WELCOME



GLOBAL BUYERS MARKETPLACE NAPA VALLEY

NOVEMBER 7, 2023



WIFI

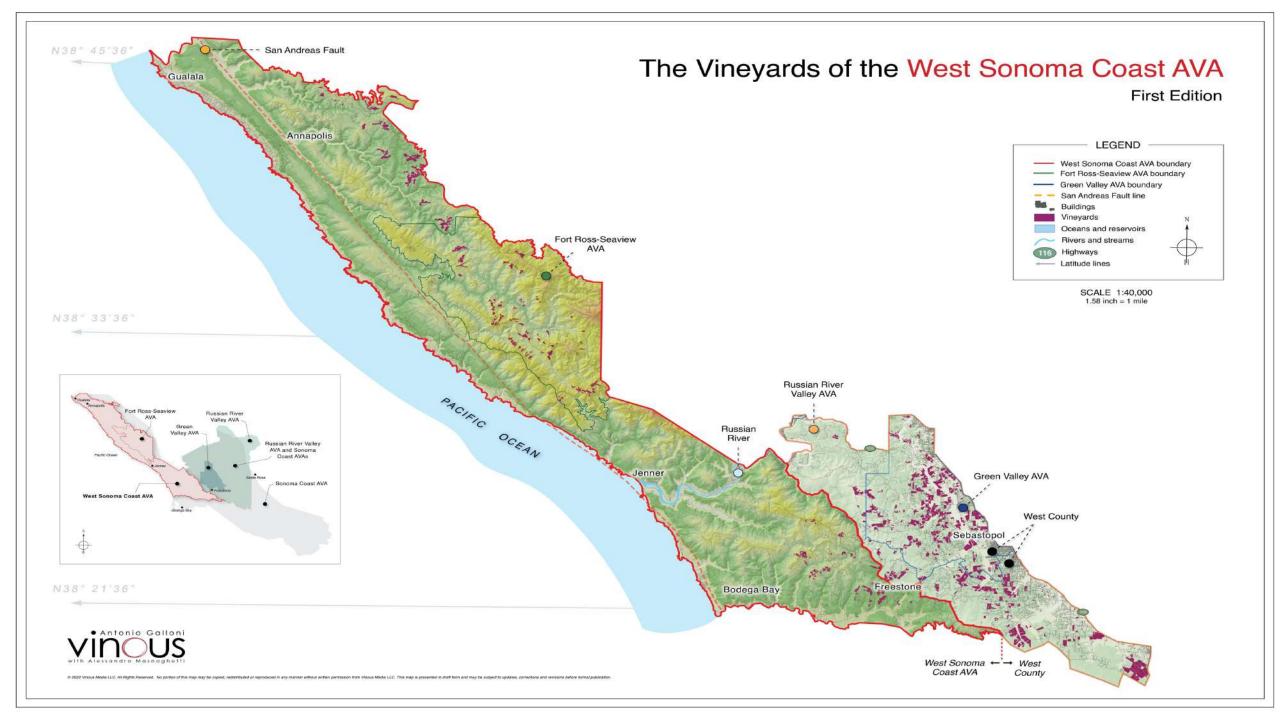
NETWORK:Marriott Bonvoy_Conference

PASSWORD: buycalifornia









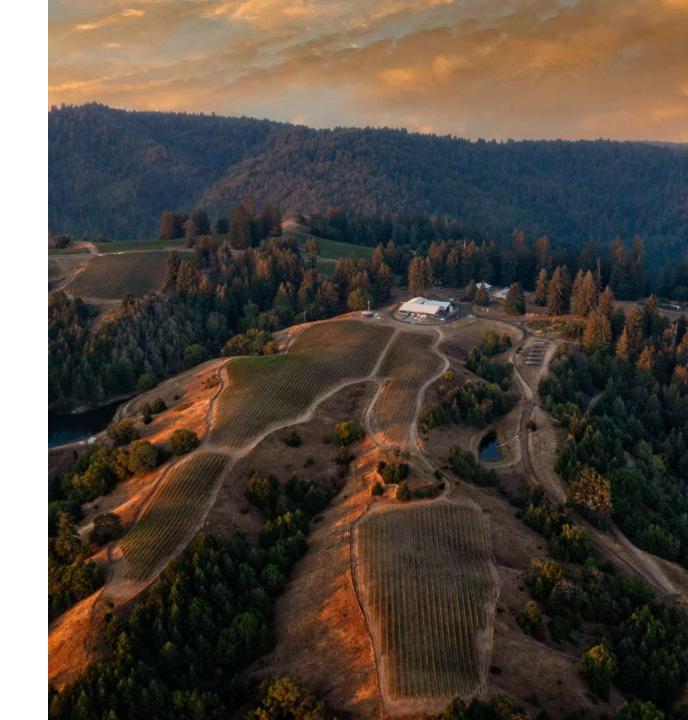
Geographical and geological challenges will always limit the amount of plantable acreage along the West Sonoma Coast

