



Welcome to Japan

CALIFORNIA WINE BOOTCAMP

May 12-15, 2025

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Welcome to Tokyo

CALIFORNIA WINE BOOTCAMP

May 12-15, 2025

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**Anthony Anselmi &
Christopher Miller**
Master Sommeliers
(and friends)



Chris Miller, MS

Owner / Winemaker Seabold Cellars

- Seabold Cellars
- BOLD Wine Co.
- adroit

Partner Eden Rift Vineyards

- Eden Rift Vineyards
- Valliant



Anthony Anselmi, MS

Director of Global Wholesale & Owner of Occam's Wine Co

Lumen Wines (Santa Maria)

Mail Road Wines (Santa Rita Hills)

Rose & Arrow / Atomic3 (Willamette Valley)

Vice Versa (Napa Valley)

Villa Creek / MAHA Estate (Paso Robles)



**Let's recap wine
from yesterday**

Welcome Dinner

Producer: Cruse Wine

Vintage: 2022

Name: St. Laurent Ricchi Petillant naturel

Varieties: St. Laurent

Appellation: Carneros

Alc: 11.0



Welcome Dinner

Producer: Cadre Wines

Vintage: 2022

Name: Grüner Veltliner “Band of Stones”

Varieties: Grüner Veltliner

Appellation: San Luis Obispo Coast

Alc: 14.2



Welcome Dinner

Producer: Wayfarer

Vintage: 2022

Name: Chardonnay Wayfarer Vineyard

Varieties: Chardonnay

Appellation: Fort Ross - Seaview

Alc: 14.4



Welcome Dinner

Producer: Lucy

Vintage: 2023

Name: Gamay Noir

Varieties: Gamay Noir

Appellation: Monterey

Alc: 13.5



Welcome Dinner

Producer: Arnot Roberts

Vintage: 2017

Name: Ribolla Gialla Vare Vineyard

Varieties: Ribolla Gialla

Appellation: Napa Valley

Alc: 12.0



Welcome Dinner

Producer: Fait Main

Vintage: 2021

Name: Cabernet Sauvignon Missouri Hopper

Varieties: Cabernet Sauvignon

Appellation: Napa Valley

Alc: ???



Welcome Dinner

Producer: Sandler Wine Co

Vintage: 2020

Name: Pinot Noir Cuvée Marcy

Varieties: Pinot Noir

Appellation: Russian River Valley

Alc: 14.5



Welcome Dinner

Producer: Merryvale Vineyards

Vintage: NV

Name: Antigua Dessert Wine

Varieties: Muscat de Frontignan

Appellation: California

Alc: 19.5



California and the Mediterranean Climate... sort of





**Water Temperature
mid-winter**

**52.5 F
(10.8 Celsius)**

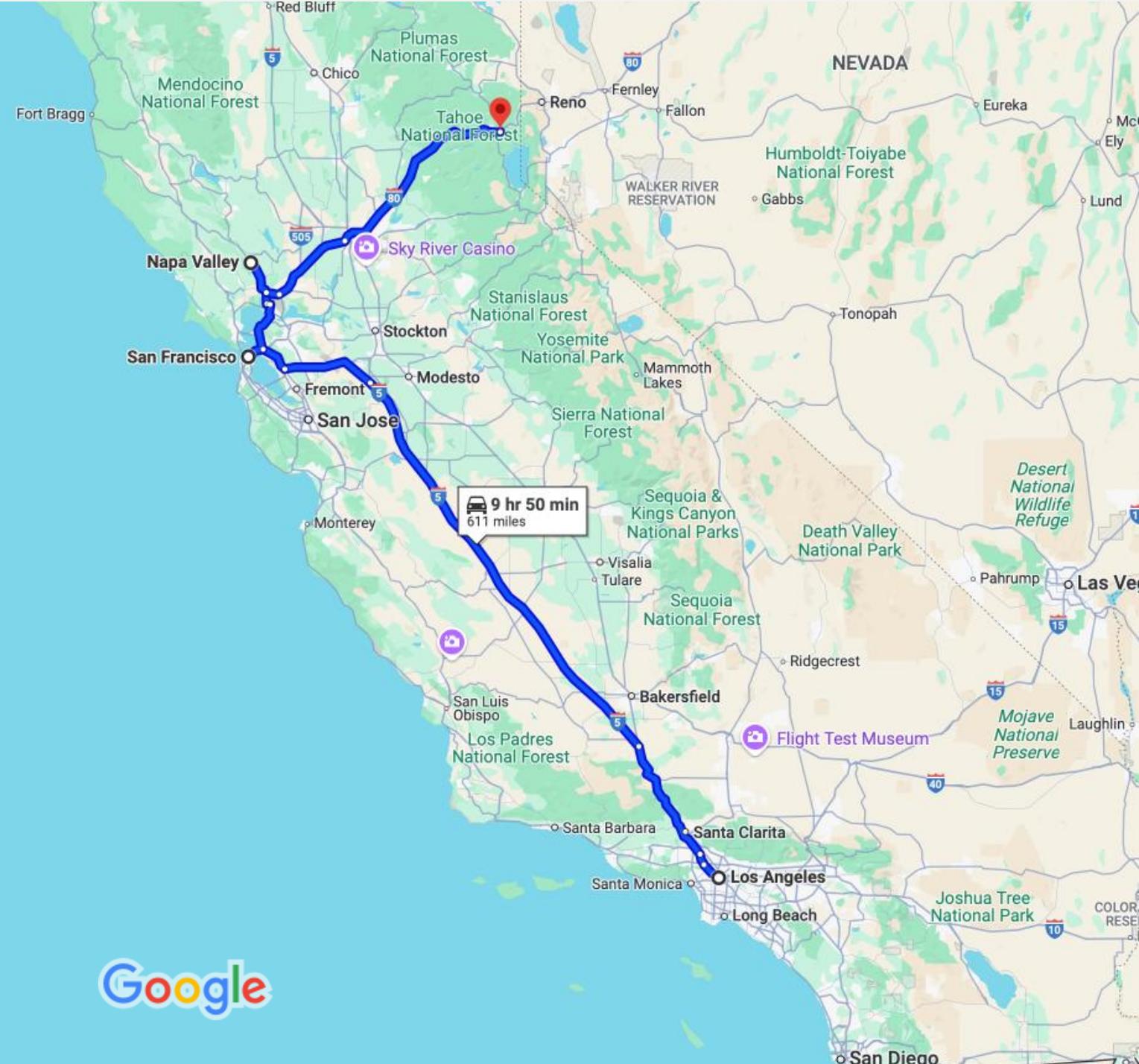


**Water Temperature
mid-summer**

**52.5 F
(11.4 Celsius)**







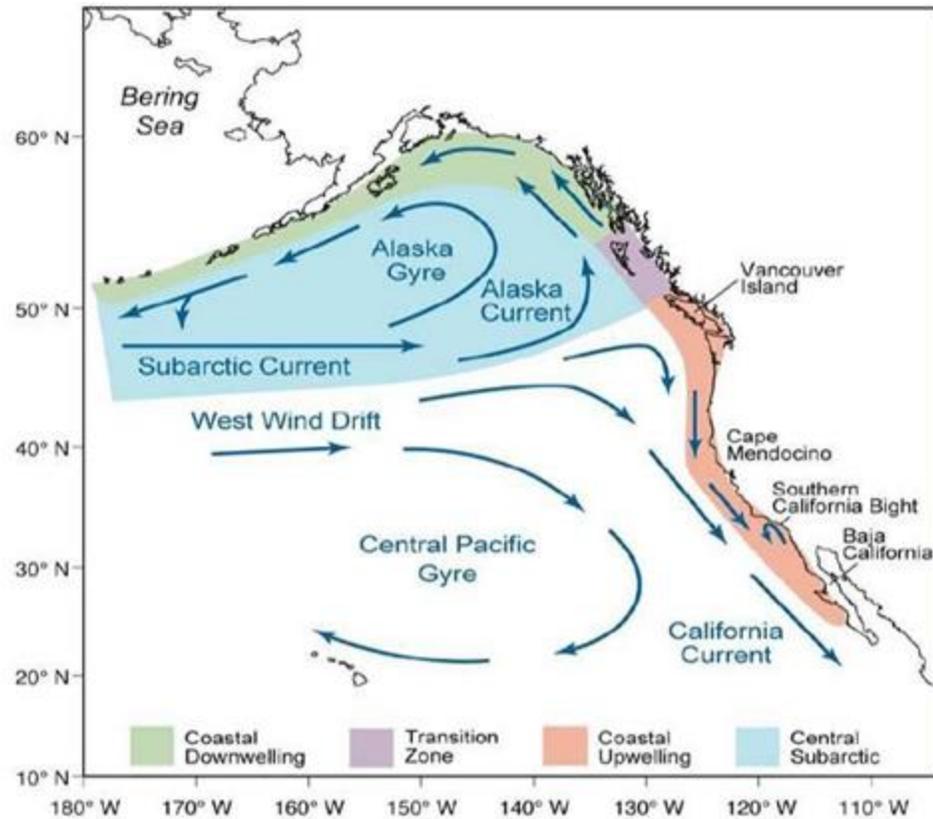
Google

HYDROGRAPHY
OF THE
CALIFORNIA REGION
STREAM CREEK COLLECTOR

PACIFIC
OCEAN

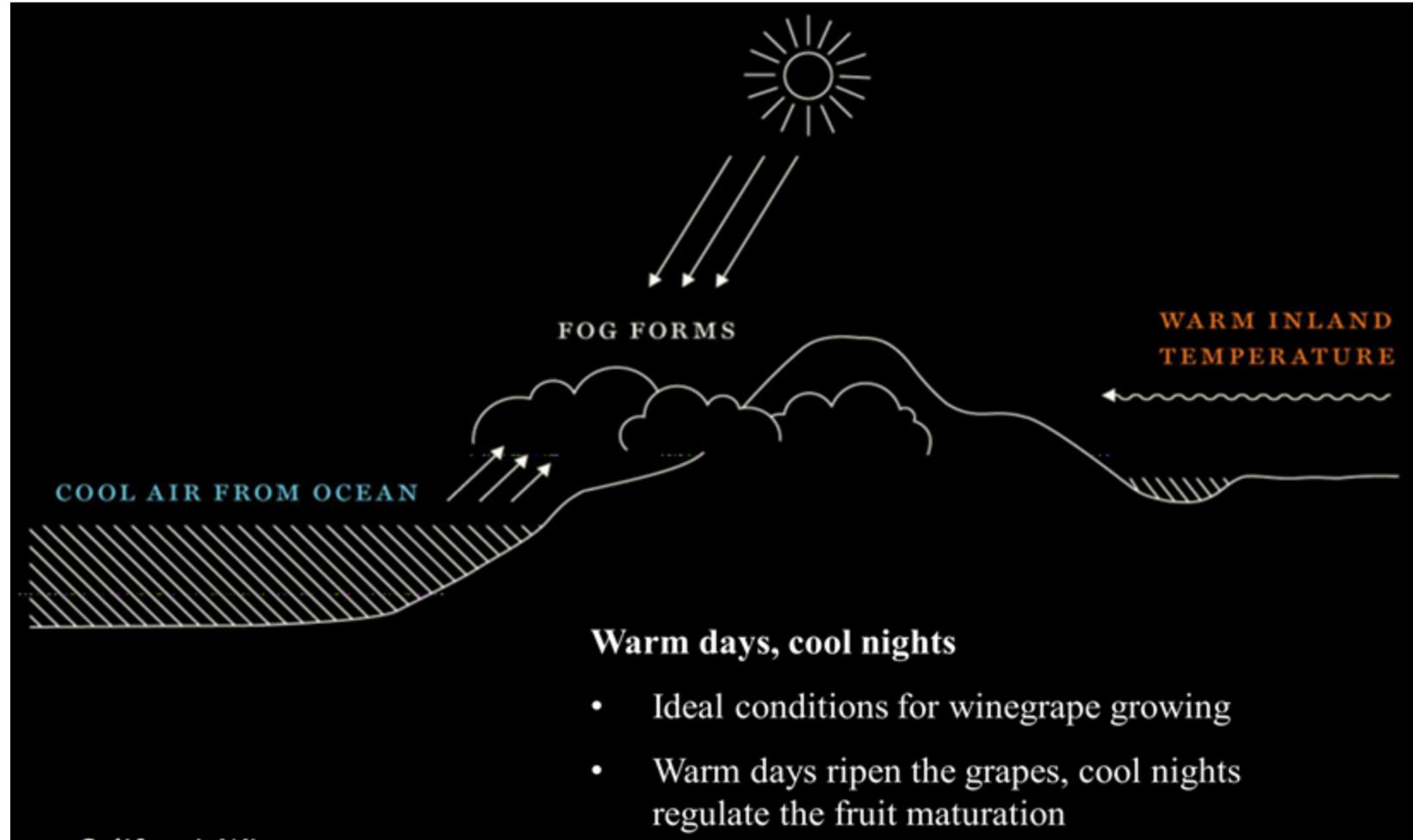


Climate Influences: The California Current



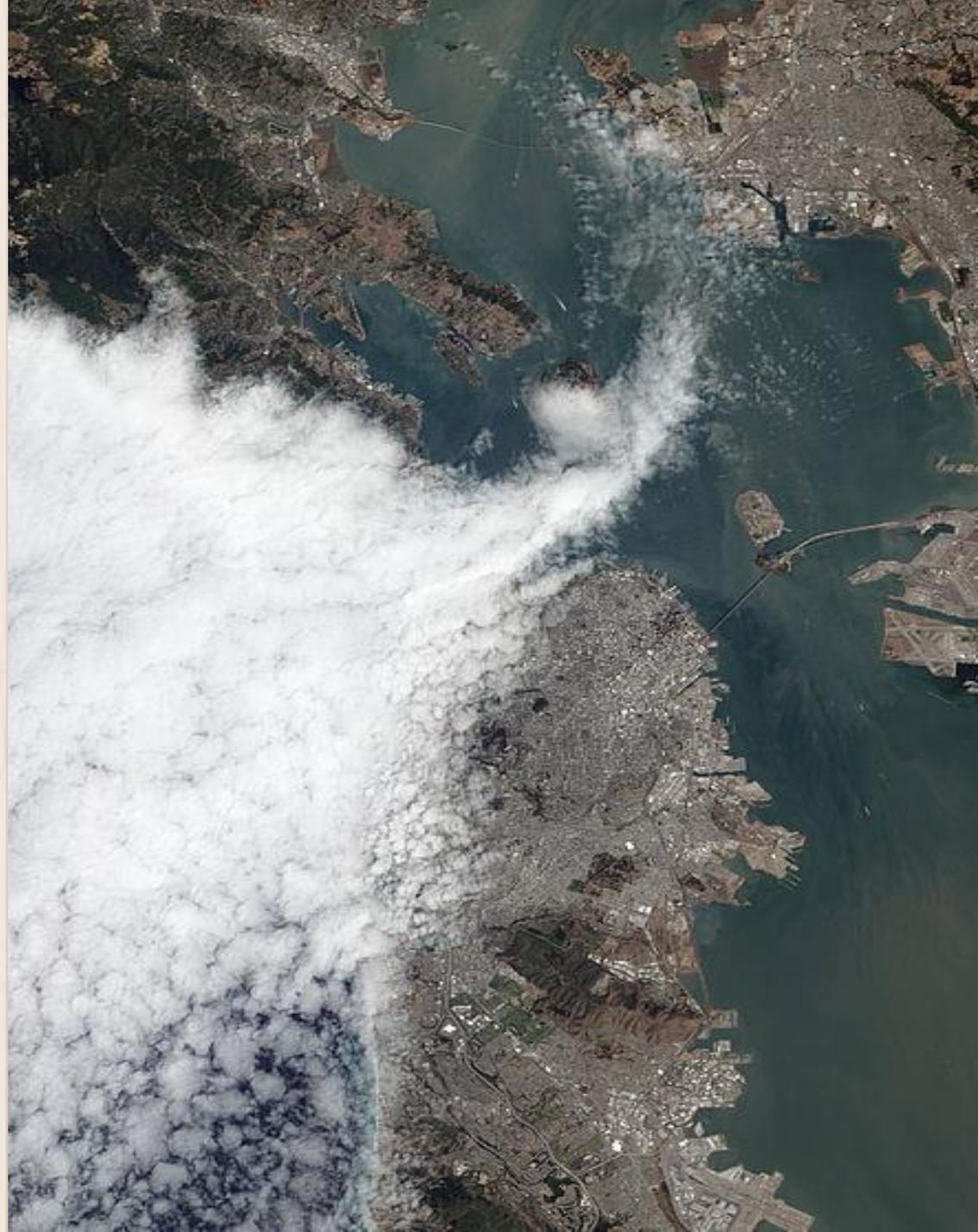
- It flows just off the Pacific coast from British Columbia down to the Baja California Peninsula in Mexico
- When surface temperatures are warmer, moist air is pushed by west winds over the California Current
- The temperature differential causes condensation, bringing clouds, fog and cooler air to coastal regions

