

THE WINE PRESS

Volume 47, Issue 8

ocws.org

August 2023



**Scholarship Winners:
WHERE ARE THEY NOW?**

Grit & Grace

BY GREG RISLING



OCWS scholarship recipient Tymari LoRe says her favorite part of the wine industry is that it brings people together.

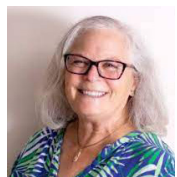
Much like a wine can evolve over time, so has wine consultant Tymari LoRe's appreciation for the industry and the imprint she is leaving on the Santa Ynez Valley.

LoRe grew up in Orange County

– shout out to Cypress – and her first interaction with wine was working for her uncle at a winery. There she learned how wine serves as a conduit to uniting us.

See LORE, page 12

2022-2023
Board of Directors



Fran Gitsham
President
Fran@ocws.org



Carolyn Christian
Vice President
Carolyn@ocws.org



Rich Skoczylas
Secretary
Rich@ocws.org



Mel Jay
Treasurer
Mel@ocws.org



George Cravens
Director
George@ocws.org



Kevin Donnelly
Director
Kevin@ocws.org



Linda Flemins
Director
LindaF@ocws.org



Fred Heinecke
Director
Fred@ocws.org



John Lane
Director
John@ocws.org

Vice President's Message

BY CAROLYN CHRISTIAN

In my nearly 40 years in the wine industry, and 37 years with the Orange County Wine Society, I have seen many changes in the industry and with our organization. Some members say we are a social club that gets together to drink wine, while others point to our educational contribution to the wine industry with our competitions, educational wine events and scholarship donations.

I say these are not mutually exclusive categories and the OCWS has been pairing wine education and fun since 1978. And we do it well!

When I first joined the organization in my early 20s, I looked up to the experienced members who ran amazing wine events throughout the year such as the monthly winery programs, the wine competitions and the OCWS "booths" at the OC Fair. The main location was at the end of our old trailer, and the second location was upstairs in the corner of the Flower and Garden building.

Making Connections

At the Commercial Competition, we had fewer varietal categories, significantly less wine to move and lots of strong, young members to move it. It was at these events that I first met winemakers like Carol Shelton, Kent Rosenblum, Jerry Lohr, Gary Eberle, Dave Cofrane and Jim Prager, to name a few, and learned more about the exploding California wine industry.

We have lost many of our beloved founding members and winemaker friends over the years but our organization remains strong with younger generations and winemakers joining us in our mission.

Wine Extraordinaire

Between the 1980s and early 2000s, OCWS was the star of the wine universe in the OC, hosting mega-tastings called the Wine Extraordinaire (boutique



Carolyn Christian, circa 2000, receives a volunteer award from David Hirstein, the then-president of the OCWS.

wineries) and the Wine Classic (winners from the competition). Hundreds of people would flock to the Anaheim Hilton to taste varietals from more than 100 wineries and food from 20 to 30 local restaurants. We had to rent one of the largest ballrooms in the county just to accommodate the size of the event.

These were amazing tastings with more wines than one could sample in a day... although many people gave it their best shot! Alas, the word got out that wine tasting was a great way to raise money and many organizations started using the wine-tasting format to support their efforts.

I have yet to see a wine tasting in the OC since that has featured this number of wineries but with so many great causes competing in the wine-tasting arena, we no longer hold these events. The last Wine Extraordinaire was in 2015.

Tasting on the Road

In addition to hosting local events, OCWS members have traveled the state

See OCWS, page 3

OCWS, from page 2

by car or bus and around the globe by cruise ship with organized trips and tastings over the years. Sometimes we've had 50 to 100 people going to wineries at the same time or over the same weekend.

On one trip to Sonoma during barrel tasting weekend one of our members discovered a new winery that had just opened its doors. The breakfast room was abuzz the next morning as members shared their notes from great finds the day before. By the end of the weekend, most of us had visited that new winery and joined their wine club.

One of the things I love about this organization is its support for the smaller wineries as well as the large wineries.