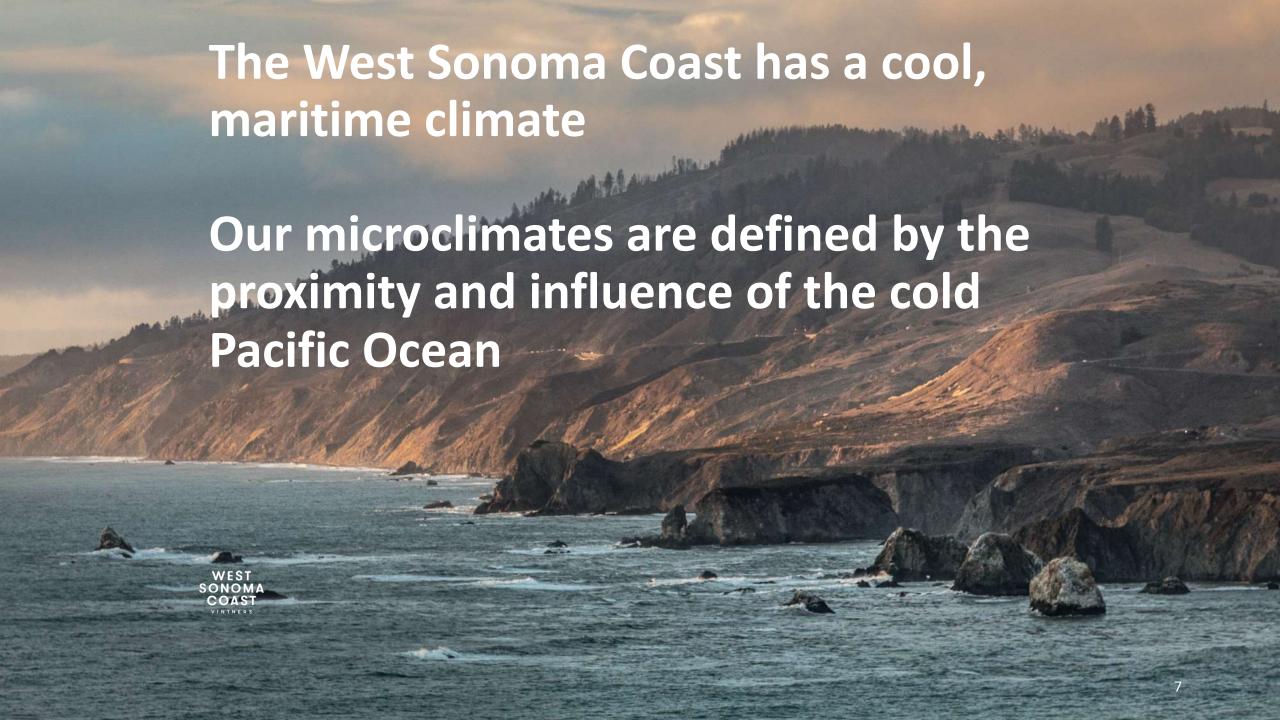
- 1,000 acres of producing grapevines.
- By comparison WSC is just:

 6% the size of Russian River Valley
 4% the size of Willamette Valley
 4 % the size of Burgundy's Cote d' Or
- Included in our WSCV West County growing region:

1,113 acres of planted vineyards in Sebastopol Hills3,300 acres of planted vineyards in Green Valley







What makes the West Sonoma Coast a cool, maritime climate?