How Warm Inland Regions Create Coastal Marine Influence





CHAE SHAINBLUM



California... Quick Facts

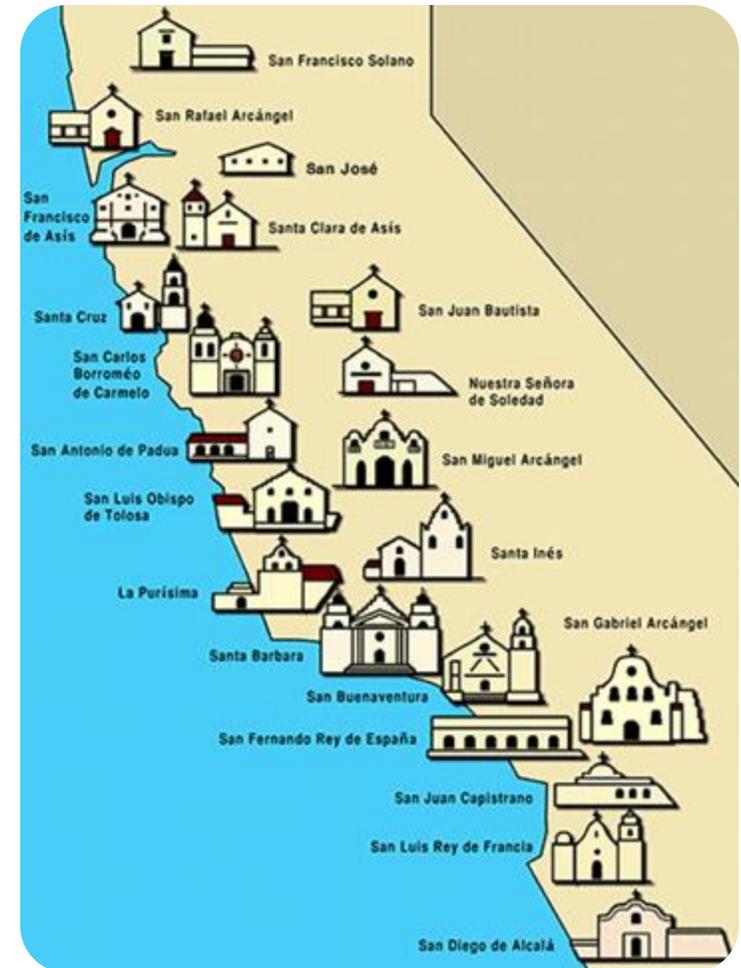
More than 81% of all US wine is made in California

The state is the worlds 4th largest producer of wine

18th Century: The Mission Era

- 1769-1826: With the establishment of Catholic missions, Franciscan monks founded 26 missions and forts along the California coast between San Diego and Sonoma
- 1769: For religious purposes, the first vineyard was planted at the Mission San Diego
- 1775: California's oldest surviving vineyard established at Mission San Gabriel
- The first non-native vines were Listán Prieto, also known as Palomino Negro, brought to the New World from the Canary Islands
- Over time the grape was planted at each new mission and became known simply as the "Mission" grape

Map of California's Catholic missions



Gold Rush & Expansion



Gold Rush & Expansion

- Initially, wine production was centered in Southern California
- Vinifera grapes introduced to Southern California in 1830s
- In 1848, gold discovered at Sutter's Mill in the Sierra Foothills
- Hundreds of thousands come from around the world to seek their fortune
- San Francisco's population increases to 25,000 in one year

SAN FRANCISCO, 1849



Late 19th Century

- 1880s: California wines were winning awards at international competitions. The Cresta Blanca Sauvignon Blanc won the Grand Prix at the Paris International Exposition in 1889.
- 1892: Just as California wines were starting to make their mark on the international stage, phylloxera was discovered in a Napa vineyard.
- George Husmann, a viticulturist from Missouri, who would eventually move to the Napa Valley, discovered that grafting *Vitis vinifera* vines onto native American rootstock would prevent phylloxera from killing vines.



George Husmann

Prohibition and its Aftermath

- 1909: 16th amendment passed, establishing a federal income tax. Alcohol tax as an important source of federal government revenue vanished
- 1919: Volstead Act (18th amendment) made production, sale and transportation of alcoholic beverages **illegal**
 - Some loopholes in the law enabled a few wineries to survive — wine could be made for sacramental and medicinal purposes
- 1933: Repeal of Prohibition; the California wine industry was in ruins with many of the best winemakers gone.
- After repeal, sweet fortified and jug wines were the most popular wines



After the passing of the Volstead Act, all merchants were required to dump all inventory of alcoholic beverages

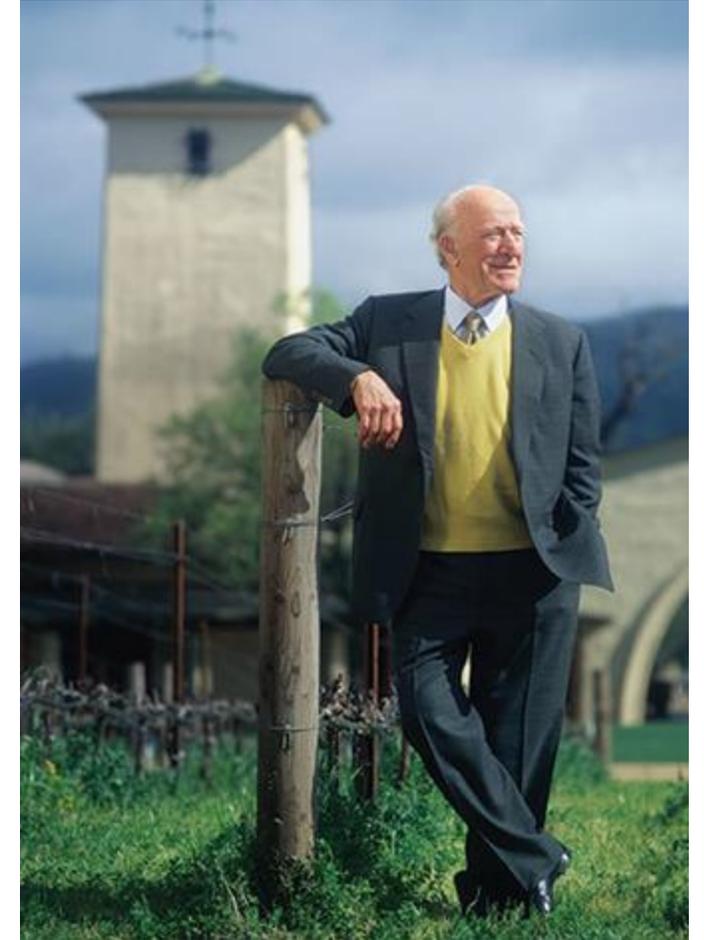
André Tchelistcheff: 1901-1994

- Russian winemaker trained in France
- 1938: Hired as winemaker by Georges de Latour, owner of Beaulieu Vineyard in Napa Valley
- Tchelistcheff introduces the Georges de Latour Private Reserve Cabernet Sauvignon, a new benchmark in quality for American wine
- Introduces new standards of hygiene, methodology and techniques to California winemaking



1960s: Rebirth of the California Wine Industry

- 1965: After a falling out with his brother Peter, Robert Mondavi left the Charles Krug Winery in Napa Valley to strike out on his own
- 1966: Robert Mondavi Winery in Oakville was the first new winery built in the Napa Valley since the 1930s.
- 1967: After 30 years of post-Prohibition wine trends, dry wines finally overtook sweet wines in domestic consumption and sales



Robert Mondavi

1976: The Judgement of Paris Tasting

- 1976: British wine merchant Steven Spurrier set up a tasting in Paris to celebrate the 200th birthday of the USA
- The tasting was held in a double-blind format (where no information about a wine's grape variety, region, or year was provided) featuring top wines from California and France
- A panel of French judges chose the 1973 Chateau Montelena Chardonnay and the 1973 Stag's Leap Wine Cellars S.L.V. Cabernet Sauvignon as the top wines over white Burgundies and classified growth Bordeaux
- The results sent a shock wave through the international wine community. With the tasting's results, there was a rush to buy land, plant vineyards, and open wineries throughout California
- 1980: The number of wineries in the state had finally risen to the level of the 1880s

The 1976 Judgement of Paris Tasting





California in Broad Strokes

California is best broken up into six major regions:

- **Far North:** Areas north and east of Eureka
- **North Coast:** From Mendocino to Napa
- **Central Coast:** San Francisco to Santa Barbara
- **Inland Valleys:** Roughly Chico to Bakersfield
- **Sierra Foothills:** The foothills of the Sierra Nevada Mountain range, east of the Inland Valleys
- **Southern California:** Malibu to San Diego

WELCOME to this world famous
wine growing region

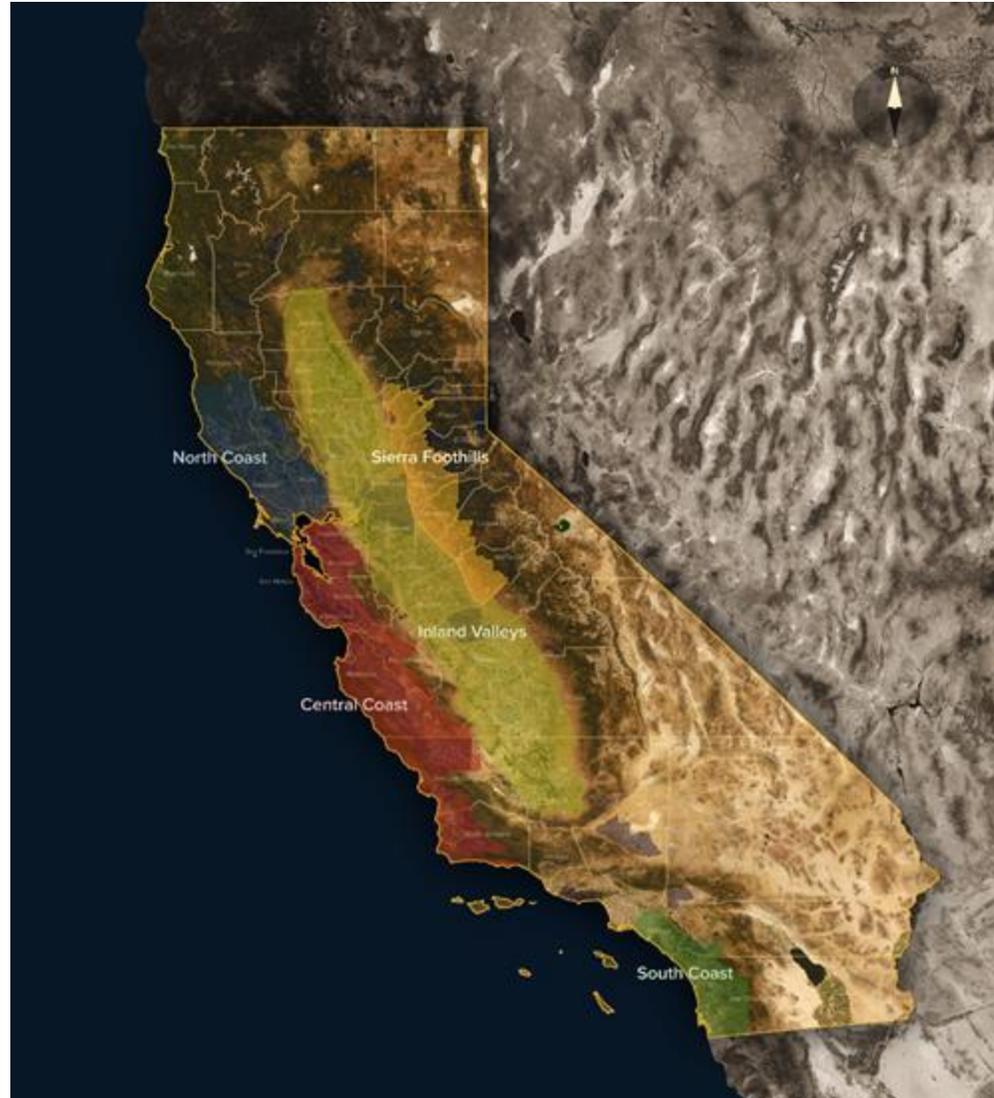


NAPA VALLEY

*... and
the wine
is bottled
poetry ...*

Robert Louis Stevenson

 **OAKVILLE**
NAPA VALLEY WINE
TO-BE-HOLDEN VINEYARD

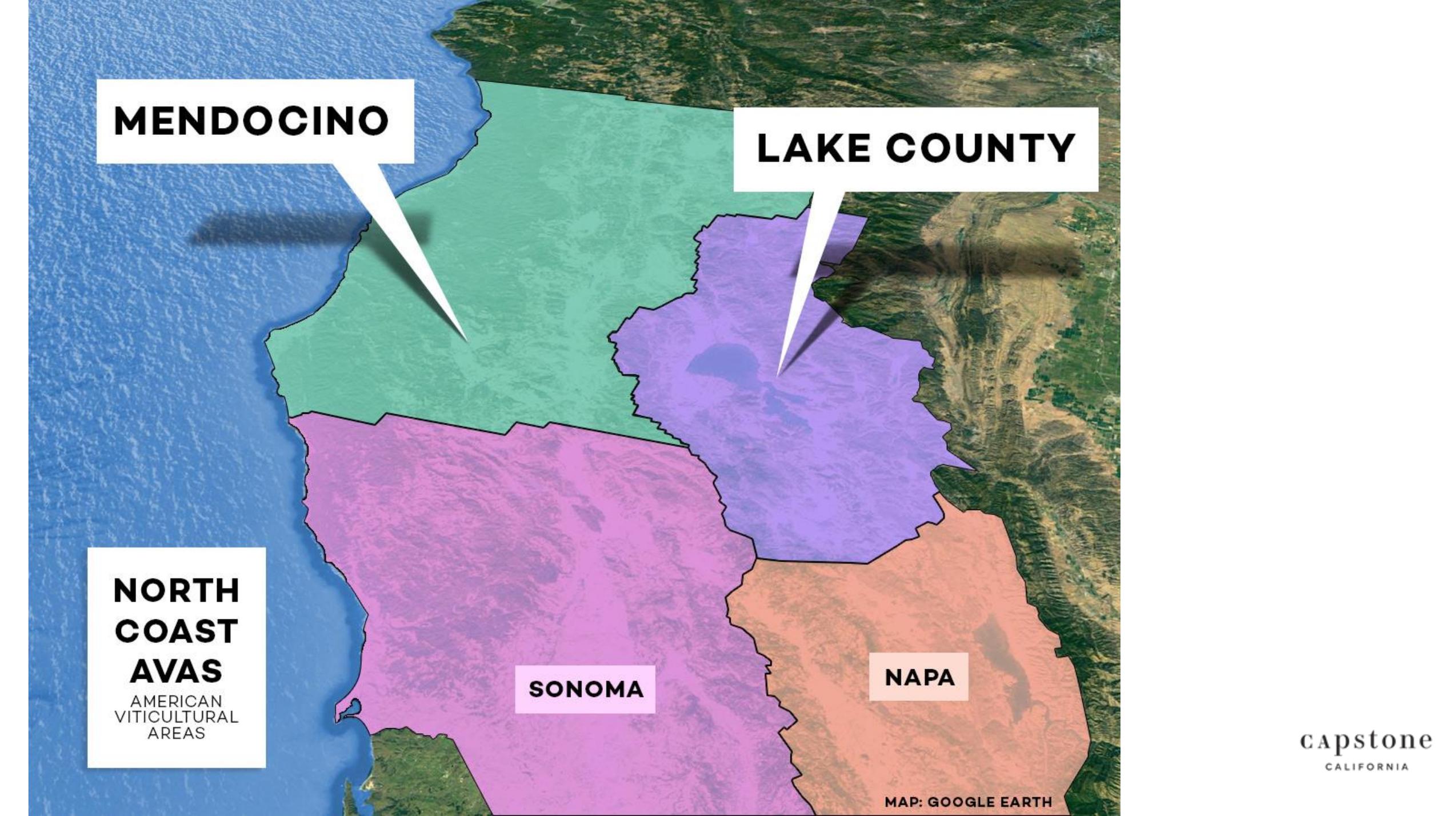


HYDROGRAPHY
OF THE
CALIFORNIA REGION
STREAM CREEK COLLECTOR

PACIFIC
OCEAN





A satellite-style map of the North Coast region of California, showing four distinct viticultural areas highlighted in different colors: Mendocino (teal), Lake County (purple), Sonoma (pink), and Napa (orange). The map is bordered by the blue ocean to the west and green, hilly terrain to the east. Callout boxes with white backgrounds and black text point to each region. A larger white box in the bottom left corner contains the title and subtitle for the map. The map source is cited as Google Earth.

