfectly willing to lay it away, and the wait does not promise to be interminable. California wines tend to resolve their tannin more rapidly than their French counterparts, and there seems to be a burgeoning "California palate" that doesn't mind a tannic finish in exchange for the youthful explosion of packed jammy fruit of a Cabernet on its ascent. Al has one solution for young couples who come to visit, that he offers with a wink: "I tell them to buy three bottles of their favorite Diamond Creek, and to open one at their fifth, tenth, and fifteenth anniversary. I assure them that at least the wine will be intact."