Ocean is
52F/11C° yearround. Air
above Pacific
Ocean is cold
and saturated
up to 1000 ft /
304 mt

Onshore fog and afternoon wind bring cold and wet air to the hills along the coast

Results in cool daytime and nighttime temperatures

The WSC averages 4x the rainfall of London and 2x the rainfall of Seattle and Portland

Precipitation is concentrated during winter months with little to none during the growing season



A cool, maritime climate is unique in the wine world

The seasonal
weather differences
in Continental
regions are distinct
and defined

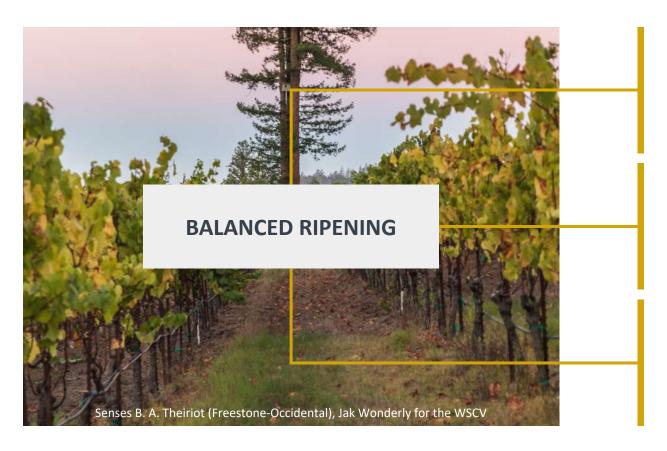
continental
grape growing
regions are inland,
far from the
moderating effect
of cooling waters.
Days are hotter,
nights are colder

The waters in most other
Maritime regions warm up in the summer, minimizing their daytime cooling effect

Continental regions
experience
precipitation during
the growing season



How does the cool, maritime climate translate to wine?



Sugar accumulation & acid respiration based on temperature

 Cooler daytime temperatures slow sugar accumulation and acid respiration and extend growing seasons

Phenolic development (flavor) based on time

 Longer hang time leads to intensity of flavor and color development and fine-grained tannin quality

Result

Bright acidity, moderate alcohol, and pure flavors are the qualities that are often associated with the wines from the West Sonoma Coast

The West Sonoma Coast is on the Redwood Coast

The West Sonoma Coast is one of the few places in the world where the Coastal Redwoods still exist.

A Coastal Redwood requires very specific conditions to survive:

- Moderate year-round temperatures
- Heavy rains providing the trees with much-needed water during the winter months
- Dense summer fog bringing moisture to the forest during the dry summer months.

The forest provides a bountiful ecosystem, where life is abundant in the canopy and on the forest floor, contributing to the unique biodiversity in this region.

The Coastal Redwoods of Northern California store an enormous amount of carbon. According to the US Forest Service, a mature forest stores among the highest amount of carbon of any forest system in the world.





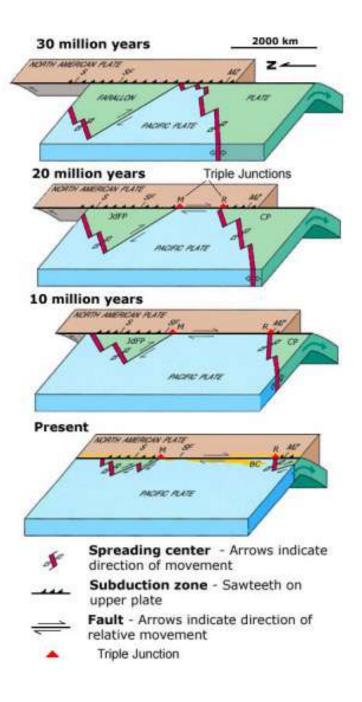
The West Sonoma Coast lies along the San Andreas Fault

3 Plates. Collision. The San Andreas Fault is born.

- The formation of this fault, 30 million years ago, was a significant and dramatic geological event that created the topography and soil composition of the West Sonoma Coast mountain range.
- The San Andreas Fault runs parallel with the coast, between our vineyards and the Pacific Ocean.
- Combination of steep, rugged coastal mountains and valleys create distinct climates influenced by the Ocean.

The evolution of the SAF, USGS.gov





The Soils of the West Sonoma Coast

Highly diverse soil origins result in a mélange of soil types and structures.