MENDOCINO

LAKE COUNTY

**NORTH
COAST
AVAS**

AMERICAN
VITICULTURAL
AREAS

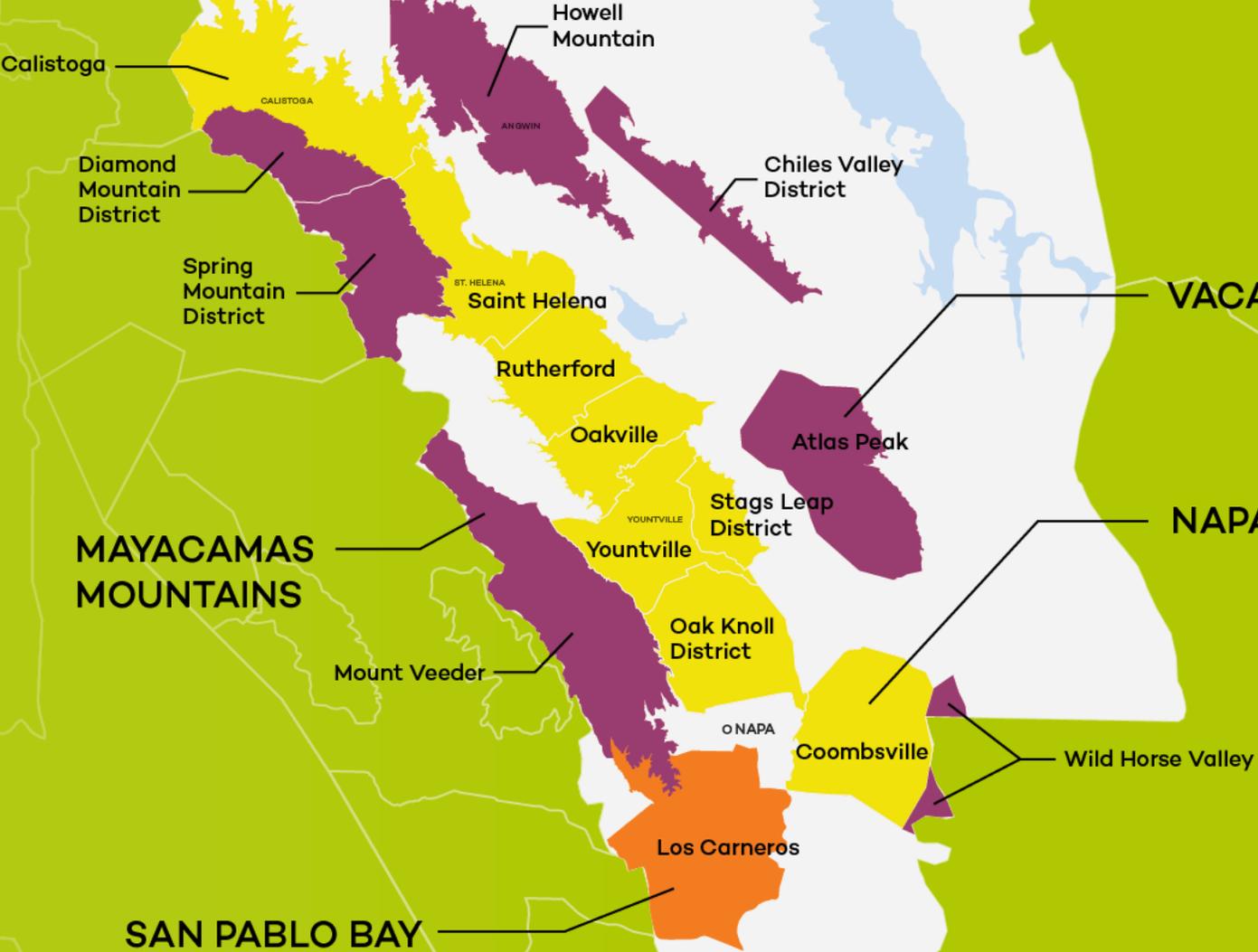
SONOMA

NAPA

MAP: GOOGLE EARTH

capstone
CALIFORNIA

WINE REGIONS OF NAPA VALLEY



MAYACAMAS MOUNTAINS

SAN PABLO BAY



DIAMOND MOUNTAIN DISTRICT

SPRING MOUNTAIN DISTRICT

ST. HELENA

RUTHERFORD

OAKVILLE

ATLAS PEAK

STAGS LEAP DISTRICT

YOUNTVILLE

MOUNT VEEDER

OAK KNOLL DISTRICT

COOMBSVILLE

City of Napa

WILD HORSE VALLEY

NAPA VALLEY

• Sacramento

• San Francisco

• San Jose



Important Geographical Features

San Pablo Bay (Extension of San Francisco Bay)

Mountains

- Mayacamas to the West
- Vacas to the East

Rivers

- Napa River (minimal)

Soil & Climate

Climate: Diurnal swings, especially as you move north.

- St. Helena and Calistoga are warmest
- Carneros is cool to moderately warm

Soil: Varied...

NAPA VALLEY TERROIR



MEDITERRANEAN

Just 2% of the world has a climate like this.



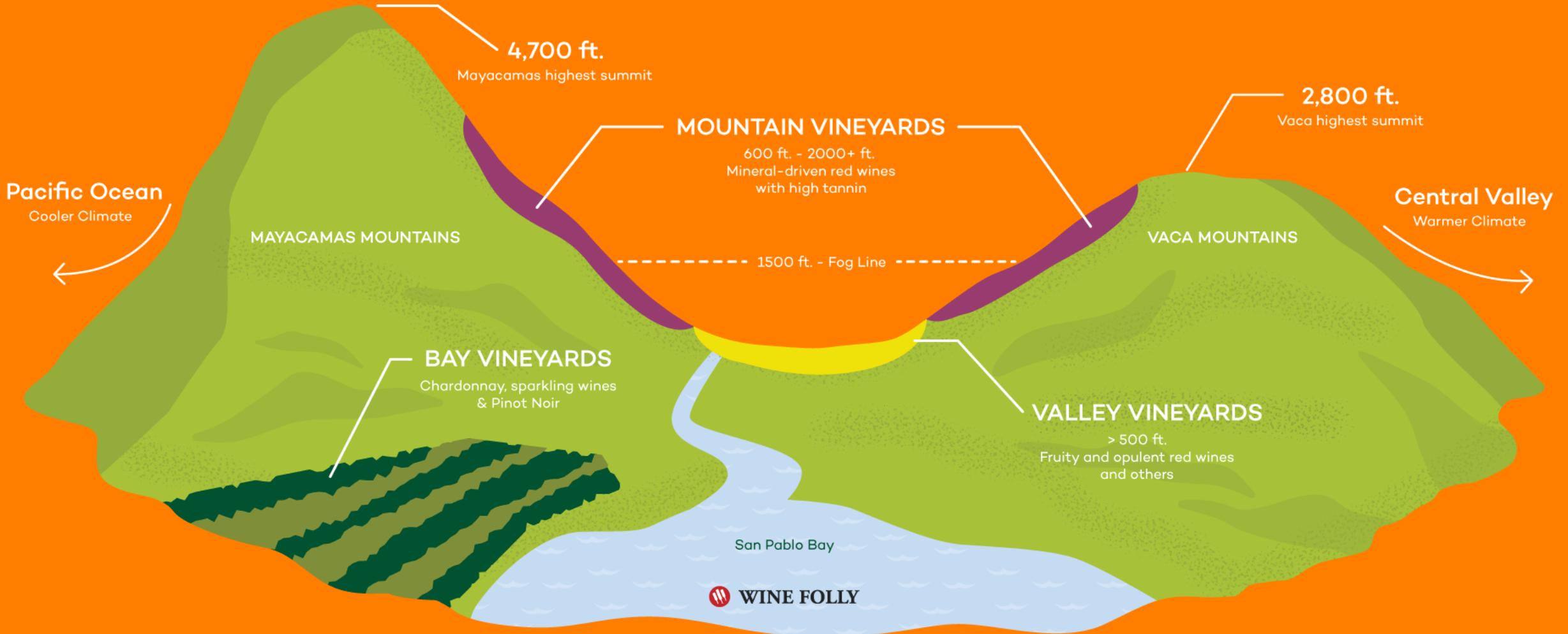
AVERAGE

27 inches of rain per year



WARM

Ideal for most red wine varieties



Napa Valley

Sandstone and Shale

Tufa...
Alluvial
Fan

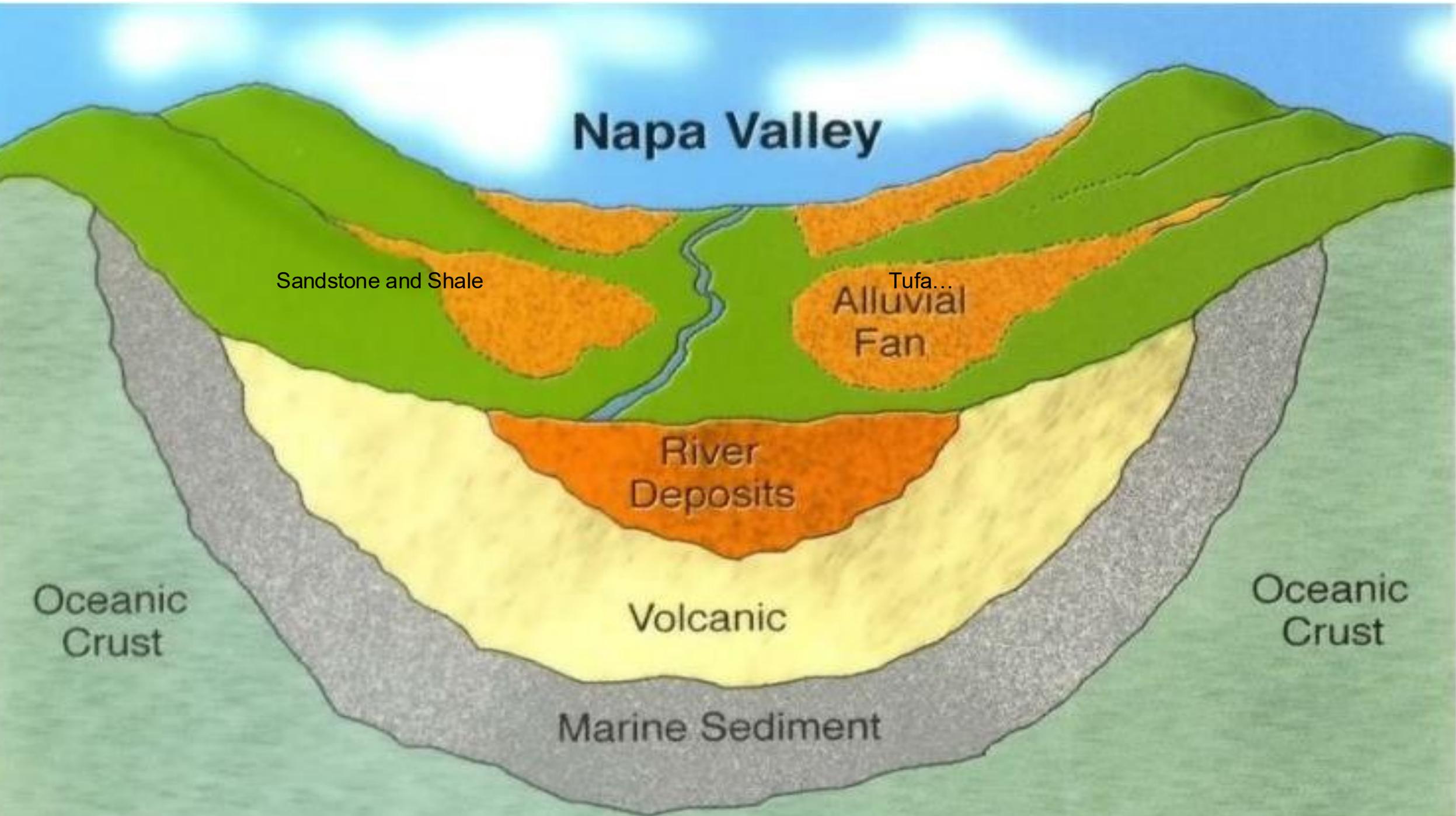
River
Deposits

Volcanic

Oceanic
Crust

Oceanic
Crust

Marine Sediment



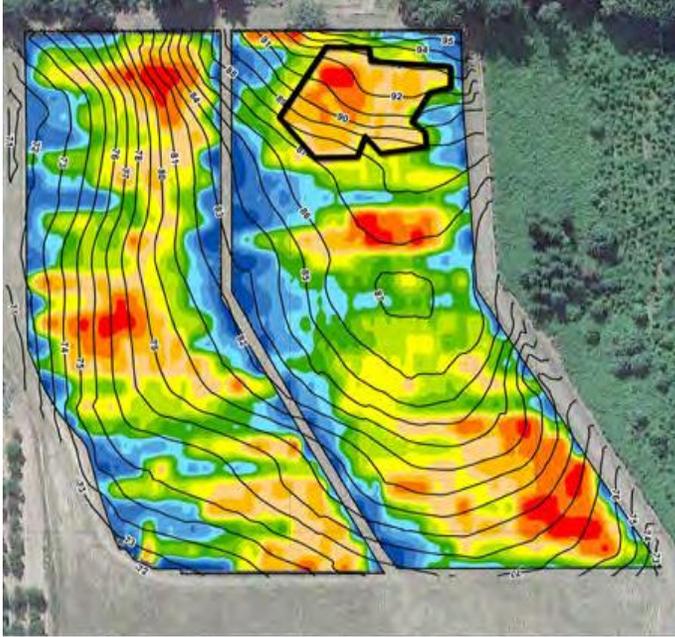
Soil Pit Resumé

- Roulot
- Camando G
- Liger-Belair
- Quintessa
- Biondi-Santi
- Soldera
- Rose & Arrow