OCWS Successes

OCWS has so much to be proud of as an organization, from celebrating our 47th year hosting the OC Fair wine competitions to donating over \$780,000 in scholarships to eight California colleges and universities. Most recently, we instituted the Limited Production Winery Program for our competition to help smaller wineries enter the competition and be recognized.

Our efforts reach the public during the OC Fair through our educational and fun programming with tastings of award-winning wines, from featured winery programs where the public gets to meet the winemakers in person to the popular wine seminars that take a deep dive into a particular type of wine or

wine and food pairings.

Since its inception, OCWS has grown significantly. The organization started with just a small group of home winemakers in the early 1970s. While many nonprofit organizations suffered greatly during the pandemic, OCWS tightened its financial belt, paused membership dues and temporarily moved its educational content online.

We weathered the storm and now have over 1,000 members going into this year's OC Fair, our biggest recruitment time, so we are on track to grow to our largest membership this month.

Getting Involved

As an all-volunteer member organization, we rely on our members to put on amazing events and spread the word about our organization. I highly recommend becoming an OCWS ambassador by letting wineries know you are a society member when you visit them, taking photos of our ribbons and medals at the wineries and posting them on social media, supporting them by purchasing wine and promoting all that our organization does.

There are many ways to get involved, from volunteering at events or work parties, joining a committee or just attending one of our many events. It is through our amazing membership that we have been able to thrive the past 45 years. It is also through our members that we have been successful in pairing wine education and fun since 1978!

New Members CORNER

The Orange County Wine Society extends a warm welcome to its newest members! Membership for the following members will be approved at the August Board of Directors meeting: Thomas Adams, Chris and Elizabeth Bruckner, Laura Maldonado, Trung and Diem Nguyen, Matthew Salatino, and Douglas and Laura Schirripa. As of July 1, the OCWS has 1,069 members.

New Members: For new mem-

bers trying to log onto the website, go to OCWS.org. Your default login is the primary member's email address. The default password is the primary member's zip code. Both of these may be changed under the tab "My Account" once you log on. However, there may be only one login/password per membership.

—Rochelle Randel,
Membership Chair

The Wine Press Staff Box

The Wine Press is the official newsletter of the Orange County Wine Society, Inc. The newsletter is published monthly. *The Wine Press* welcomes input from the OCWS membership. Please forward comments, questions and suggestions to Editor@ocws.org

Executive Editors

Cathy Risling
Greg Risling

Contributing Writers

OCWS Board of Directors
Jim Burk
Scott Harral
Alice Polser
Rochelle Randel
Ed Reyes

Website Administrator

Wendy Taylor

OCWS Photographer

Jim Burk

Copyright (c)2023 Orange County Wine Society, Inc. and its licensors. All rights reserved.

The Orange County Wine Society is a non-profit 501(c)(3) educational organization incorporated under the laws of the State of California with its principal place of business in Costa Mesa, California.

Orange County Wine Society
P.O. Box 11059
Costa Mesa, CA 92627
Phone: (714) 708-1636
Fax: (714) 546-5002

Website: OCWS.org
OCWS Email:
Office@ocws.org

2023 Wine Competition Results:
WineCompetition.com

The Gold Medal Mini-Tasting is a chance to taste many of the Gold Medal and Double Gold wines from this year's Commercial Wine Competition. The tasting—now open for signups—will feature different varietals that won Gold Medals and we try to obtain as many Double-Gold winners as possible.

If you'd like to request a specific host site or to carpool with another member, please add a comment on your sign-up. **Note:** This event is always very popular so we will need quite a few hosts. The weather should be nice for an outdoor tasting if you have space. If interested in hosting, please contact George Cravens (george@ocws.org).

Locations: Host sites and directions will be announced to those attending approximately one week prior to the event. We try to place you at the location nearest your home or to accommo-

Gold Medal Mini-Tasting

6-9 p.m.
Saturday, Aug. 26, 2023

Various Host Sites

Sign-Up Deadline:
Friday, Aug. 11

date your specific site request; however, your assigned host site also is based on the order in which your sign up is received in the OCWS office. The cost to attend the tasting is \$35 for members and \$40 for guests.