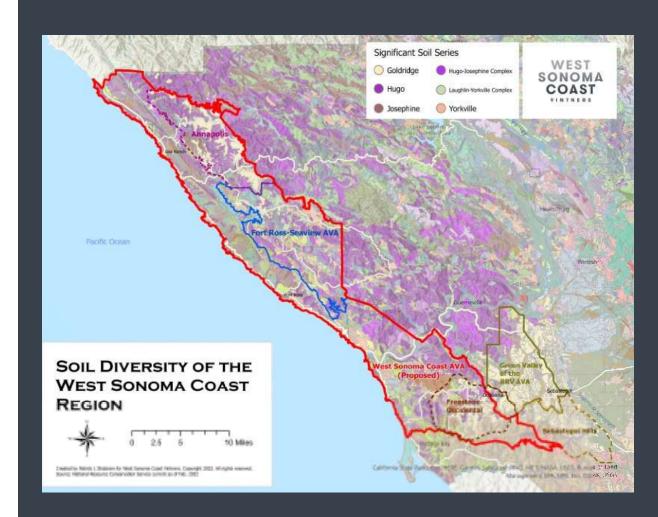
Origins of these soils are based on a diverse set of parent materials:

- Sedimentary rock
- Weathered marine sandstones
- Igneous rocks derived from volcanic activity
- Metamorphosed serpentine
- And more!

Soils have low, naturally occurring nutrient levels, which allow them to be permeable, yet slow draining with sufficient water holding capacity.

These factors result in ideal conditions for quality wine growing.





Typical soils of the West Sonoma Coast

SERIES	COLOR*	DEPTH/DRAINAGE	ORIGIN/ROCK	VEGETATION
GOLDRIDGE	Light brownish gray	Deep, moderately well drained	Sandstone	Mostly coniferous trees
HUGO	Pale brown	Deep, well drained	Sedimentary	Mostly coniferous forests
JOSEPHINE	Dark brown	Deep, well drained	Colluvium, sedimentary and volcanic rock	Mostly coniferous and hardwood woodland
LAUGHLIN	Brown	Moderately deep, well drained	Sandstone	Grasses with some oak
YORKVILLE	Grayish Brown	Very deep, well drained	Schist, sedimentary and other metamorphic rock	Grasses



The Goldridge Soil / Paul R Anamosa, Ph. D – Soil Scientist and Viticulturist



The history of the West **Sonoma Coast** has been written by the people that worked the land with their hands.



History of the West Sonoma Coast

"The People from the Top of the Land"

The Kashaya Pomo were the first peoples to call the West Sonoma Coast home.



The 19th Century: Discovery & Extraction

The abundant and untapped potential of coastal California attracted adventurers from Russia, Spain, and Mexico.

In 1809 the Russians came south from Alaska harvesting the sea for otter and seal furs and established Fort Ross. Bad crops, the destruction of the sea otter and the global political climate led the Russians to abandon the North Coast by 1841.

With the Russians' departure, the Mexican government quickly monopolized coastal access by giving land grants along the West Sonoma Coast. Numerous ranchos raised sheep and cattle.

The Gold Rush brought population and statehood to California in 1850, along with conflict over land that broke up the great ranchos.

During this time, the giant Redwood forests that occupy our region brought the commercial marketing of lumber and lumber products to our area and the timber business began to boom.





The 20th Century: Agricultural Diversity

The North Pacific Coast Railroad was completed in 1877 and opened Sonoma County to recreation, agriculture and timber resource development. Agriculture began to replace logging as the dominant industry and the stage was set for orchards, dairies, farms, and vineyards to shape the landscape.

Early 20th century pioneers established more than 200 wineries with over 20,000 acres planted in Sonoma County. Prohibition effectively halted our industry's progress until 1933 when it was repealed. Most of the 650 acres of vineyard that had been planted in West County had been converted into orchards during that period.

By the mid-century, cattle and sheep raising, some dairy farming, and a few orchards dominated agriculture in the West Sonoma Coast. Post WWII, Americans began developing a taste for wines more broadly, and demand began to grow along with it. This led to the...

Sonoma County Library Photograph Collection





The 1970s: The Early Pioneers of West Sonoma Coast Viticulture



The 1990s to Present: The Birth of a New AVA

Seeking cooler climates to make harmonious and terroir-expressive wines, winemakers began to move westward in the 1990s to plant their own vineyards on the rugged, remote hillsides of what is now the West Sonoma Coast AVA.