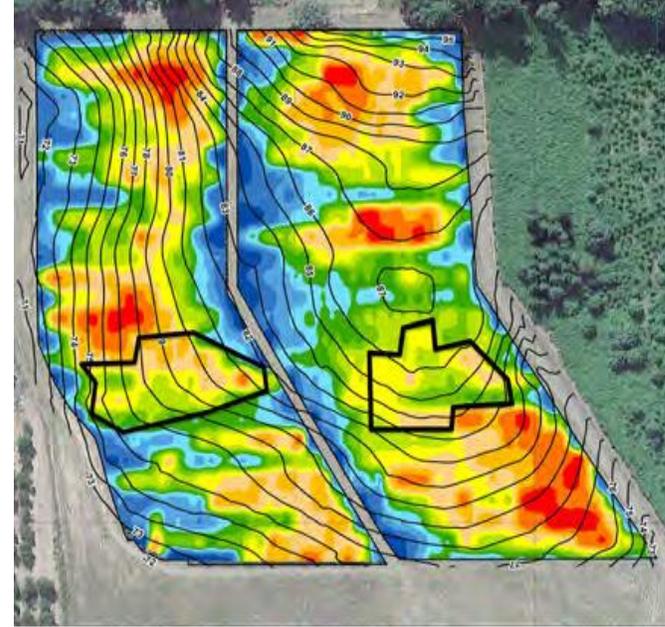




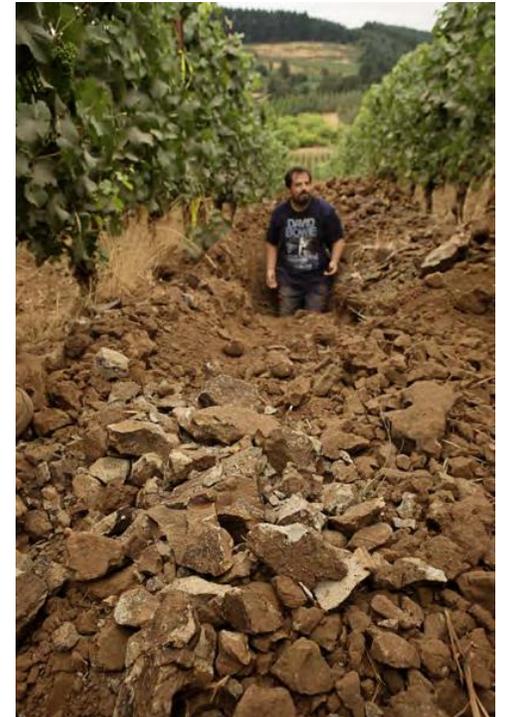
Picture incl Roulot, Danni and Fernando from Commando G; Piero from Sassacaia; Rene and Sara from Clos Mogador and other luminaries.



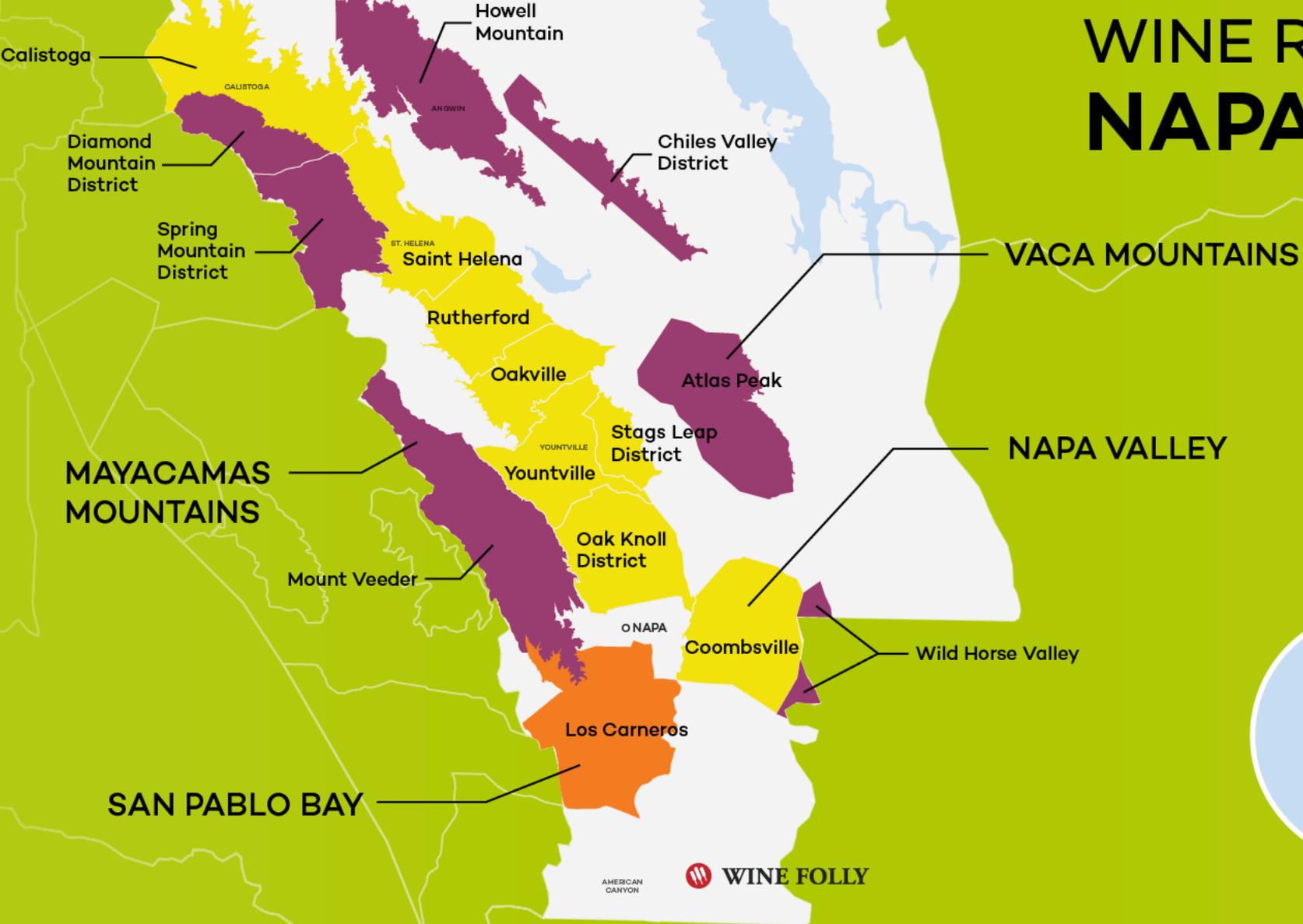
Fractured stony vesicular
basalt



Silty Clay
Basalt



WINE REGIONS OF NAPA VALLEY



KEY AVAs

Valley AVAs

- Los Carneros (Shared with Sonoma)
- Oakville
- Rutherford
- St. Helena
- Calistoga

Mayacamas' AVAs

- Mt. Veeder
- Spring Mtn
- Diamond Mtn

Vaca AVAs

- Howell Mtn
- Stags Leap District

New AVA

- Crystal Springs (400-1400 ft of Howell Mtn)

Napa, Where Cab is King...or Queen!

- Cabernet Sauvignon 25,000 acres/10,117 hectares (54%)
- Chardonnay 5,628 acres/2,277 hectares (12%)
- Merlot 3,632 acres/1,469 hectares (8%)
- Pinot Noir 2,409 acres/975 hectares (5%)
- Sauvignon Blanc 2,553 acres/1,033 hectares (6%)
- Zinfandel 1,270 acres/514 hectares (3%)
- Cabernet Franc 1,224 acres/495 hectares (3%)



Isabelle Simi



History & Historic Figures

The Beginning of the DTC (Direct to Consumer) Era

- 1919 (Prohibition start): 256 wineries existed in Sonoma County at the start of Prohibition. By the time of repeal in 1933, 206 had closed– but not Simi
- The winery survived Prohibition by producing and selling sacramental wine
- 1934: Simi opened a tasting room at her winery
- The inventory of over 1.89 million liters (500,000 gallons) of wine that had been cellared and hidden was offered for sale to a thirsty public
- Her legacy of promoting women in the wine industry lives on at Simi; Melissa Stackhouse is the current director of winemaking

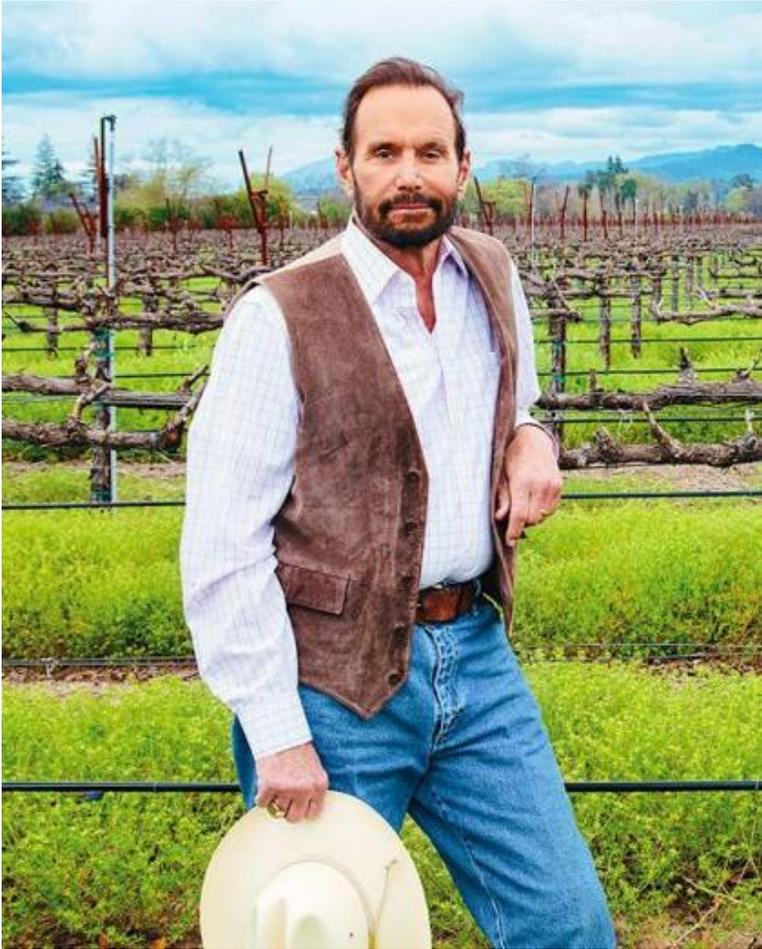


Isabelle Simi

Cult Cabernets

- In 1995 & 1996 the debut releases from Araujo, Bryant, Colgin, Harlan and Screaming Eagle ushered in a new age for Napa.
- Wines of style, ripe fruit & silky tannins
- The rise of mailing list only wines
- Recognition of the best vineyards and the concept of TERROIR!





Andy Beckstoffer

- 1977 The Napa Valley Grapegrowers Association forges agreement on grape pricing, tying the price to retail bottle price.
- 1999 Andy promotes single vineyard wines as the best expression of wines produced from a single Vineyard Source. The resulting wines receive the highest accolades.
- 1983 Andy purchases Las Piedras in St Helena, originally planted in the 1840's.
- Other "Heritage" Vineyards:
 - Dr Crane, St Helena planted in 1858
 - To Kalon, Oakville planted in 1868
 - Georges III, Rutherford planted in 1895



“To Kalon”... Place of Highest Beauty

Many plantings but only the 1st two plantings can use the name ‘To Kalon’ equaling 359 acres...

- 89 Acres Beckstoffer
- 20 Acres Old State Vineyard (UC Davis)
- 250 Acres Mondavi



To Kalon... The Legal Battle

- 2000 Schrader Cellars labels their wine, “Beckstoffer Original to Kalon”
- 2003 Beckstoffer wins the right to use “To Kalon” on a label so long as 95% of the grapes from from Beckstoffers 89 acres of TK
- Mondavi... now Constellation
- Trademark of To Kalon (Hermosa) (1906 & 1988)
- The trademark allows us protection on the term To-Kalon. It says it’s our right any way we choose to use it. In that context... we can use it for I Block Sauvignon Blanc or we can use it, if we choose, to bottle (it as) a wine from Nairobi.
 - Tim Mondavi, quoted in the December 26, 2002 St. Helena Star

Robert Mondavi Winery



- 1966 Introduces 'Fumé Blanc' from TK "I Block"
- 2011 1st Time Mondavi's "Reserve Cabernet" lists "To Kalon" on the label
 - 1st Vintage of Reserve Cab is 1968?

Napa

Producer: Robert Mondavi Winery

Vintage: 2019

Name: Cabernet Sauvignon To Kalon Vineyard

Varieties: 97% Cabernet Sauvignon, 3% Petit Verdot

Appellation: Oakville

Alc: 15.4



Napa

Producer: Vice Versa Winery

Vintage: 2023

Name: Cabernet Sauvignon Beckstoffer To Kalon Vineyard

Varieties: 100% Cabernet Sauvignon

Appellation: Napa Valley

Alc: 15.0





The 1st GREAT Wine of California...

- 1936 Beaulieu “Georges du Latour Private Reserve”
- 1938 Hired as winemaker by Georges de Latour
- Took barrels already made and instead of including them in a blend he made the 1st vintage of “Private Reserve”
- Introduced the common practice of using 225 liter barrels
- “Georges III” or “To Kalon”?
- 1943 Beaulieu buys 89 acres of “To Kalon”
- Beckstoffer buys this parcel in 1993

But What About the Mountain AVA's?

Soil changes

Influence of fog

4 degrees F for every 1000 feet of elevation change (7 Celsius for every 1000 meters)



Napa

Producer: Mayacamas

Vintage: 2020

Name: Cabernet Sauvignon Mt. Veeder, Napa Valley

Varieties: 100% Cabernet Sauvignon

Appellation: Mt. Veeder

Alc: 14.0

Est. 1889 (Zin)

1st Cabernet in the 1950's



What about the other grapes of the Napa Valley?