Dish: Each person/couple attending will sign up with their host site to bring

a potluck dish (appetizer, entrée, side dish or dessert) to serve a small portion to 16 to 18 people. There will be a special bottle of wine that evening as a prize for Chef of the Evening (voted on by the attendees of each site). Our winning Chefs of the Evening may have their recipe published in The Wine Press.

We are planning for 10 sites for this mini-tasting. It is recommended to sign up early as sites fill quickly. Once sign ups fill up, please call the OCWS office to be added to the wait list.

The cut-off date for online sign up is Friday, Aug. 11. After this date, please contact the OCWS office to determine availability. Due to the advance purchase of wines, you will not receive a refund if you cancel after the Aug. 14 cancellation deadline.

—George Cravens,
OCWS Director



Chef of the EVENING

Dino Amico credits his mom for this version of Venetian Mac and Cheese served at a recent Mini-Tasting.

"My passion is to cook for crowds and that is usually weekends; I like to heighten our experience with wine and food and put a satisfying feeling in our bellies," Dino says. "In the end, I just want all guests to be happy and joyful."

Dino likes to mix up the cheeses to provide different flavors to the traditional all-Italian, so he'll venture into German or American cheese flavors.

Venetian Mac and Cheese

Ingredients

- 12 oz. wide egg noodles
- 2 1/2 cups whole milk
- 2 cups heavy cream
- 2 tsp. all-purpose flour
- 2 tsp. salt
- 1/4 tsp. freshly ground black pepper
- 3/4 cup (packed) grated fontina cheese
- 3/4 cup (packed) finely grated Parmesan cheese
- 1/4 cup (grated) mozzarella cheese
- 4 oz. cooked boiled ham, diced (optional)
- 2 Tbsp. finely chopped fresh flat-leaf parsley

Instructions

- PREHEAT** oven to 450 degrees. Butter 9"x13"x2" glass baking dish.
- COOK** noodles in large pot of boiling salted water until tender but firm to the bite, stirring frequently, about 5 minutes. Drain well (do not rinse).
- WHISK** milk, cream, flour, salt and pepper in large bowl to blend.
- STIR** in 1 cup of the fontina, 1/2 cup of the Parmesan, 1/2 cup of the mozzarella, the ham and parsley.
- ADD** the noodles and toss to coat. Transfer noodle mixture to prepared baking dish.

- COMBINE** remaining 1 cup of fontina, 1/4 cup of Parmesan and 1/4 cup of mozzarella in small bowl; toss to blend.
- SPRINKLE** cheese mixture over noodle mixture.
- BAKE** until sauce bubbles and cheese melts and begins to brown on top, about 15 minutes. Let stand for 10 minutes. Serve warm.

Congratulations to all of the winners and a big thank you to the hosts. Please send your recipes to George Cravens at george@ocws.org for possible publication on the OCWS website.

Varietal HOUR

Varietal Hour returns in August after summer break

Join us for the triumphant return of the OCWS Varietal Hours, which will resume on Aug. 28. These Zoom meetings are a great way to share knowledge and fun stories about wine.

Regardless of where you are on your wine enthusiast journey, you will definitely learn something new each time we meet. The next series of Varietal Hours begins with your "New Favorite Wine Discovered at an OCWS Event." For a list of Varietal Hour themes for the remainder of the year, please see the table at right.

Varietal Hours are held every other Monday from 7 to 8 p.m. Each one has a different theme that allows you to pick wines already in your cellar or venture out to buy a new wine. Participants share what they like (or didn't like) about their wine(s) and some great stories related to the week's theme. It's a casual, fun-loving group that enjoys sharing their knowledge and learning something new. Every-

one always has something to contribute to the conversation!

Although the event is FREE to OCWS members, sign-ups are required. Please log on to the OCWS website to register for this event no later than the Sunday night before the Varietal Hour. Couples only need to sign up for one person since this event is via Zoom. A link for the Zoom meeting will be emailed to you on the day of the event. You can attend as many or as few of the Varietal

Hours as you wish.

We are looking for hosts for the Varietal Hours scheduled through December. Please contact Carolyn at carolyn@ocws.org or George Cravens at george@ocws.org if you wish to host, or with any questions or suggestions.

We look forward to Zooming with you soon at one of the future Varietal Hours!