Notable Plantings

- Cobb Coastlands 1989
- Senses B.A. Theriot 1989
- Peay Vineyards Estate 1998
- Wayfarer Estate 1999
- Littorai Pivot 2004
- Alma Fria Holtermann Vyd 2006
- Freeman Yu-Ki 2007

In 2022, the West Sonoma Coast AVA was approved, capturing the majority of the land considered to be truly coastal and distinct from the inland regions of the Sonoma Coast AVA and other inland AVAs.

Thank You From the Wineries of the West Sonoma Coast

Alma Fria

Balletto

Banshee

Black Kite Cellars

Boars' View

Ceritas

Cobb

DuMOL

Ernest Vineyards

Failla Wines

Flowers Vineyards & Winery

Freeman Vineyard & Winery

Gros Ventre Cellars

Hirsch Vineyards

Littorai Wines

Marine Layer

Occidental

Paul Hobbs

Peay Vineyards

R A E N Winery

Red Car Wine

Small Vines Wines

Senses Wines

Stressed Vines

Three Sticks

Wayfarer

Whistler Vineyard

WEST SONOMA COAST

Ernest Vineyards Founder/Owner - Erin Brooks

An independent winery that produces site specific Chardonnay and Pinot Noir from the West Sonoma Coast, specifically Freestone-Occidental.

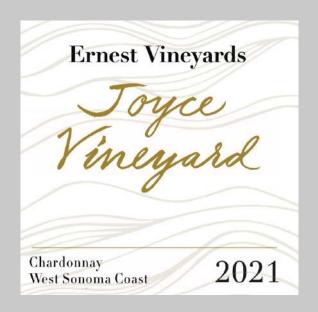
• Founded: 2012

Winemaker: Joseph Ryan
Acres Farmed: 36, organic
Production: ~8,000 cases

2021 Joyce Vineyard Chardonnay

WEST SONOMA COAST

At only 3-acres and planted entirely to Chardonnay, it the smallest property we farm and one of the very coldest. Goldridge soil predominates and Clone 5 of Chardonnay will perennially deliver citrus flavors and bright acidity in this environment. A pale-yellow, white gold hue chardonnay with powerful aromas. Notes of green apple, citrus cream, minerals, and a "coolness" of style.



ALC. BY VOL: 12%

AGING: 40% NEW FRENCH OAK

LENGTH: 11 MONTHS

WINEMAKER: JOSEPH RYAN

CASES PRODUCED: 110

CLONES: 5

HARVEST DATE: 9.10.2020

HARVEST BRIX: 20.2



2021 Failla Estate Chardonnay

The Failla Estate Vineyard was planted in 1998 in Fort Ross-Seaview. It is biodynamically dry-farmed and sits at 1400 ft., just 4 miles east of the Pacific Ocean. The 90-acre ranch has 11 acres planted to chardonnay, pinot noir and syrah. The 2021 vintage was mercifully uneventful (a welcome change!). A warm but moderate growing season led to cool, even temperatures during harvest, allowing great tannin ripeness at low alcohol. A lighter crop provided bright acid and vibrant perfume, giving us what we feel is a classic vintage.

Clone: Wente

Winemaking: On lees for 11 months in 10% new French oak barrels, 40% neutral French oak, 25% concrete egg, 25% Austrian foudre. Bottled unfined and unfiltered."

