

DECEMBER 1, 2004

WINE ENTHUSIAST

MAGAZINE



THE ENTHDEGREE

Do It Yourself, Slacker

Wine fans eager to experience the alchemy of blending on their next California Wine Country trip can rejoice: a new consumer wine blending facility called The Blending Cellar (at Mayo Family Winery) was recently opened in Sonoma in conjunction with Mayo and offers would-be vintners a chance to blend their own wines from premium Sonoma and Napa Valley grapes of the Cabernet, Merlot and assorted Bordeaux varieties. A six-bottle minimum purchase is required (\$40 a bottle), so keep in mind: you blend it, you buy it. For armchair travelers, the Cellar also sells at-home wine blending kits for \$100. 707.849.4041, www.blendingcellar.com



THE
BLENDING
CELLAR

—SUSAN KOSTRZEWA

Cyber Cellar



Pioneering wine podcaster Alan Baker, nicknamed the "Cellar Rat," is teaming up with Crushpad, a San Francisco-based community winery, to make Pinot 2.0—the first wine ever created with online consumer collaboration. The project uses Crushpad's new community winemaking Web site, Crushnet, to create a consumer group called the "Rat Pack." The Rat Pack will aid Baker in making an Anderson Valley Pinot Noir from Wetzel Vineyard. Baker will invite members to participate in winemaking decisions, facilitate discussions with wine experts, and create downloadable video and audio pieces that keep members involved, every step of the way. Using a helmet-mounted RatCam, Baker will broadcast the complete winemaking experience live on the Internet. For more information, go to www.crushnet.com.

—EMMET COLE