—Carolyn Christian,
OCWS Vice President

DATE	TIME	VARIETAL	Hosts
8/28/2023	7 p.m.	New Favorite Wine Discovered at an OCWS Event	Ed Reyes
9/11/2023	7 p.m.	Favorite Summer Wine	Don & Elee Phillips
9/25/2023	7 p.m.	Zinfandel	Your Name Here
10/9/2023	7 p.m.	Favorite White Wine	Stuart Fricke
10/23/2023	7 p.m.	Favorite Red Wine	Your Name Here
11/6/2023	7 p.m.	Greek Wine	Your Name Here
11/20/2023	7 p.m.	Favorite Inexpensive Wine (Under \$10)	Your Name Here
12/4/2023	7 p.m.	Varietals with Multiple Names (at least 3)	Your Name Here
12/18/2023	7 p.m.	Holiday Wines	Your Name Here

Learn to make fruit-based wine at this month's class

Summer is the time for delicious fruit from backyard trees. But they often produce more than you can eat.

Did you know you can make wine from all those delicious peaches, plums, nectarines, apricots, figs and more?

Fruit can be made into dry or sweet wines, just like grapes. The Wine-makers Group will show you how as we continue to bring you educational opportunities to learn or hone those winemaking skills.

OCWS winemaker Don Phillips will be conducting a fruit winemaking class Saturday, Aug. 19, at his home in La Habra Heights. Don has numerous fruit trees on his property and has been making fruit wines for years. His

fruit winemaking journey began when he wanted to do something with all his extra backyard fruit.

Don't have a fruit tree? You probably know a few neighbors or friends who do. Store-bought fruit works too but generally it's not as ripe and flavorful as what you'd get from a backyard tree. Whatever the source, you'd want to make wine with only fruit that's good enough to eat. Save ripened fruit by freezing it.

Making wine from fruit is similar to making wine from grapes but the turnaround is much faster. With most fruit wines, you can make a batch in only three to four months. This is a



great way to get some winemaking experience before making the jump to grapes.

The fruit winemaking class will last roughly four hours. There will be a short break with light snacks served. Cost to attend is \$25;

sign up now on the OCWS website.

All attendees will get a bottle of Don's fruit wine to take home.

Start saving that fruit now and you'll be ready to make wine when you attend the class.

The annual OC Fair Homewine Competition always features numerous fruit wine entries. Yours could be in next year's competition.

—Ed Reyes,
ed@ocws.org

Fall Membership SOCIAL

GAME ON! Looking forward to the fall

The heat has settled into Southern California. The Commercial and Home Wine competitions are over and, again, were amazing successes.

The OC Fair is going strong and keeping us busy and many of us are traveling to visit family, sitting at the beach or on vacations. We are enjoying this wonderful time of the year.

Just around the corner will be our fall social to celebrate the friends and wine we so enjoy in the OCWS.

Ready to eat great food from the Cook's Caucus, drink amazing wines,



play some games and dance the afternoon away to live music? Me too!

Mark your calendar for the Fall Membership Social 3 to 7 p.m. Saturday, Sept. 30, in The Courtyard.

The theme for the event is "The

Game is On." So, pull out your favorite jersey, golf cap, tennis skirt or trophy and join us for the afternoon.

Tickets will be sold online for members at \$45 per person and guests for \$50 per person.

Volunteers are needed for sign-in from 2:45 to 3:15 p.m., wine serving in 30-minute time spans, food serving, popcorn making prior to the event and set-up from 11 a.m. to 2 p.m.

Please email Alice Polser at ajpolser@gmail.com to volunteer.

—Alice Polser,
Event Chair

Get involved—run for OCWS Board of Directors

It is that time of the year and it is all in Article 4 of the bylaws—the procedure for election of the Orange County Wine Society (OCWS) Board of Directors!

The organization is run by a nine-member Board of Directors. Intelligent, innovative, open minded, problem-solving and result-oriented people are the key to the leadership of the group. Many of our members have these skills, so it is time to consider stepping up to help lead the way. If you know the organization; are a seasoned volunteer; and are dedicated to its purpose and objective of promoting the knowledge of winemaking, viticulture and wine appreciation, then you may be a suitable candidate to take a lead position.

