

MOTODOFFO

WINE CLUB

SEPTEMBER SHIPMENT



Message From The Doffo Family

MOTODOFFO WINE CLUB,

This first year of the MotoDoffo Wine Club has absolutely flown by! It has been an amazing year for MotoDoffo. From the inaugural launch party in March to winning multiple Best in Show awards at “The Californian” and “The Friends of Steve McQueen Show,” we have been fortunate to be able to introduce the MotoDoffo brand to more moto and wine fans than ever before! The show circuit has slowed down through the summer, but we will have a strong showing at the upcoming International Motorcycle Show in Long Beach, California, November 16-18. It is so much fun to see fellow wine club members at these shows, so be sure to stop by our booth to see us!



The major MotoDoffo event of the summer was our 5th Annual Kurt Caselli Foundation Fundraiser. We have been avid supporters of this organization and its cause since inception in 2013. Together with partners such as KTM, Red Bull and FMF, we raised over \$50,000 in a single afternoon! This year’s event went into the late evening hours with live music, an unbelievable raffle and a live auction that will go down in the books as one of our largest fundraising efforts to date. As motorcycle enthusiasts, we proudly support this foundation that is focused on improving the safety of off road racers and riders.

For the final MotoDoffo wine in this year’s shipment, we have saved the best for last. In fact, this blend is so special that we are purposely not disclosing which varietals it contains. Racers call it a competitive edge; we will call it a secret recipe! What I can tell you is that we are the only vineyard in the Temecula Valley planted on the dominant varietal and we fully intend to keep it that way. We knew that this blend was going to be a big wine, which is what led us to the name “Royal Tinto.” You may have noticed that the name of each MotoDoffo wine can be abbreviated to ST, GT and RT, all common designations for motorcycle models. Another nod to our heritage as riders and racers.

Acclaimed motorsports artist, Robert Carter, returned to complete his series of original pieces of artwork for the 2015 MotoDoffo labels. Our only request for the piece that would adorn the Royal Tinto was that it be inspired by motocross, as Temecula is home to so many motocross champions. Mr. Carter decided to depict an AJS Stormer charging through the Nevada desert during the 1972 Mint 400 off-road race. His original works commissioned for the MotoDoffo labels can be viewed in the MotoBarrel Room at Doffo Winery.

Only 100 cases were produced of this exclusive wine, and as MotoDoffo Wine Club members, you receive the first release of this very limited wine! The Royal Tinto is a big, bold, and supple blend that has plenty of aging potential. In our opinion, it is too good to put into storage for too long, but whatever you decide, we are positive that this special blend will not disappoint.

SALUTE!

Damian Doffo and Family

September Club Release

2015 MOTO DOFFO "ROYAL TINTO"

This proprietary red blend is incredibly dark purple in color with blue and violet highlights. The initial aromatic profile unveils notes of red fruits, strawberries and cherries with secondary aromas of white roses and lavender. The subtle undertone of American Oak is perfectly integrated with the elegant tones of vanilla, caramel and cacao. This robust blend has plenty of structure but shows refinement on the tannins, with the mid-palate being very round and balanced. The finish lingers to deliver a long lasting aftertaste that reiterates the aromatic flavors.



WHEN TO DRINK: Enjoy now or cellar age for 7-10 additional years

PAIR IT WITH: Red Wine Braised French Short Ribs

BARREL PROGRAM:

Aged 22 months in 1st and 2nd use American oak

WINEMAKING STATS:

Alcohol: 13.0%

pH: 3.65

Total Acidity: 6.3 g/L

Story Behind the Label

The Royal Tinto label features the third original piece commissioned from legendary motorsports artist, Robert Carter. Providing him only with the direction that it should be motocross themed, Carter was drawn to the idea of showcasing one of his nation's great motorcycle brands: AJS. The British manufacturer had captured the artist's imagination after winning the 1949 Grand Prix World Championship. For the Royal Tinto label art, Carter chose to depict Mike Jackson, then the General Sales Manager of Norton-Villiers, on the AJS Stormer in the 1972 Mint 400 off-road race. This scene commemorates the last big attempt from AJS in motorcycle competition, and will be immortalized at Doffo Winery for years to come.



From the MotoDoffo Collection

1956 Ducati 125 Gran Sport “Mariana”

When most people think of Ducati, they think of bright red superbikes built for top speed on racetracks around the world. However, this was not always the case. In fact, although the Ducati brand dates back to 1926, it was not until 1946 that the company began to manufacture motorcycles. By the 1950s, Europe had fallen in love with racing, and the Motogiro d'Italia was one of the most prestigious races of them all. Winning this 3,000km race would be huge for any motorcycle manufacturer, so Ducati set out to make a motorcycle specifically to win these races.

In 1955, the 100cc Gran Sport Marianna was unveiled, marking the company's first use of a bevel-gear single-cylinder engine. A year later, the 125cc model arrived and the company called on iconic racer, Giuliano Maoggi, to pilot the bike in the 1956 Motogiro d'Italia. Maoggi would race to victory on the 125 Marianna and earn the nickname “The Italian Duke” after winning the Gran Fondo competition. Despite the popularity of these grueling, open-road races, the Italian government shut them down shortly thereafter.