Alcohol/TA/pH: 13.5%/7.0/3.40

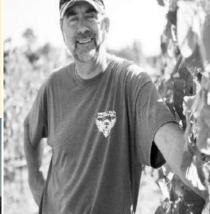
Production: 254 cases

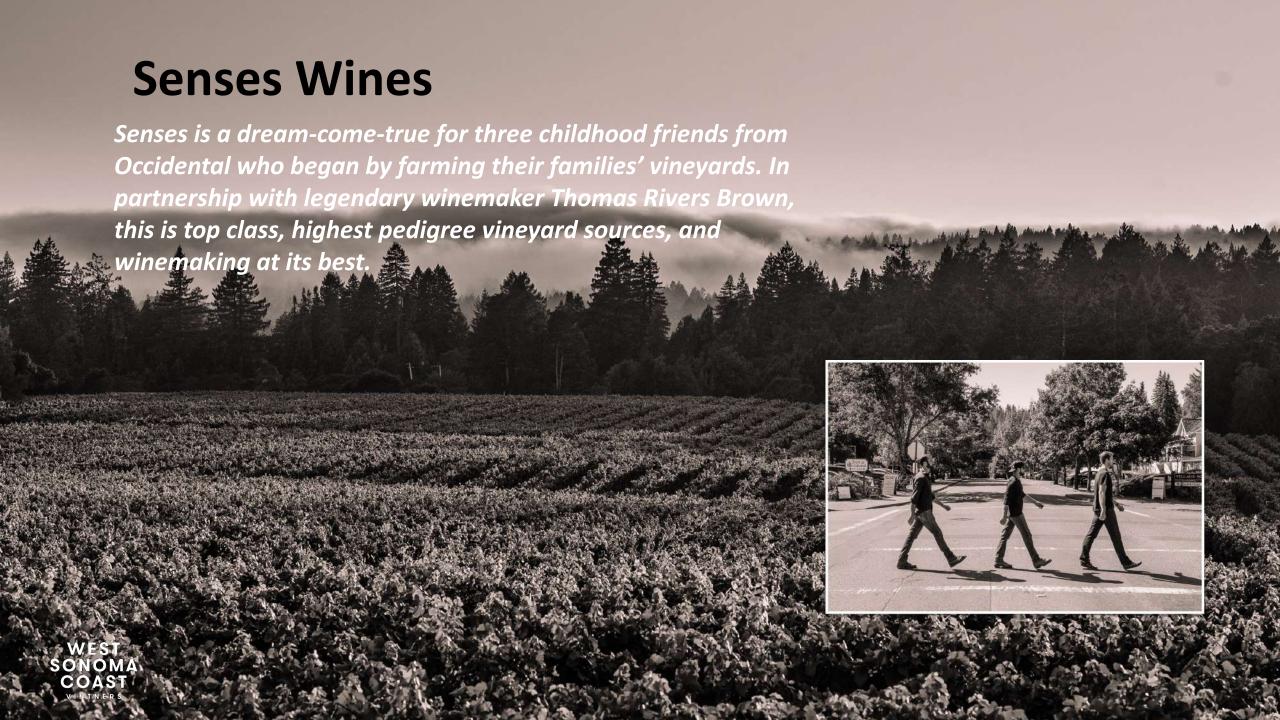












2021 Senses Bodega Thieriot (estate) Pinot noir

Max & Lexi planted this vineyard in 2016. The site is located five miles from the Pacific Ocean and experiences the coolest weather of the estates.

Joseph Phelps, Platt vineyard, de Coelo, and Steve Kistler's Occidental plantings neighbor the site.

Clones: 100% Calera

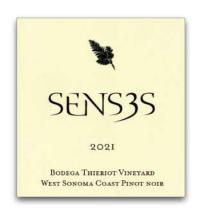
Winemaking: 12mths; 100% French Oak;

berry fermented; native yeast,

unfined & unfiltered.

Alcohol/TA/pH: 14.1%/5.8/3.69

Production: 320 cases





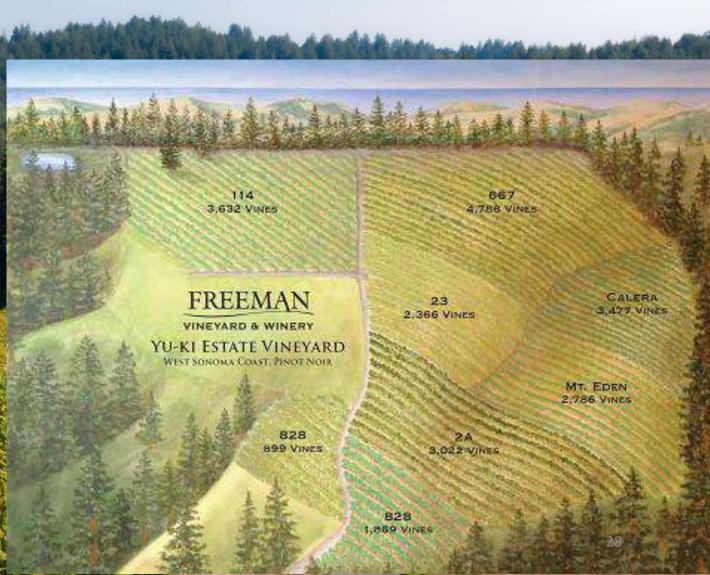






Freeman Vineyard & Winery





2021 Freeman West Sonoma Coast Pinot Noir

Vineyard 100% Yu-ki Estate

Clones

30% Mariafeld (clone 23), 28% Dijon 667, 18% Wadenswil (clone 2A), 16% Dijon 114, 8% Dijon 828