- Cabernet Sauvignon 25,000 acres/10,117 hectares (54%)
- Chardonnay 5,628 acres/2,277 hectares (12%)
- Merlot 3,632 acres/1,469 hectares (8%)
- Pinot Noir 2,409 acres/975 hectares (5%)
- Sauvignon Blanc 2,553 acres/1,033 hectares (6%)
- Zinfandel 1,270 acres/514 hectares (3%)
- Cabernet Franc 1,224 acres/495 hectares (3%)

Napa

Producer: Duckhorn Vineyards

Vintage: 2022

Name: Merlot

Varieties: 85% Merlot, 13% Cabernet Sauvignon,
2% Cabernet Franc

Appellation: Napa Valley

Alc: 14.5

1st vintage 1978

Sideways and the 1961 Cheval Blanc “joke”



Napa

Producer: Frog's Leap

Vintage: 2023

Name: Sauvignon Blanc

Varieties: 100% Sauvignon Blanc

Appellation: Rutherford

Alc: 13.1

1st vintage 1981

Planted in 1942 (some of it...there are 9 vineyards)



Let's “Somm” It Up

Median Price Range

- \$30 - \$1000++ MSRP

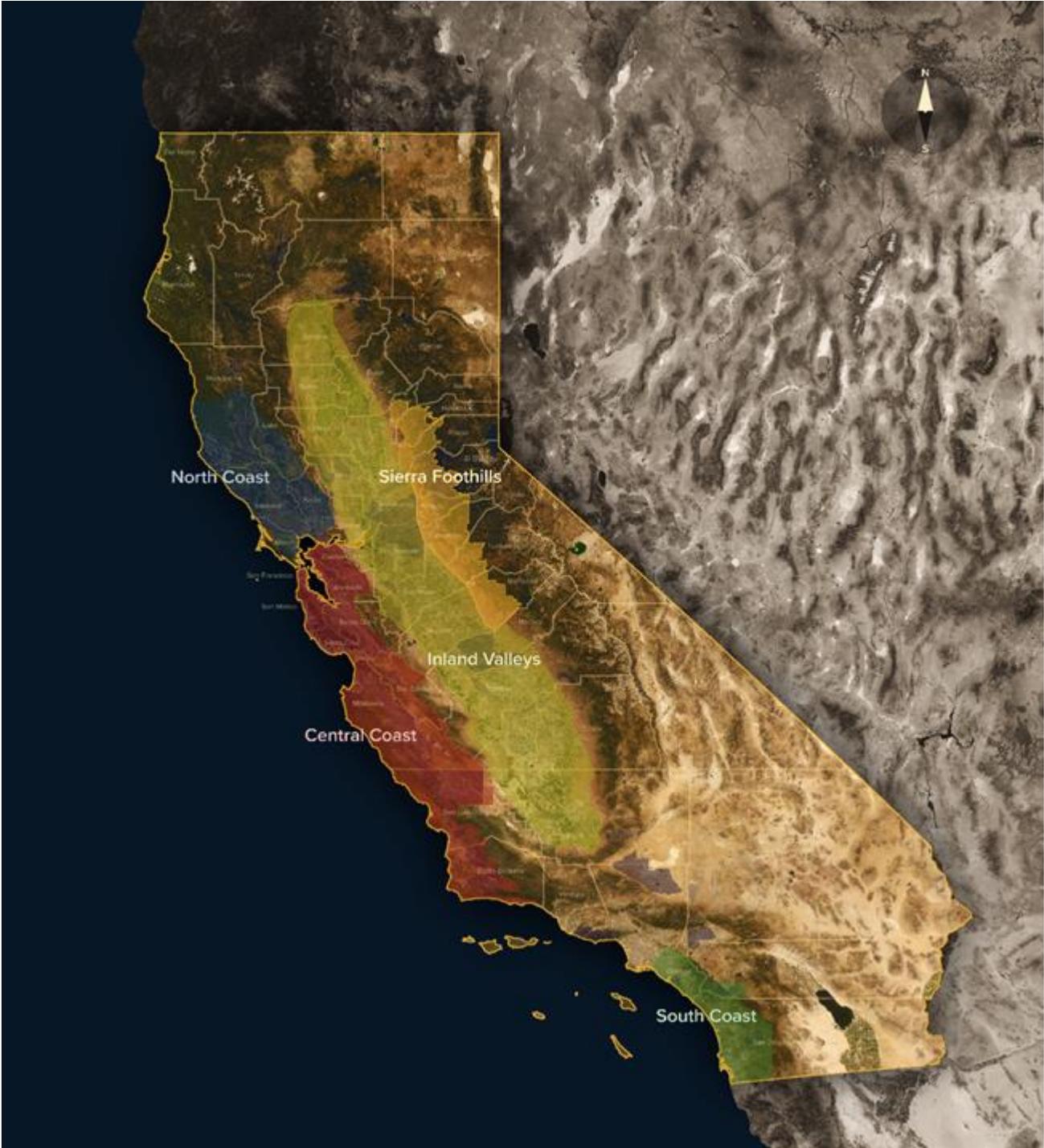
US market ‘vibe’

- High-end Cab
- Carneros = leaner, more “Burgundian”
- Some old vines, especially Zinfandel
- Sauvignon Blanc can be really great

An aerial photograph of a Sonoma County landscape. The scene features rolling hills with sparse vegetation and a winding river that reflects the sky. In the foreground, a vineyard with neat rows of grapevines is visible. The word "SONOMA" is overlaid in large, white, sans-serif capital letters across the center of the image. The lighting suggests a late afternoon or early morning setting, with a warm glow on the left side.

SONOMA

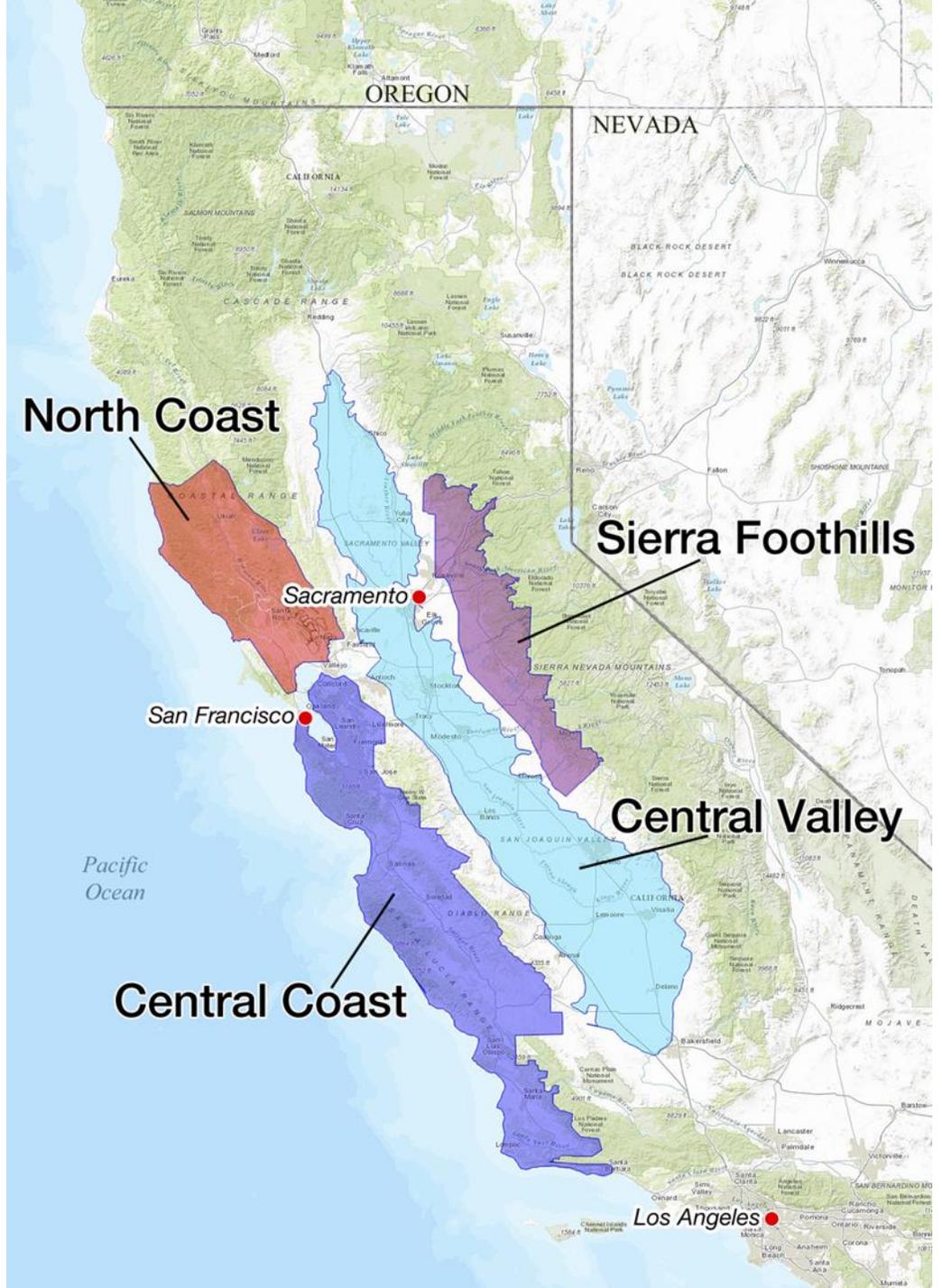


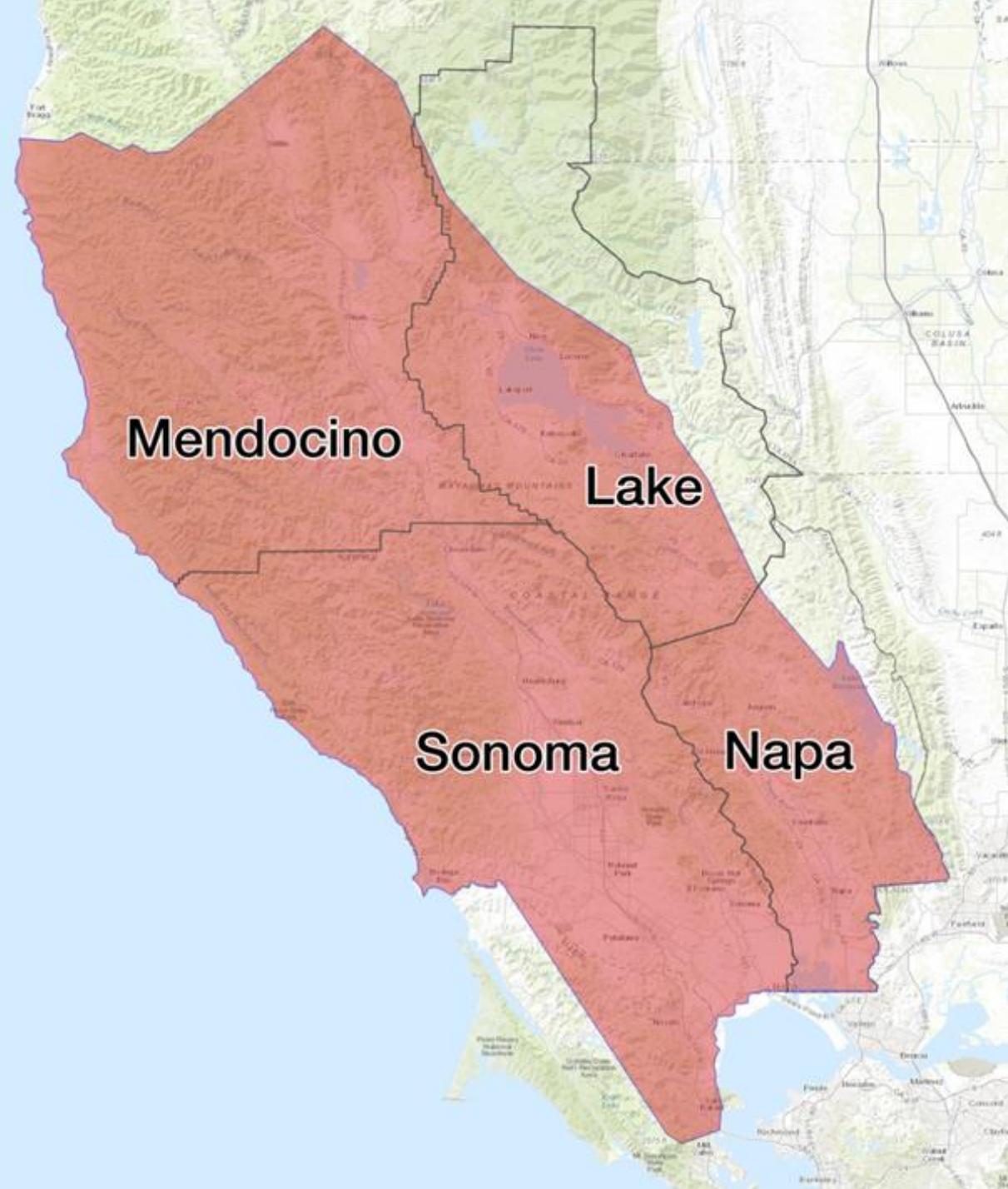


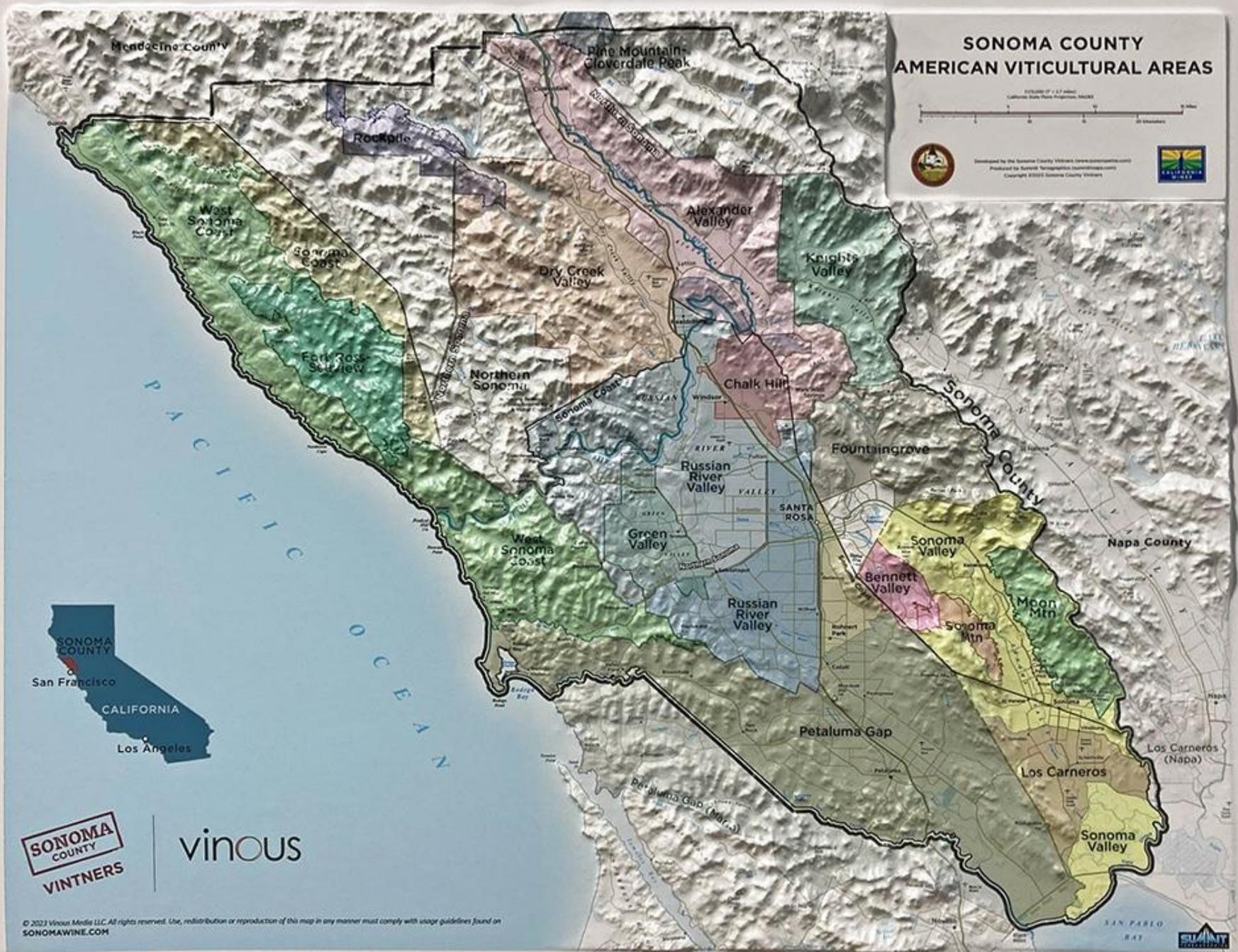
HYDROGRAPHY
OF THE
CALIFORNIA REGION

STREAM ORDER VISUALIZATION











Important Geographical Features

San Pablo Bay (Extension of San Francisco Bay)

Mayacamas (and others) to the East

Mountains

Mayacamas (and others) to the East

Rivers

Russian River

Size

Nearly twice the size of Napa County. Combined with mountains and coastal exposure, creates a lot of diversity in growing conditions.

Soil & Climate

Climate

- Cooler coastal areas
- Warmer moving inland
- Fog & Elevation have dramatic effects
- Diurnal shift
- Topography is hilly and mountainous throughout entire county

Soil

- Extremely varied
- Tectonic plate movement and volcanic activity
- Coastal erosion
- Goldridge (sandy clay loam) in Russian River Valley
- Volcanic in mountains; volcanic ash in Chalk Hill
- Alluvial in valleys

Sonoma County

Producer: Banshee

Vintage: 2023

Name: Sonoma County Sauvignon Blanc

Varieties: 89% Sauvignon Blanc

6% Muscat

5% Sémillon

Appellation: Sonoma County

Alc: 13.5



Sonoma County

Producer: DuMOL

Vintage: 2022

Name: Wester Reach Chardonnay

Varieties: Chardonnay

Appellation: Russian River Valley

Alc: 14.1



Biggest Influences

Pacific Ocean

- Cools coast; shoreline and water are very chilly
- Routes fog through San Pablo Bay and Petaluma Gap

Mountains

- Channels cool air up valley
- Volcanic and alluvial soils

Rivers

- Russian River flows through area, mitigates frost damage
- Can be prone to flooding

Key AVAs

Coastal Influence AVAs

- Carneros / Los Carneros (Shared with Napa)
- Sonoma Coast (much of which is not coastal)
- Petaluma Gap
- Several others that are in no way 'coastal'

Mayacamas / Inland Northern AVAs

- Sonoma Valley
- Knights Valley
- Chalk Hill ("chalk" ≠ limestone, actually volcanic ash)

Valley Floor AVAs

- Dry Creek Valley
- Russian River Valley
- Alexander Valley



Grapes – DIVERSITY!