Marcelo Doffo had the honor of meeting Giuliano Maoggi in 2008. The pair instantly hit it off and a longstanding friendship bloomed. During one of Marcelo's visits to Italy, he was introduced to Mr. Luigi Pini, a retired mechanical engineer that had a passion for recreating the very unique "exposed valve spring" cylinder heads used on the Ducati Marianna. Marcelo's journey to find the rare racing components to build a true replica of the 125 Gran Sport had begun. Although Pini had access to Ducati 125cc engines, Marcelo opted to find a motor much closer to those used in the racing motorcycles of the time. Fortunately, he found a 125cc Ducati engine that was licensed to be manufactured in Spain. The major difference was that the Spanish motor had been mated to a 5-speed gearbox as opposed to the standard Italian-manufactured 4-speed. Much like the race teams of the time, Marcelo opted for the 5-speed to allow for better gear ratios and higher top speed.



Marcelo with Giuliano Maoggi



Luigi Pini with a Gran Sport Marianna



Marcelo's streak of luck continued on his annual pilgrimage to the vintage Italian motorcycle mecca: the Reggio Emilia Vintage Motorcycle Swap Meet. Within a few minutes of walking through the enormous event, he stumbled upon a set of original brakes for the Marianna! The most difficult part of the build remained: the aluminum gas tank with double fill caps and a recessed indentation for the carburetor velocity stack. Marcelo dug into his network of known collectors and was able to borrow an original Marianna gas tank to have an exact copy made by famed metal fabricator, Evan Wilcox, out of Northern California.

It only seemed fitting then that we should commemorate this motorcycle and one of its most famous pilots on the MotoDoffo Super Tinto label. What better way to introduce the MotoDoffo brand of wines to the world than by depicting one of the sport's most important motorcycles winning one of the world's most important races?

You can see Marcelo's Marianna replica and Robert Carter's original artwork in the MotoBarrel Room at Doffo Winery.

Kurt Caselli Foundation Fundraiser

A Good Time for a Good Cause: The 5th Annual Kurt Caselli Foundation Fundraiser

Our family and staff were honored, once again, to host the Kurt Caselli Foundation's annual fundraising event at our winery this past June. From all of us, THANK YOU to the more than 500 attendees, sponsors and volunteers that came out to help the Foundation in their mission to improve the safety of off-road riders and racers. If you missed the event, there are still ways to support the cause! Head to shop.doffowines.com to pick up a bottle or two of our limited edition Kurt Caselli Tribute Wine! \$10 from each bottle sold goes directly to the Foundation!

This year's event featured a new format compared to years past, with doors opening at 4:00pm followed by an incredible trials performance by Red Bull's Geoff Aaron.

The Kurt Caselli Foundation then took to the stage to present a check to their Fall 2018 scholarship winner, Josh Night. The Foundation presented the Doffo family with a handcrafted award, and AMA's, Jim Williams, joined the Foundation on stage to present the Friend of the AMA award to the team.



Nancy Caselli, Kurt's mother, then read from an email that Kurt had written years earlier that was beautifully captured in a video that can be found on our Facebook page: www.facebook.com/doffowinery.

Next up, the live auction and raffle drawings for a host of race memorabilia from the Foundation and their generous sponsors.

The Working Man Band filled the warm evening air with background music while attendees enjoyed Red Oven Pizza and Tito's Tacos. Backstreet Brewery provided cold beer and Greyscale Roasters served up delicious coffee drinks, while Doffo's tribute wine filled the commemorative KC66 glasses.

In 2018 alone, the Kurt Caselli Foundation dedicated \$120,000 to be used in (3) different safety areas: Race Course and Safety, Rider Safety during events, and Injury Management. We here at Doffo Winery are so happy to be able to help support this wonderful organization and the work that they are doing!

Head to shop.doffowines.com to pick up our limited edition Kurt Caselli Tribute Wine! \$10 from each bottle goes directly to the Kurt Caselli Foundation!



MotoDoffo Label Artwork

A Look Ahead at the next MotoDoffo Label Artwork

Motorcycles inspire us as winemakers, just as they inspire countless individuals around the world who have unique talents of their own. Therefore, when it came time to design the labels for our MotoDoffo wines, it only seemed natural to collaborate with artists who have focused their work on this sport that we love so much.

We first discovered the incredible work of artist, Makoto Endo, at the 2016 International Motorcycle Show in Long Beach, California. His style is unique and his process is fascinating to watch, as he applies black ink to a large canvas spread across the floor using nothing but a chopstick. After a brief conversation, Endo agreed to produce three original works for the next series of MotoDoffo wines to be released in 2019.

Some of you may recognize his name and his work from one of our MotoGP parties earlier this year. We invited Endo out to Doffo Winery to create his first work live on the MotoBarrel Room patio! Attendees were mesmerized as Endo brought his vision to life in a one-of-a-kind depiction of Marcelo's prized 1947 Gilera Saturno Sport.

The artwork is beautiful, and we cannot wait to see it on a bottle of MotoDoffo wine that will be released next year. Until then, you can check out more of his work at www.makotoendo.net.



Upcoming MotoDoffo Events

Sept. 23 Grand Prix of Aragon Watch Party
Oct. 7 Thailand Grand Prix Watch Party
Oct. 21 Grand Prix of Japan Watch Party
Oct. 27-28 The MotoBeach Classic

Oct. 28 Australian Grand Prix Watch Party
Nov. 4 Malaysian Grand Prix Watch Party
Nov. 16-18 Long Beach International Motorcycle Show
Nov. 18 Grand Prix of Valencia Watch Party



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