Fermentation

5 day cold soak in open-top fermenters, hand-punched down 1 to 3 times per day, free-run sent directly to barrel, press wine settled and barreled separately

Barrel Aging
11 months in French oak:
25% new
29% one-year-old
22% two-year-old
24% neutral

Bottling Aug. 2022

Production

750 ml:960 cases

1.5 L: 22 cases











The Occidental vineyards define the western edge of where pinot noir can be grown successfully on the Sonoma Coast

Occidental is Steve Kistler's pinot noir project with a singular focus – to make world-class pinot noir from unique sites on the headlands in the Freestone-Occidental area. Since the early 1990s, Steve Kistler has believed that the climate and soils on the uplifted marine terraces and ridges around the town of Bodega would be ideal for growing distinctive and Burgundian-style pinot noir. Steve founded Occidental as a small, family brand in 2011, and built a state-of-the-art winery just east of the town of Bodega overlooking the Pacific Ocean. He now works alongside his eldest daughter, Catherine, who has joined him as assistant winemaker at Occidental.

Steve and his team at Occidental now farm 85 acres of pinot noir vineyards in the Freestone-Occidental area with great skill and commitment.

The Occidental pinot noirs are crystalline wines with vivid aromatics and intense red-fruit flavors. They have a wonderfully chiseled quality, layered with savory and mineral character.

Running Fence Vineyard Cuvée Catherine

FACTS OF NOTE

- Property is planted with 65-acres of pinot noir
- Vineyard is dry farmed
- Vineyard is Certified Sustainable
- All Occidental vineyards are grafted with proprietary massale selections developed over three decades
- Native yeast fermentation
- Native ML fermentation
- Made from only free-run juice; Occidental does not own a press
- Bottled unfined and unfiltered with a minimum level of SO2

TECHNICAL DETAILS

- Hand-harvested at night
- Hand-sorted first as clusters, then as individual berries, entirely destemmed
- Fermentation: No cold soak, native yeast fermentation, minimal punchdowns, open top 4-ton fermenters are drained after 19-24 days
- Native ML in barrel
- Aged in 30% new Francois Freres barrels for 12 months, unracked until moved to bottling tank
- Bottled unfined and unfiltered
- Alcohol: 13.3%

VINEYARD DETAILS

- Vineyard: Planted in 2012 by Steve Kistler
 Clonal material: Proprietary massale selections
- Yields: ~2 tons per acre in 2021
- Rootstock: Riparia Gloire
- Orientation: West/Southwest, on first ridge facing the Pacific Ocean
- Soils: Fractured sandy loam soils over marine sediment and fossils



2021 Hirsch 'West Ridge' Estate Pinot Noir

The soils of the West Ridge are predominantly comprised of heavy black clay, which is highly compacted and acts more like bedrock than typical clay.

The foundation of the *West Ridge* Pinot Noir is Block 7, planted in 1992 with cuttings David Hirsch took from the Mount Eden Vineyard. The lineage of these plants can be traced back to Paul Masson, who brought Pinot Noir cuttings from Burgundy to California in the late 1800s. The *massale* selection imparts greater complexity to the wine, but also perpetuates the leaf-roll virus that came with the vines from Burgundy.

These factors stress the vines of the West Ridge and inhibit vigor. It is one of our most challenging vineyard sites, yet produces wines that are delicate, naturally lower in alcohol, and have extremely fine tannins.

Vine age: Planted 1992-95 65%

Planted 2002 35%

Clones: Mount Eden 45%

Swan 40%

Pommard-Wädenswil 15%

Production: 540 cases

New oak: 34%

Alcohol: 12.9%





AS ALIVE AS THE PLACE THEY'RE GROWN