- A large portion of immigrants were from Northern Italy (less focus on specific varieties)
- 60+ varieties
- Chardonnay and Pinot Noir lead the way
- Cabernet Sauvignon is close behind
- Zinfandel, in many different styles
- Merlot
- Sauvignon Blanc
- Syrah

VITI / VINI

- Hillsides and valleys
- All aspects and elevations
- Any and every style
- Rustic and modern
- Zero to 100% oak
- Light and delicate to full and bold



Sonoma County

Producer: Hirsch Vineyards

Vintage: 2021

Name: San Andreas Fault Estate Pinot Noir

Varieties: Pinot Noir

Appellation: (“True”) Sonoma Coast

Alc: 13.5



Sonoma County

Producer: Copain Wines

Vintage: 2022

Name: Sonoma Coast Pinot Noir

Varieties: Pinot Noir

Appellation: Sonoma Coast

Alc: 13.3



Sonoma County

Producer: Seghesio

Vintage: 2023

Name: Sonoma Zinfandel

Varieties: 91% Zinfandel

5% Petit Sirah

1% Syrah

3% Mixed Reds

Appellation: Sonoma County

Alc: 15



Sonoma County

Producer: Pride Mountain Vineyards

Vintage: 2022

Name: Cabernet Sauvignon

Varieties: 85% Cabernet Sauvignon

6% Merlot

5% Petit Verdot

4% Cabernet Franc

Appellation: 64% Napa 36% Sonoma

Alc: 14.6





History & Historic Figures

Agoston Haraszthy & Buena Vista

- Count Agoston Haraszthy is sometimes called the “Father of California Wine.” Born in 1812 to an aristocratic family in the Kingdom of Hungary, then part of the Austro-Hungarian Empire, Haraszthy came -- some say fled -- to the U.S. in 1840
- A swashbuckling entrepreneur, Haraszthy:
 - Introduced sheep and hops to Wisconsin
 - Became San Diego’s first sheriff, and a judge
 - Planted 80 ha (200 acres) of vines in the heart of San Francisco
 - Became a smelter for the US mint



Agoston Haraszthy,
Founder Of Buena Vista



Agoston Haraszthy

- 1851: Elected to the California State Assembly
- 1856: Purchases small vineyard north-east of Sonoma and renames it Buena Vista
- 1859: Writes “Report on Grapes and Wine of California”
- Published by California State Agricultural Society
- Considered first important work on CA wine industry



Agoston Haraszthy

- 1861: Appointed as a commissioner to report to state legislature on “ways and means best adapted to promote the improvement and growth of the grape-vine in California”
- Haraszthy published “Grape Culture, Wines, and Wine-making. With Notes Upon Agriculture and Horticulture”
- 1861: Visits major wine regions in France, Germany, Switzerland, Spain and Hungary
- Returns with over 100,000 vine cuttings of more than 350 varieties
- Establishes commercial nursery
- 1868: Leaves CA for Nicaragua, gets eaten by an alligator

Isabelle Simi (1886-1981)

- Isabelle Simi was a leading woman pioneer in the history of California wine
- In 1904 Isabelle's father and uncle died weeks apart in a flu epidemic
- At the age of 18 she was forced to take over the family winery operations
- Over the next decade she increased the winery's vineyard holdings to over 200 ha (500 acres)
- 1919: 256 wineries existed in Sonoma County at the start of Prohibition. By the time of repeal in 1933, 206 had closed– but not Simi



Isabelle Simi

Simi During Prohibition

- 1920: Isabelle sold the family's vineyards, anticipating a quick resolution to Prohibition; however, she kept the winery's reserve wines hidden in the cellar
- The winery survived Prohibition by producing and selling sacramental wine
- 1934: Simi opened a tasting room at her winery
- The inventory of over 1.89 million liters (500,000 gallons) of wine that had been cellared and hidden was offered for sale to a thirsty public
- After repeal Isabelle slowly began to buy back the family's vineyards



Isabelle Simi

Isabelle Simi and Her Legacy

- 1950s: Isabelle gradually steered winery production away from blended wines and started to bottle single-varietal wines, including Zinfandels and Cabernet Sauvignons
- Simi was one of the first to bottle single-varietal wines in California
- 1970: Isabelle sold the winery to Russell Green but continued to work there
- 1973: Mary Ann Graff joins the winemaking staff; she was the first woman to graduate from the UC Davis enology program
- 1979: Zelma Long became head winemaker
- 1981: Isabelle died at the age of 95
- Her legacy of promoting women in the wine industry lives on at Simi; Melissa Stackhouse is the current director of winemaking

Jess Jackson

- Jess Stonestreet Jackson Jr. grew up in San Francisco during the Depression
- In 1974, he purchased land in Lake County, a 32 ha (80 acre) pear and walnut orchard near Clear Lake
- Jackson had no intention of making wine
- He planted a lot of Chardonnay, intending to sell it to North Coast wineries
- Faced with a grape glut in the late 1970s and early '80s, Jackson took on sales and marketing out of necessity



Founder Jess Stonestreet Jackson,
photo courtesy of Inc. Magazine

Jackson
FAMILY WINES

Kendall-Jackson Chardonnay: Successful Brand and Wine

- 1982 was the first vintage of Kendall-Jackson “Vintner’s Reserve” Chardonnay, with Lake County fruit. The wine was made to be delicious, with a bit of residual sugar
- The story is told that a stuck fermentation created the wine’s useful style



Old vine Chardonnay,
by Jackson Family Wines



Kendall-Jackson Moves to Sonoma: Jackson Family Wines

- Jess Jackson moved his operation to Sonoma County where he planted sizeable acreage
- Vineyards were also purchased in Monterey's cool Arroyo Seco AVA
- In 1986, the family bought the historic Tepusquet vineyard in Santa Barbara, establishing the Cambria winery
- In 1994, the Hartford Family Winery was founded in the Russian River Valley
- Stonestreet, a Mayacamas mountain estate in the Alexander Valley, was established in 1995



Russian River Valley vineyards,
by Jackson Family Wines



Jackson Family Wines Expands Projects and Acquisitions

- Labels acquired or created by Jackson Family Wines include La Joya Vineyard Co., Cardinale, Mt. Brave and Freemark Abbey, all in Napa Valley
- Sonoma County properties include Arrowood, Copain, Matanzas Creek, La Crema, Murphy-Goode, Siduri and Verité
- The family began making wine in Chile (1993), Italy (1994), South Australia (2000), Bordeaux (2003), the Willamette Valley (2013) and South Africa (2014)
- With 40 estates in total, the company remains family-owned, led by Jess's wife Barbara Banke



Kendall-Jackson Wine Estate & Garden,
by Jackson Family Wines



Gallo Goes Premium

- Gallo released their first vintage varietal, a Sonoma County Cabernet Sauvignon
- Gallo purchases land in Dry Creek, Alexander and Russian River Valleys. Gallo now owns nearly 1,500 planted ha (3,665 acres) in Sonoma County and (485) 1,200 in the Napa Valley
- Gallo acquires established premium brands: Mirassou, Louis M. Martini (and “Monte Rosso” vineyard), William Hill, Edna Valley Vineyard, J Vineyards, Orin Swift and Pahlmeyer. They also established an import company, Lux Wines



Let's "Somm" It Up

Median Price Range

- \$35-90 with high-end going into Napa price territory

US market 'vibe'

- High-end Pinot Noir, and slightly lesser extent Chardonnay, in all styles
- More coastal = leaner, more "Burgundian"
- Lots of interesting small production from other grapes from boutique producers
- Good value Napa-style Cabernet Sauvignon from Alexander Valley



Welcome to Izu

CALIFORNIA WINE BOOTCAMP

May 12-15, 2025



Lunch on Train

Producer: Bread & Butter

Vintage: 2022

Name: California Rosé

Varieties: Barbera, Grenache, Moscatel

Appellation: California

Alc: 12.5



Welcome Wine

Producer: Schramsberg

Vintage: 2021

Name: Blanc de Blancs

Varieties: Chardonnay

Appellation: North Coast

Alc: 12.3



French Dinner

Producer: Mail Road

Vintage: 2019

Name: The Sparkler

Varieties: Chardonnay

Appellation: Sta. Rita Hills

Alc: 12



French Dinner

Producer: Groth

Vintage: 2023

Name: Estate Sauvignon Blanc

Varieties: 83% Sauvignon Blanc
17% Sémillon

Appellation: Oakville

Alc: 14

Price: \$65 USD MSRP



French Dinner

Producer: Hudson

Vintage: 2022

Name: Chardonnay

Varieties: Chardonnay

Appellation: Carneros-Napa Valley

Alc: 14.8

Price: \$75 USD MSRP



French Dinner

Producer: Paul Lato

Vintage: 2021

Name: Pinot Noir "Stand by Me" Drum Canyon Vineyard

Varieties: 100% Pinot Noir

Appellation: Santa Rita Hills

Alc: 14.0

50% new French oak



French Dinner

Producer: Green & Red

Vintage: 2018

Name: Tip Top Vineyard Zinfandel

Varieties: Zinfandel

Appellation: Napa Valley

Alc: 15.4

Price: \$46 USD MSRP



French Dinner

Producer: Shafer

Vintage: 2022

Name: One Point Five

Varieties: 92% Cabernet Sauvignon

3% Petit Verdot

3% Merlot

2% Malbec

Appellation: Napa Valley

Alc: 15.3



Lake County



HYDROGRAPHY
OF THE
CALIFORNIA REGION
TERRESTRIAL FROM THE ICE AGE

PACIFIC
OCEAN



MENDOCINO

LAKE COUNTY

**NORTH
COAST
AVAS**
AMERICAN
VITICULTURAL
AREAS

SONOMA

NAPA

MAP: GOOGLE EARTH

Important Geographical Features

Pacific Ocean

- Not as much of a factor

Mountains

- Mayacamas to the West plus the Coastal Mountain Range
- Volcanos! Active Volcanos?
 - Mt Konocti
 - Round Mt

Lakes

- Clear Lake (28 miles long)
 - Shallow

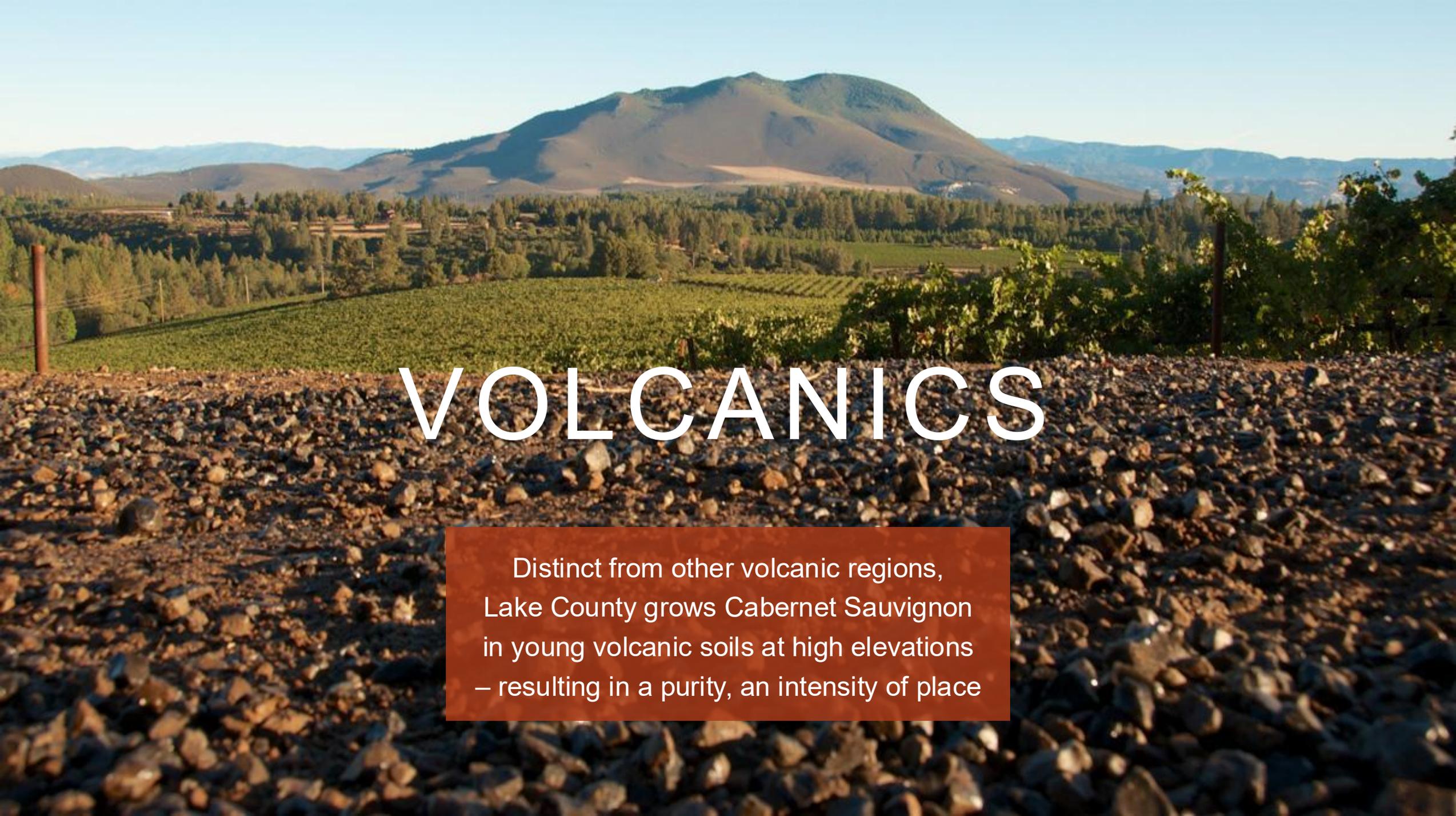


Soil

- Pyroclastic, extrusive igneous rock
- Intrusive igneous rock (schist and shale)