The beginning of a three-year term on the Board of Directors shall be staggered such that three members' terms expire each year. The three vacated positions are filled by a vote of the OCWS membership, following the Annual Business Meeting that will be held Sept. 8, 2023. The overall time commitment for a member of the Board varies and is based upon assignments and participation. In addition to running the business of the organization, the goal of the Board is for members to run OCWS programming, with the Board acting as mentors and liaisons regarding budgets and event planning. Also, the Board functions as an oversight committee,

SKILLS NEEDED

- General knowledge of the OCWS events and activities
- • •
- Prior experience as a volunteer
- • •
- Ability and time to help organize events throughout the year
- • •
- Selected event and budget management skills
- • •
- Be a member in good standing

focusing on compliance with the bylaws, OC Fair compliance, liability exposure, etc.

To declare candidacy for a position on the Board of Directors, a candidate must present a Declaration of Candidacy, in writing, by mail or via electronic media to the Election Chair no later than 14 calendar days prior to the scheduled Annual Business Meeting. A written Statement of Qualifications is required to be presented to the Election Committee no later than five calendar days after receipt by the Election Chair of a Declaration of Candidacy. Statements of Candidacy will be posted on the OCWS website. During the Annual Business Meeting, declared candidates will have an opportunity to address the membership.

The OCWS continues to thrive thanks in great part to the leadership of the organization over the last 48 years. If helping to take the helm of this amazing group is of interest to you, please submit your Declaration of Candidacy and Statement of Qualifications to Election Chair Sara Yeoman at Sara@ocws.org.

For any questions related to director responsibilities, the election process or anything else, please contact OCWS Director Linda Flemins at LindaF@ocws.org.

—Linda Flemins,
OCWS Director



Bubbles 'n' Brunch

11 a.m.-2 p.m.
Sunday, Sept. 10, 2023

Old World Village
7561 Center Ave.
Huntington Beach, CA

Sign-Up Deadline:
Tuesday, Sept. 5, 2023



Old World Village opened in 1978 and has always been synonymous with the annual Oktoberfest.

Over the years thousands have witnessed the pulsating beat of Oom-pah-pa bands directly imported from Germany and Austria. Our brunch journey will take us

to the taste of Germany. We will enjoy a starter of fresh fruit and a side of pretzels, then guests will select from three brunch entrees and end the meal with, yes, Apfelstrudel!

Because we need to contract the attendance count with the restaurant, the last day to sign

up, make changes or cancel to receive a refund is Sept. 5.

Any cancellations after this date will be filled and refunded from the waitlist.

Looking forward to toasting with you again! Prost!

—Rochelle Randel,
OCWS Champagne
Brunch Coordinator

MENU

The meal also includes coffee, tea and sodas. The price for the brunch is \$57. for members and guests. Corkage, tax and gratuity is included. We will meet in the Jaeger Room. Afterwards, there's shopping in the newly renovated deli or stroll the many other shops. Or stay for a bier!

PARKING

Parking is complimentary in the Old World Village parking lot off Huntington Village Drive.



REMINDERS

1. Please bring a bottle of your favorite champagne and/or wine.
2. Please bring champagne and/or wine glasses.
3. Please wear your name badge.
4. Please drink responsibly.



Another courtyard setup in the books

Cheers to our crew and the entire Courtyard Committee!

On the first morning of the 2023 OC Fair we passed our inspections. Taking three and a half days to set up, our amazing crew hoped you'd enjoy our new signs, decorations and ideas.

We are already making plans for the 2024 Courtyard at the OC Fair and sincerely appreciate your ideas.

Now, we will be tearing it all down and everything will be stored away until next year. Last year, we completed teardown in less than a day and we can use your help this year.

The teardown crew will meet 9 a.m. to 3 p.m. Monday, Aug. 14, in The Courtyard. If you are available, please sign up with me so I can plan for lunch. Feel free to shoot me an email at Les@ocws.org. Details will be provided soon.

—Leslie Hodowanec,
The Courtyard
Teardown Coordinator



Wineries Showcase Their Wines at Fair

More than a dozen wineries will spend a few hours every weekend at the upcoming fair to showcase their handiwork.

