

**California Travel and Tourism Commission  
Questions for Wine/Food Talent**

**Responses by Kathy Joseph, Fiddlehead Winemaker**

1. California sets a lot of trends in the culinary world, whether it be the sustainable food and wine movement or inventing a new cuisine. What do you see as the next big wine/food trend in California? Specifically, what ideas, nuggets, trends do you think Ruth Reichl (Editor-in-Chief, Gourmet), Pete Wells (NYT Food Editor), or Katy McLaughlin (WSJ, Food Editor) don't already know and would be excited to learn? This should be something they'd want to tell all their foodie friends about ("I just tasted the coolest new use of..." or "You'll never guess what they're doing out on Paul Draper's vineyard for fertilizer..."). What ideas native to what you do here in California or in what you see others doing here are: a) undiscovered b) worth spreading?

*You will be amazed to learn that the single wine district of Santa Ynez Valley is simultaneously producing Sauvignon Blancs akin to New Zealand, the Loire Valley and Bordeaux! The Fiddlehead family of Sauvignon Blanc (Goosebury, Happy Canyon, and Hunnysuckle) captures this impressive versatility: Goose, which is New Zealand like, Happy, which is Loire like, and Hunny, which is Bordeaux like. What a marriage between incredible terrior and exciting winemaking!*

2. What do you think are the "hidden" gems in California that media have not covered (i.e. off the beaten path wine/culinary attractions, festivals, restaurants, vineyards)

*FiddleFest! It's a fast-becoming-famous summer gathering in mid-June of 15 renowned Central Coast winemakers, all of whom demand Pinot Noir grapes from Fiddlestix Vineyard. They assemble in the famous barn at Fiddlestix to offer tastes of their version of Fiddlestix Pinot Noir, and to share in the festivities of live fiddle music, fiddle food, and fiddle fun! One great vineyard, 15 great Pinot Noirs. Only once a year!*

3. Of all the great culinary centers in the world, what inspired you to live and work in California? Why is California the top destination in U.S. for culinary travelers?

*Because of the place! California offers ideal growing conditions for world renowned wine grapes that are translated into world renowned wines. Nowhere in the United States can you find such a variety of world class wines to match the state's fabulous fresh fish, fresh produce and great poultry, lamb, and beef.*

4. What is your favorite region in California to visit when you need to get away? What are your favorite "hole-in-the-wall/neighborhood joints" and/or "favorite farmers markets or farms."

*Well, my cabin in Northern California on the Klamath River is a pretty perfect getaway. It offers fly-fishing, kayaking, hiking, and a perfectly serene environment to enjoy a great bottle of Fiddlehead Pinot Noir! As for my favorite hole-in-the-wall joints...I'll never tell! But as for my favorite farms, it's gotta be the "farms" with wine grapes!*

5. What are your favorite California ingredients and dishes for each season and why?

*Summer - heirloom tomatoes. Because their fabulously luscious and varied flavors remind us of how great tomatoes were when they were grown to be juicy and edible instead of firm and tasteless.*

*Spring - fresh fiddleheads! Because they are so tender and unique, and they emerge with anticipation like my new wine releases.*

*Fall - the first wine of the vintage, like Fiddlehead "Pink Fiddle", my dry rosé of Pinot Noir. It celebrates the end of a great vintage and the beginning of the new one.*

*Winter - crab. Which came first, the crab or the Sauvignon Blanc? Who cares? As long as the Sauvignon Blanc comes from Fiddlehead!*

6. How important is local, sustainable and organic food to the uniqueness of California cuisine?

*Very—because once again California seizes a leadership position in demanding freshness and quality while ensuring responsible stewardship of the environment.*

7. What's your current favorite California wine for everyday drinking? For special occasions? To send as a gift?

*Fiddlehead Pinot Noir. Fiddlehead Pinot Noir. And Fiddlehead Pinot Noir.*

8. What's your favorite place in California to enjoy a glass of wine or meal with good friends?

*Around the fire pit at Fiddlestix Vineyard, watching the twinkling stars as the fog rolls in over the Santa Rita Hills.*

9. If you were a California wine – how would you describe yourself (i.e. "I'd be a Sweet Rose from Korbel Champagne Sellers – bubbly, pink and sweet")

*Fun like Pink Fiddle, serious like Fiddlehead Pinot Noir and able to get along with anybody and anything like Fiddlehead Sauvignon Blanc.*

10. What are your favorite California-style recipes? (may we reprint?) **yes!**

*The ones with fresh ingredients. One of my favorites is a recipe created by my sister for roasted salmon with mango salsa.*

***For the mango salsa:***

- Mix together the following ingredients in a bowl: 2 ripe, pitted mangos diced small, 1 red pepper diced small, 1 ripe tomato diced small, 1 shallot finely minced, 1 jalapeño pepper finely minced, 1 heaping tablespoon apricot jam, 3 tablespoons lime juice, 1 tablespoon olive oil, and 1 tablespoon balsamic vinegar*
- Stir until jam dissolves*
- Add salt and pepper to taste*

***For the salmon:***

- Pour olive oil in large shallow baking dish with sides*
- Rinse and dry salmon fillets. Place fillets in roasting pan and coat with olive oil, then season with salt and pepper. Place fillets in pan, skin side down*
- Roast salmon for 15 minutes at 450 degrees*
- Remove pan from oven, place salmon fillets on plates, and top with the mango salsa*

11. What are the top five essentials for a California kitchen / wine cellar?

- 1. Fiddlehead "Lollapalooza" Pinot Noir*
- 2. Fiddlehead "Seven Twenty Eight" Pinot Noir*
- 3. Fiddlehead "Happy Canyon" Sauvignon Blanc*
- 4. Fiddlehead "Hunnysuckle" Sauvignon Blanc*
- 5. Fiddlehead "Goosebury" Sauvignon Blanc*

*And some fresh herbs for the kitchen.*

12. When an out of town guest visits, what one dish do you make them try to give them the quintessential taste of California? Why?

*Fiddlehead "Hunnysuckle" Sauvignon Blanc, Cypress Grove Humboldt Fog cheese, and toasted California almonds.*

13. When you're away from home for an extended period, what California-only food do you think about the most?

*The wine, of course.*

14. What California restaurant/food/wine do you love but are embarrassed to tell your "foodie" friends about?

*Hot dogs and "Seven Twenty Eight" (a Fiddlehead Pinot Noir!)*

15. Tell me about the longest/strangest trip you've ever undertaken to eat/drink a California delicacy?

*I drove my tractor over to my neighbor's organic farm and, at his encouragement, dug up some fresh beets and went home and roasted them to sweet perfection. Fresh from the ground to the table in less than an hour!*

16. You're trapped on a desert island and get only three California foodstuffs to take with you – what are they?

*That's easy. I'd bring a good bottle of Fiddlehead Pinot Noir, a big chunk of Cypress Grove's Midnight Moon cheese and a crunchy baguette from Berkeley's Grace Bakery.*

17. What restaurant do you go to to impress a client?

*One with great fresh food, great service and a great wine list. I'm partial to a menu and a wine list that are small and which rotate often to take advantage of new vintages, a variety of wine flavors and seasonally fresh foods.*

18. What's your sure-fire restaurant/food/wine combination to ensure romance?

*Fiddlehead "Sweetie" Late Harvest Sauvignon Blanc, salty blue cheese and candied pecans.*

19. What's your favorite California activity(ies)?

*Skiing, hiking and wine tasting!*