Climate

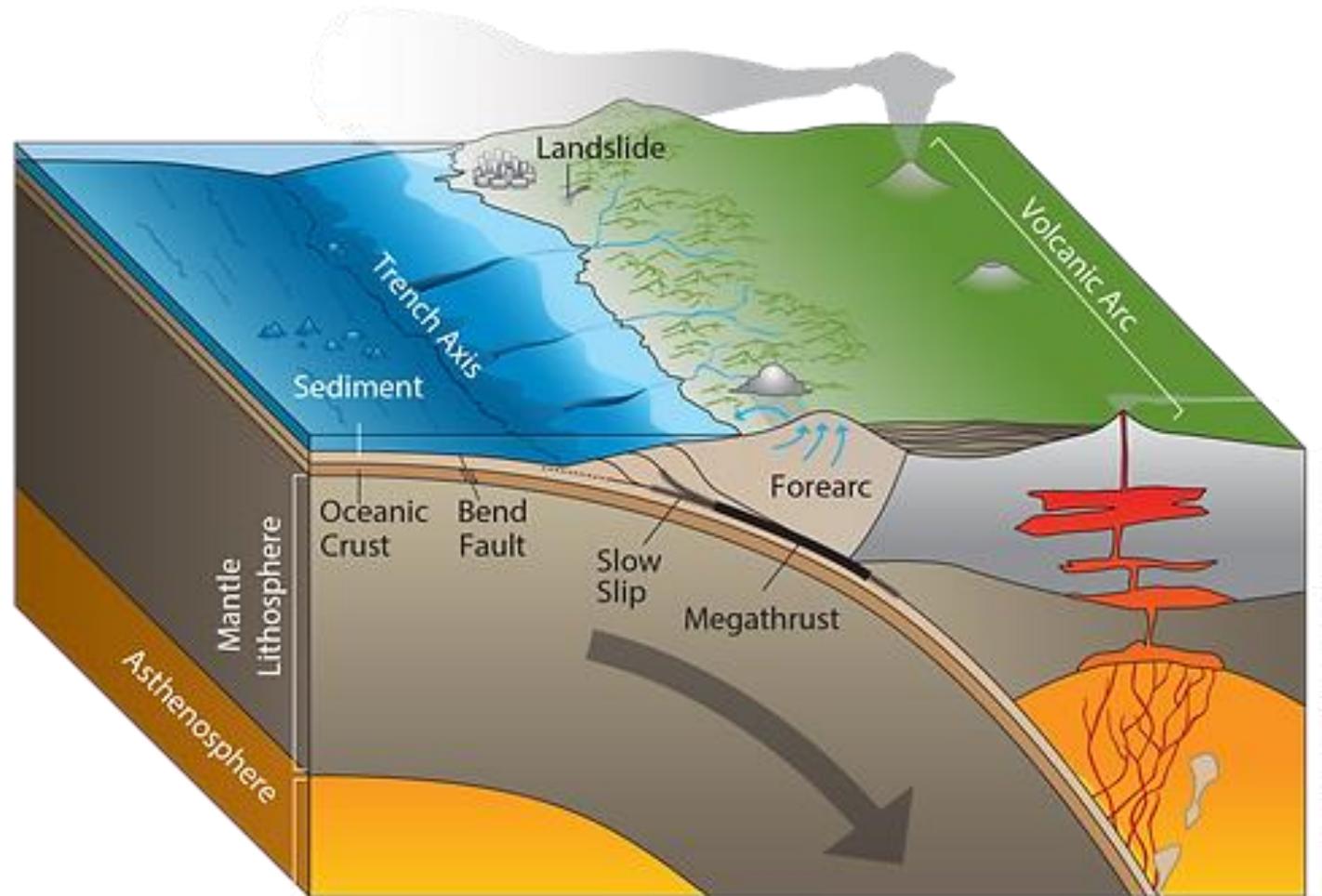
- High Elevation
- Drier, Colder & shorter growing season



VOLCANICS

Distinct from other volcanic regions,
Lake County grows Cabernet Sauvignon
in young volcanic soils at high elevations
– resulting in a purity, an intensity of place

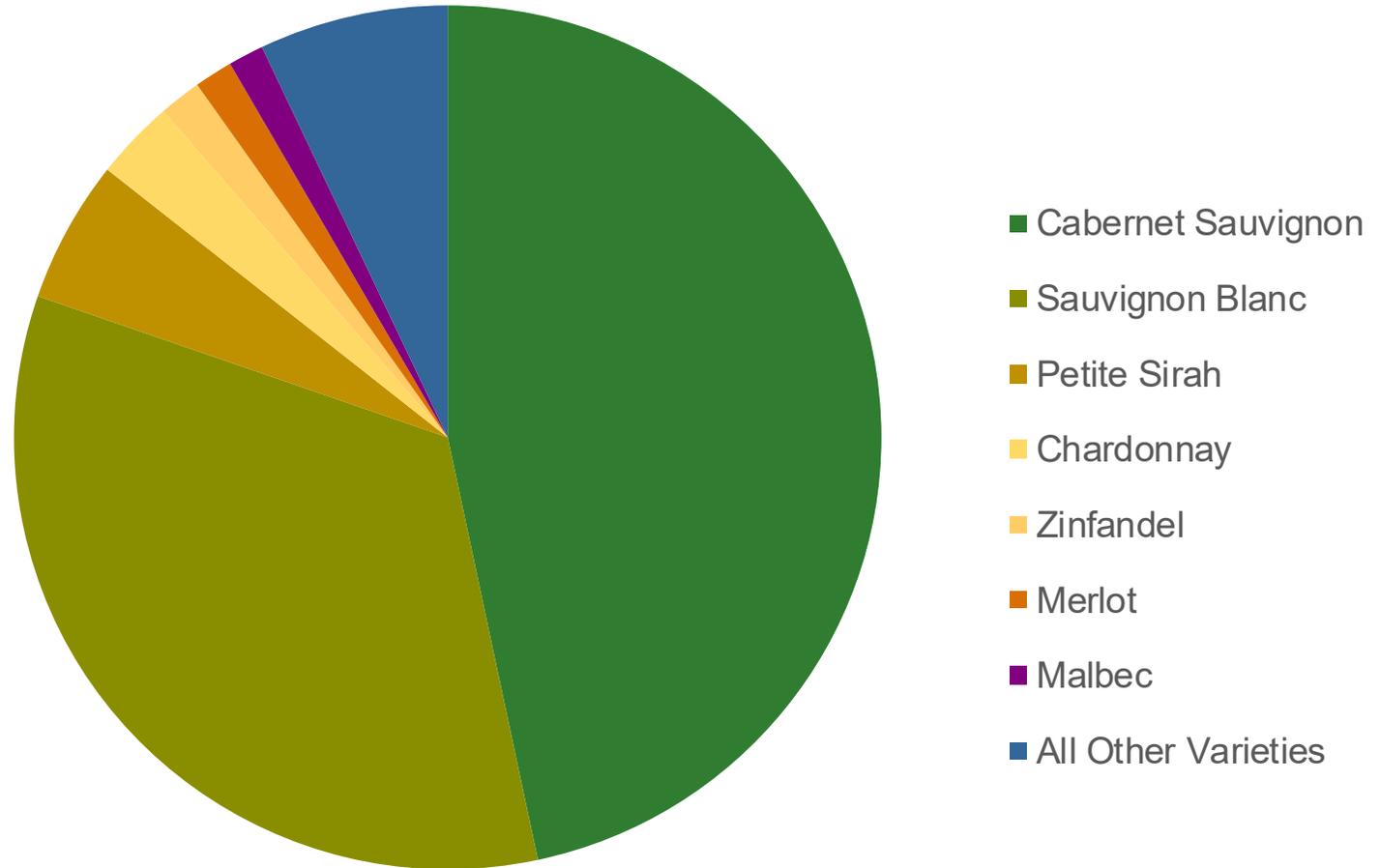
Subduction Zone



Source: USGS California Volcano Observatory

Grapes

Total Vineyard Acreage:
11,308 (4,576 hectares)





+5% to 16%
Higher UV intensity

Bright sun & clean air
result in winegrapes with
concentrated phenolics.

Lake County

11,308 vineyard acres
(4,576 hectares)

180 growers

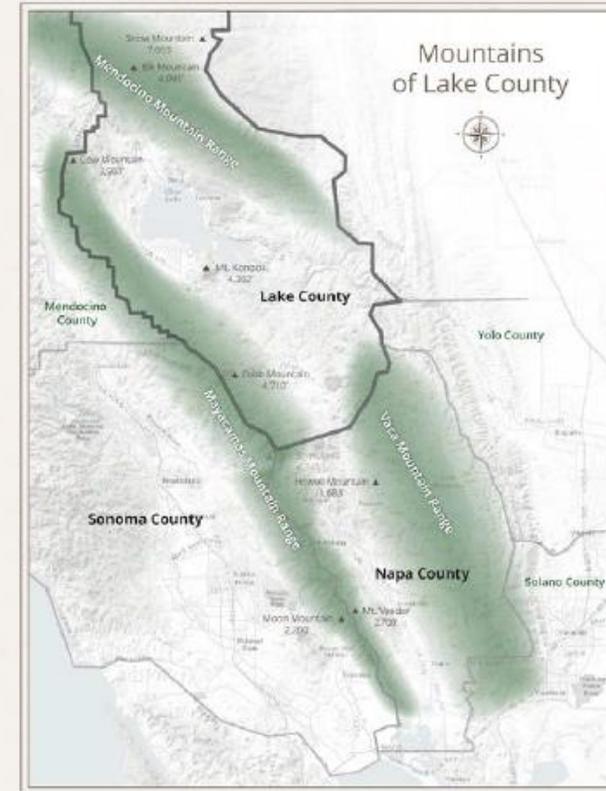
30 bonded wineries

200+ Lake County
designated labels

Wide range of varietals

Lake County – *The Mountains of the North Coast*

- Part of the North Coast AVA
- Mayacamas to the west, Vaca Range to the southeast, Mendocino Range to the north
- Vineyard elevations: 1300' - 3000' (highest average for California wine region)



Lake County AVAs

| AVA | ELEVATION | | | PRECIPITATION | | DEGREE DAYS |
|-------------------|-------------|-------------|-------------|---------------|------|-------------|
| | Median | Min | Max | Average | Wind | Median |
| Upper Lake Valley | 1405 | 1330 | 1480 | 34.5 | Low | 3258 |
| Big Valley | 1355 | 1328 | 1551 | 30.6 | Med | 3389 |
| Kelsey Bench | 1519 | 1384 | 1775 | 35.1 | High | 3728 |
| Red Hills | 2037 | 1332 | 3746 | 39.4 | High | 3945 |
| High Valley Ridge | 2330 | 2078 | 2440 | 33.6 | High | 3926 |



What makes Lake County Different?

- ✓ High Elevation
- ✓ Luminous sunlight, more UV
- ✓ Diurnal temp swings
- ✓ Young volcanic soils
- ✓ Mountain fruit



Lake County

Producer: Brassfield Estate Winery

Vintage: 2021

Name: Cabernet Sauvignon

Varieties: 85% Cabernet Sauvignon

9% Malbec

3% Petit Verdot

3% others

Appellation: High Valley

Alc: 15.4

Elevation: 1800 – 2250 ft (700 meters)



AVA Law Recap

- County Appellation: 75% must be from the stated County
- Viticultural Area (AVA): 85% must be from stated AVA

What the price of a ton of fruit
from Napa?

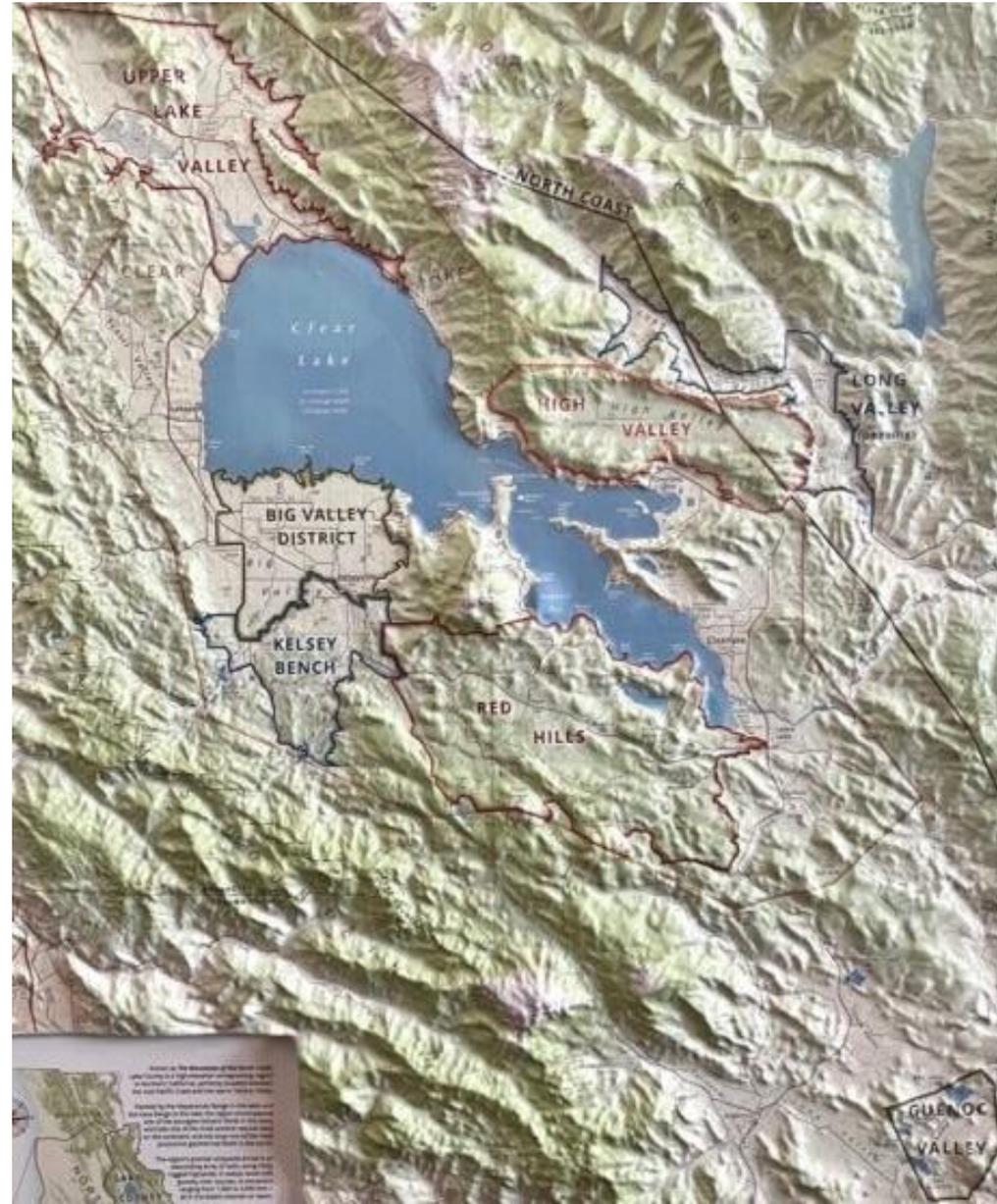
What's the price of a ton of fruit
from Lake County?