From Sacramento to right here in our own backyard in Orange County and everywhere in between, The Courtyard's Featured Winery Program gives fairgoers and OCWS members the opportunity to taste some of the best wines California has to offer on top of all the other choices available.

For the past six years, nearly 100 wineries across California have been invited to the fair and pour their wine. OCWS members Lloyd and Liz Corbett have spearheaded the effort in hopes of getting wineries—especially some of the smaller ones—more exposure.

The program runs from 3 to 7 p.m. every Friday, Saturday and Sunday during the fair.

OC Fair Wine Seminar Schedule

Wine seminars are held every Saturday and Sunday of the OC Fair at 1 and 3 p.m. The cost is \$25 for wine-focused seminars and \$30 for wine and food pairing seminars. The seminars include helpful wine information from OCWS experts, tastings of award-winning wines and snacks or food pairings to complement the wines.

Saturday, August 5

1 p.m. Sparkling and Sweets
3 p.m. Snack Food and Wine Pairing

Sunday, August 6

1 p.m. Unique Uses for Wine
3 p.m. Fair Food and Wine Pairing

Saturday, August 12

1 p.m. Wine and BBQ Food: What a Pair!
3 p.m. OC Fair Competition Gold Medal Winners

Sunday, August 13

1 p.m. Unusual Wine Varietals
3 p.m. Cheese and Wine Pairing

2023 FEATURED WINERIES

3:00 TO 7:00 PM on Friday, Saturday and Sunday

DAY	DATE	WINERY	PRESENTERS
Friday	July 21	Bella Grace Vineyard	Jess Havill
Saturday	July 22	Wild Eye	Mike/Kirsten Berntsen
Sunday	July 23	Le Poidevin Cellars	Ryan Pedvin
Friday	July 28	Lucid Wine	Kevin Luther/Lloyd
Saturday	July 29	Ortega Wines	Jesus Ortega Jr.
Sunday	July 30	Seven Angels Cellars	Greg/Pam Martin
Friday	August 4	Fallbrook Winery	Carrie McCracken
Saturday	August 5	Dubost Wine	Kate/Curt Dubost
Sunday	August 6	San Simeon	Marty Spate
Friday	August 11	Macchia	Tyler
Saturday	August 12	Urban Press Winery	Heather Clifford
Sunday	August 13	Once & Future Wines	Joel Peterson/Lloyd



Calling all photographers

The OCWS sponsors a photography contest and you are invited to participate! As you might have guessed, the subject is “wine,” but this can mean many things to many people.

Do you have a great shot of the sun filtering through the vines just before picking? Or an action shot of wine being poured with some great swirls in the glass? Perhaps a romantic shot of a couple toasting each other?

These are a few ideas and I’m sure you have many more of that great shot involving wine in some way.

Each month the photography committee will select a Photo of the Month for publication in the upcoming newsletter as well as on the OCWS website. The winner also will receive a bottle of wine from the OCWS wine cellar. The ultimate goal is to publish an OCWS calendar consisting of the 12 best photos of the year. These may or may not be the 12 monthly winners.

If you have any questions, email Jim@JBurk.net. Jim is the OCWS photographer and head of the OCWS photography committee.

Winning Photographs



JANUARY 2023



FEBRUARY 2023



MARCH 2023



APRIL 2023



MAY 2023



JUNE 2023

THE RULES

- 1** Entrants must be OCWS members in good standing and the submitted photo must have been photographed by the OCWS member when he/she was an active member.
- 2** The photo must be somehow wine oriented. It may be of a winery, vineyard, the winemaking process, the finished product or simply the consumption. But don’t limit yourself just to these ideas!
- 3** The photo or photos may be submitted to the OCWS photography committee anytime but will be considered only for the month it was submitted. There is a limit of five (5) submissions per month.
- 4** Upon submission, rights to the photo are given to the OCWS for marketing purposes, so before

- you submit it make sure it is your property. Please get permission from any people in the photo.
- 5** The photo must be submitted in one of the following formats: JPEG, RAW, TIFF or Photoshop. Any size is acceptable, but it is preferred to be at least 3000x2400 pixels, which is an 8”x10” shot at 300 dpi for printing.
 - 6** In the event that insufficient entries are entered in a month, the committee reserves the right to move any contributed photos to the next month.
- To submit a picture, attach it in an email to Jim@JBurk.net. Be sure to include your name, phone number, picture location and picture title. Photos are due by the last day of the month to be considered for that month’s winner.

Feature

LORE, from page 1

“My favorite part of the industry is that it brings people together from all walks of life,” she said. “Wine is meant to be shared and enjoyed by people and fosters camaraderie.”

LoRe attended California Polytechnic State University, San Luis Obispo, where she double majored in enology and wine business. She received a scholarship from the Orange County Wine Society that allowed her to buy the necessary books to continue her studies.

Along the way, she landed three internships that provided her the tools for winemaking. LoRe traveled to Europe twice where she studied winemaking for more than a year before finding herself in Santa Barbara County.

She became associate winemaker at Kita Wines, which was run by Tara Gomez, the first Native American winemaker recognized by the California Legislature.

“It was really a cool combination of spirituality and the winemaking portion that flowed very well together,” LoRe said.

She also cut her teeth at Folded Hill Winery, owned by Kim and Andrew Busch – yes, those Buschs of Budweiser fame. LoRe was part of the winery’s management and spent about five years there before she found her true calling of helping smaller wineries find their niche in the market.

“I had this love of seeing these brands launch and I felt there was a lack of that space in the industry,” LoRe said.

She started LoRe Consulting Group in 2021 and provides a host of services from designing and laying out an actual winery to creating business models that optimizes sales and forecasts income.

“What I’ve found by mistake is that wineries don’t have a plan. If you don’t know how to stand out, you will



Tymari LoRe helps start-up wineries create their own business plan through her consulting firm based in Santa Barbara County.

“**What I’ve found by mistake is that wineries don’t have a plan. If you don’t know how to stand out, you will ultimately get lost in the fray.**”

—Tymari LoRe

ultimately get lost in the fray,” LoRe said. “I want to make sure they don’t fall into a hole.”

LoRe strives to get as much knowledge about what a winemaker wants and she believes each of her clients should have a unique story and niche. One of her main challenges is con-

necting the dots – or grapes – to help a winery push their brand forward and upward for maximum exposure.

LoRe has found a home in Santa Barbara County, which she says has the highest number of women in the wine industry across California. She says the region is finally getting the recognition it deserves and is not just a pit stop for those traveling to Paso Robles.

She hopes that her experience and knowledge will boost the profile and the margins of smaller wineries that will benefit not only her and the winemaker but the public as well.

“Being able to work with people who I felt didn’t get the right opportunity to showcase their strengths is very rewarding,” she said. “I want to see them grow and evolve and I’m there to help them get to that point.”

2023

UPCOMING EVENTS

NOW-AUGUST 13

OC FAIR
OC FAIRGROUNDS / COSTA MESA

NOW-AUGUST 13

FEATURED WINERY PROGRAM / WINE SEMINARS
THE COURTYARD / OC FAIRGROUNDS / COSTA MESA

AUGUST 14

THE COURTYARD TEAR DOWN
THE COURTYARD / OC FAIRGROUNDS / COSTA MESA

AUGUST 19

FRUIT WINEMAKING CLASS
DON PHILLIPS HOME / LA HABRA HEIGHTS

AUGUST 26

GOLD MEDAL MINI-TASTING
VARIOUS LOCATIONS

AUGUST 28

VARIETAL HOUR / NEW FAVORITE WINE
VIA ZOOM

SEPTEMBER 8

OCWS ANNUAL BUSINESS MEETING
VIA ZOOM

SEPTEMBER 10

BUBBLES 'N' BRUNCH
OLD WORLD VILLAGE / HUNTINGTON BEACH

SEPTEMBER 30

FALL MEMBERSHIP SOCIAL
THE COURTYARD / OC FAIRGROUNDS / COSTA MESA

DECEMBER 1

OCWS HOLIDAY DINNER DANCE
AVENUE OF THE ARTS HOTEL / COSTA MESA