Elevation and it's Effect on Temperature

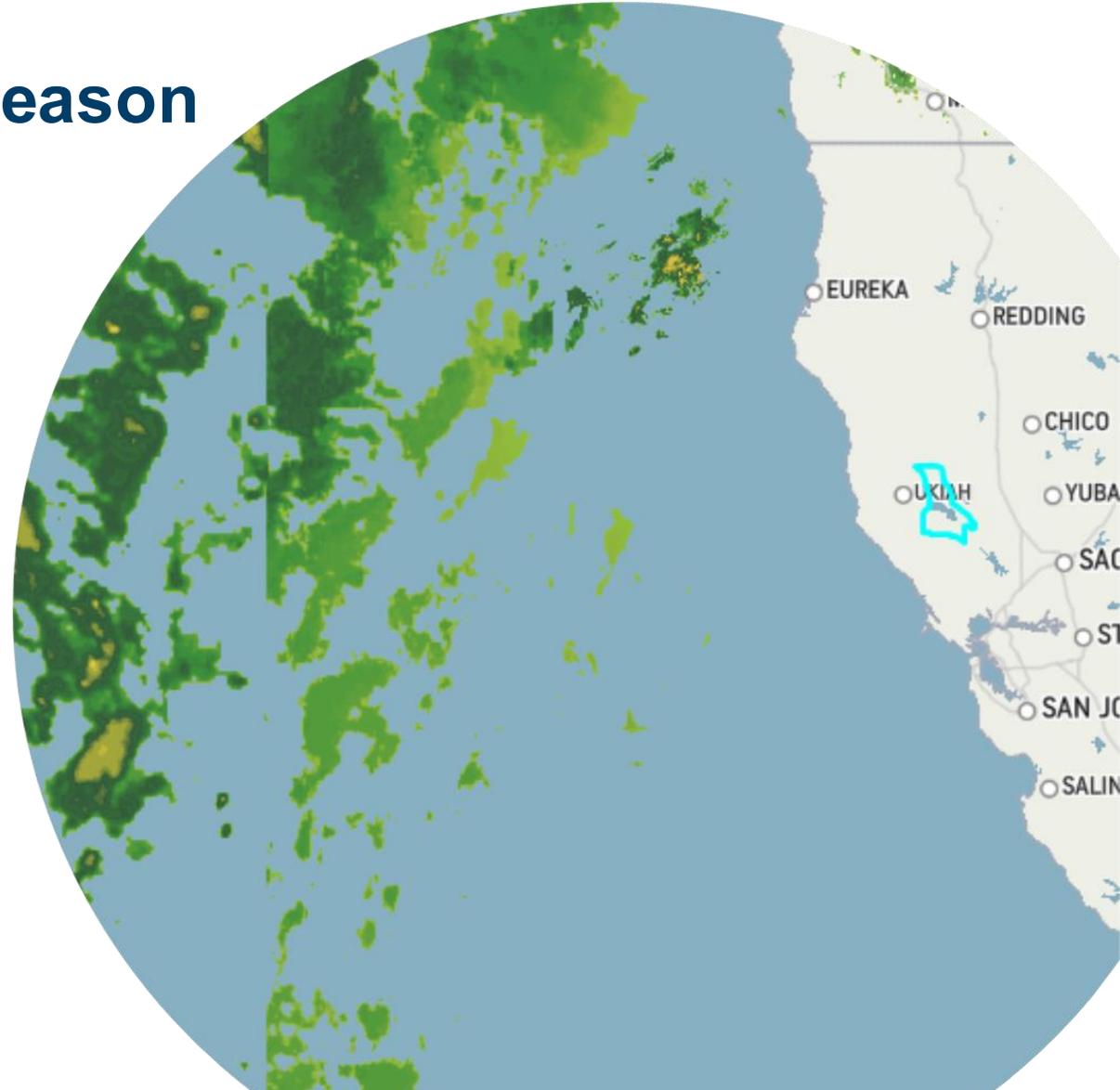
- Let's do the math!
- 4 degrees F for every 1000 feet of elevation change
- 7 Celsius for every 1000 meters

| AVA | ELEVATION | | | PRECIPITATION | | DEGREE DAYS |
|-------------------|-------------|-------------|-------------|---------------|------|-------------|
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| High Valley Ridge | 2330 | 2078 | 2440 | 33.6 | High | 3926 |

28 Miles Long & 28 Miles To The Ocean



Drier, Colder, Shorter Growing Season



1st Vines???
1890's!!!



Back when Lake County was part of Napa County

Lake County

Producer: High Valley Vineyard

Vintage: 2019

Name: Red Blend

Varieties: Zinfandel, Syrah, Nero d'Avola,
Petite Sirah and Cabernet Franc

Appellation: High Valley

Alc: 14.6

Elevation: 1800 – 2250 ft (700 meters)



LET'S "SOMM" IT UP

Median Price Range

- \$20 - \$40 SRP

US market 'vibe'

- Inexpensive Cabernet & Sauvignon Blanc (North Coast)
- Little cache, great value
- Some BIG production (300,000 cases between 2 producers)
- Lots of blending into Napa wines





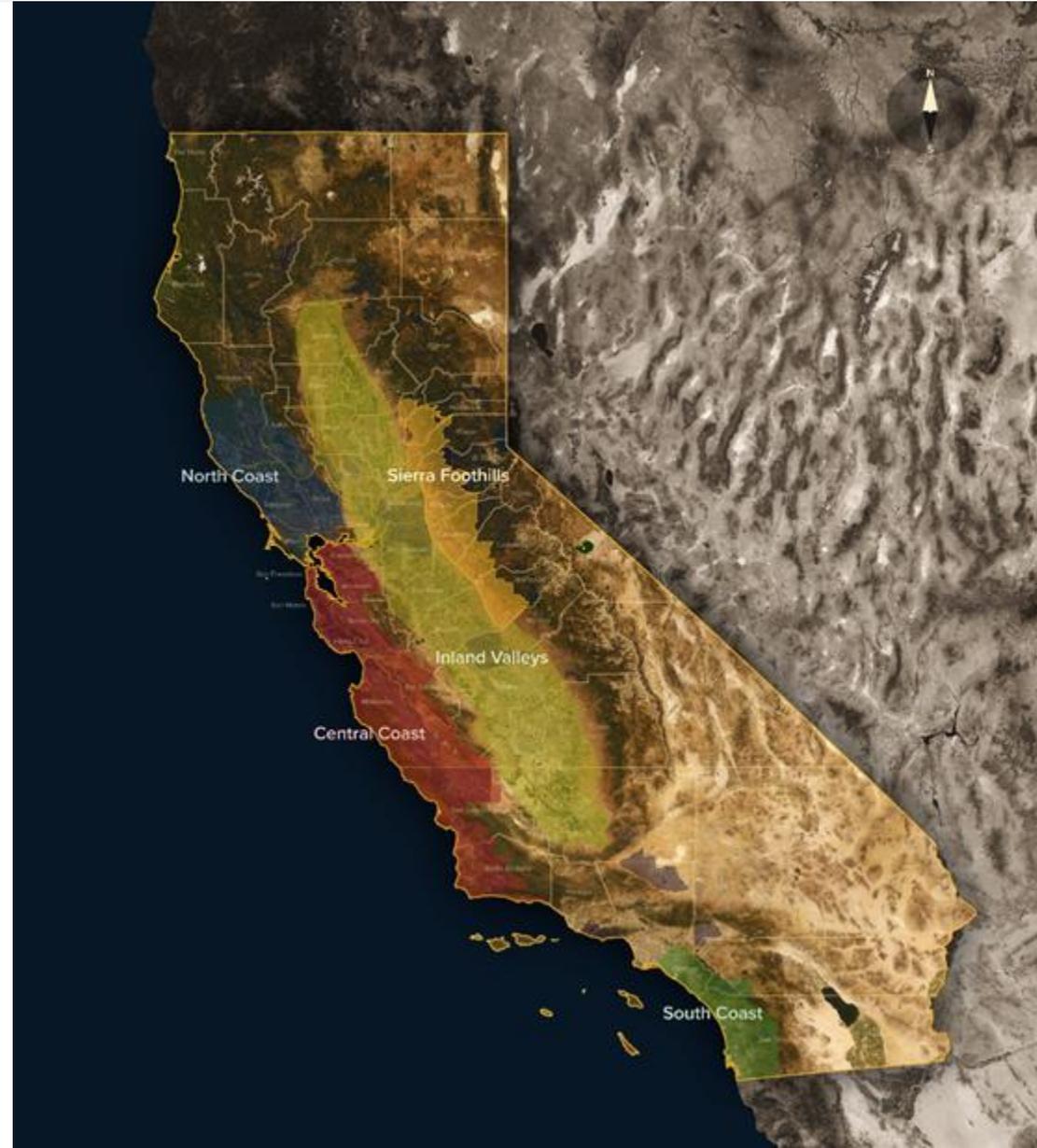
**What region in California
has the coldest
temperatures?**

A photograph of a snowy street in Truckee, California, during the "blue hour" of dusk. The scene is filled with snow-covered buildings, trees, and a street. Warm streetlights and building lights contrast with the cool blue tones of the twilight sky. The word "TRUCKEE" is overlaid in white, bold, sans-serif capital letters in the center of the image.

TRUCKEE

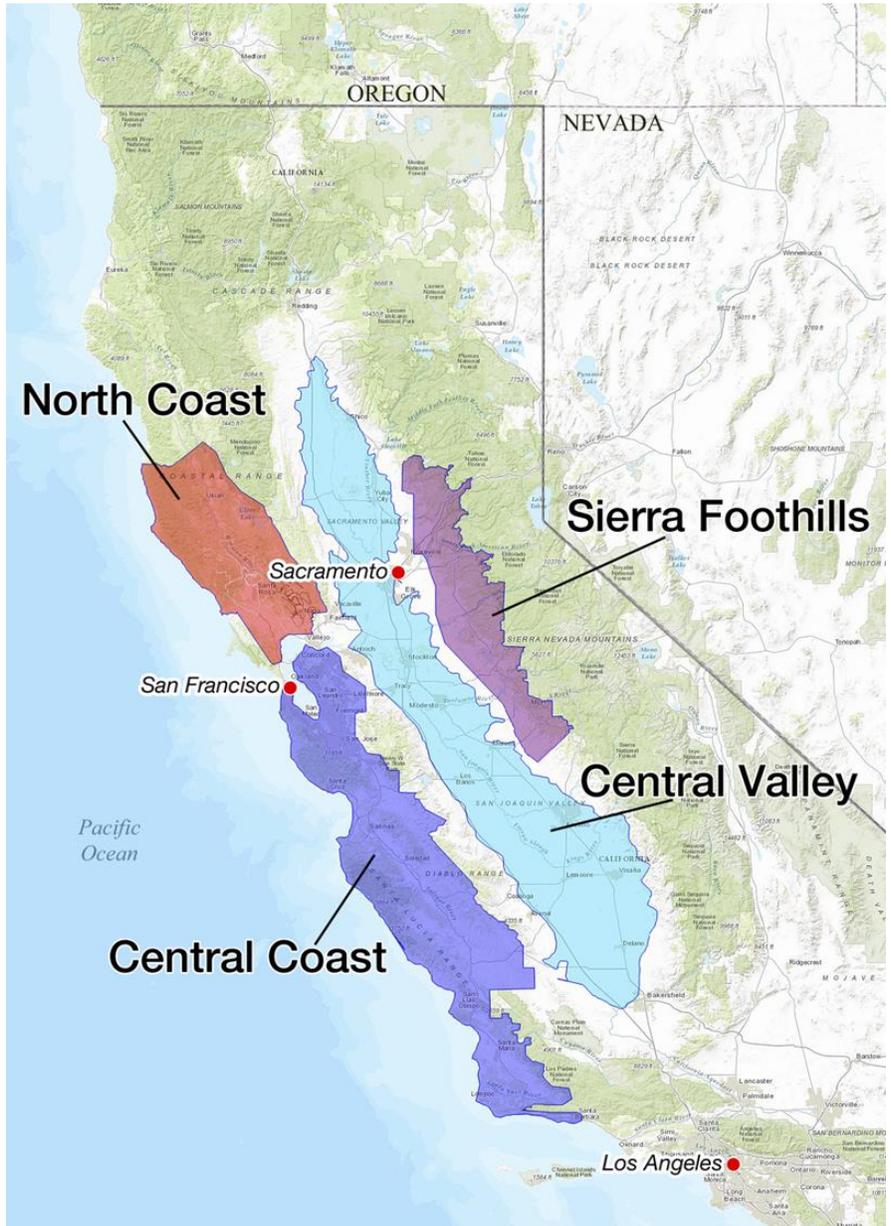
A scenic landscape featuring rolling hills, a vineyard, and a reservoir under a clear blue sky. The word "MENDOCINO" is overlaid in large white letters. The foreground shows a dirt path leading through a lush green forest. In the middle ground, there are rows of young grapevines in a vineyard, and a large, bright blue reservoir. The background consists of rolling hills with patches of green trees and dry, golden-brown fields. The sky is a clear, vibrant blue.

MENDOCINO



HYDROGRAPHY
OF THE
CALIFORNIA REGION
STREAM ORDER CLASSIFICATION

PACIFIC
OCEAN



MENDOCINO

LAKE COUNTY

**NORTH
COAST
AVAS**

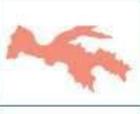
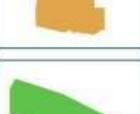
AMERICAN
VITICULTURAL
AREAS

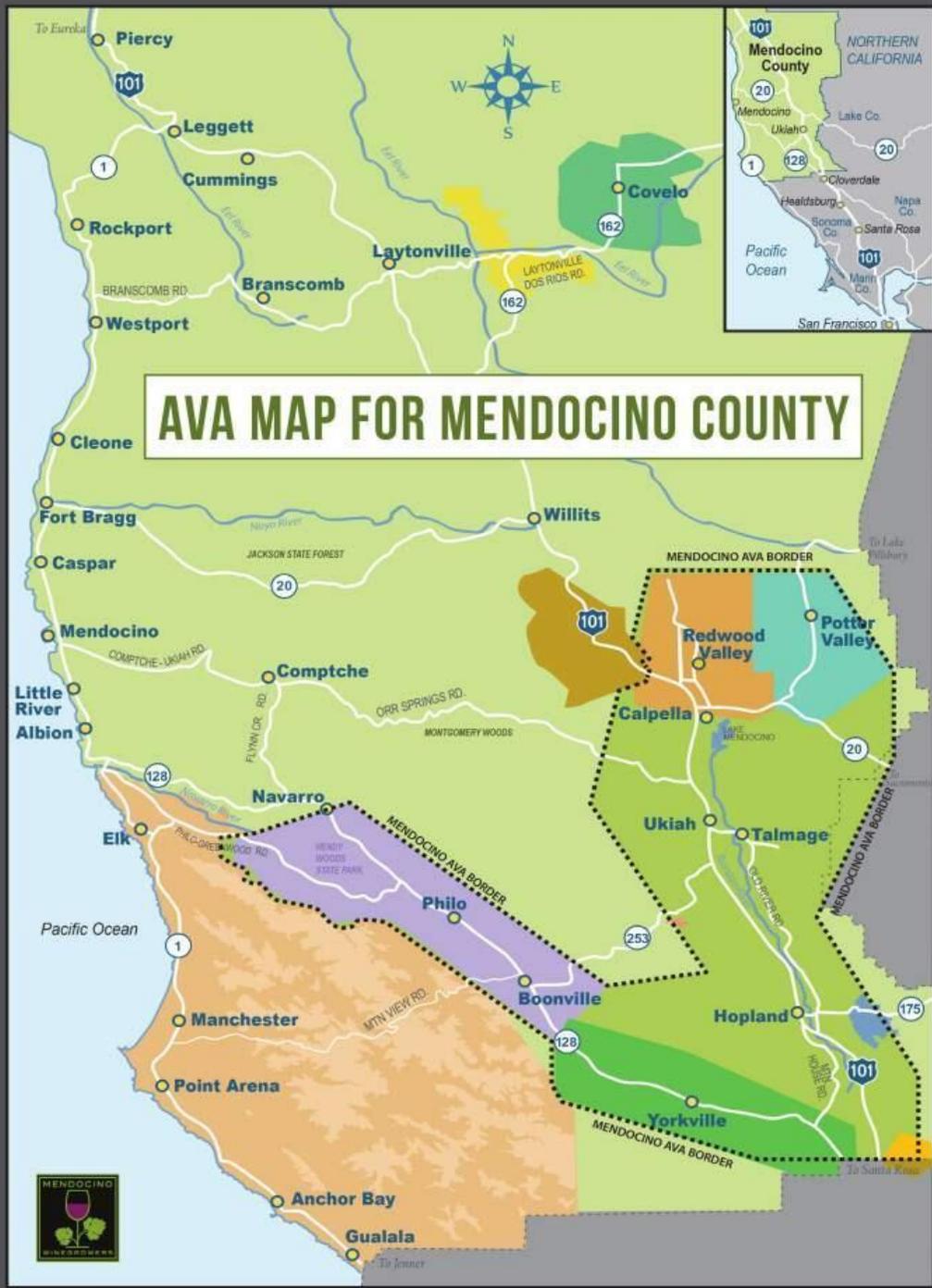
SONOMA

NAPA

MAP: GOOGLE EARTH



- Anderson Valley 
- Cole Ranch 
- Covelo 
- Dos Rios 
- Eagle Peak 
- McDowell Valley 
- Mendocino Ridge 
- Pine Mountain-Cloverdale Peak 
- Potter Valley 
- Redwood Valley 
- Yorkville Highlands 





MENDOCINO RIDGE

REDWOOD VALLEY

POTTER VALLEY

PHILO

UKIAH

ANDERSON VALLEY

BOONEVILLE

MENDOCINO

HOPLAND

YORKVILLE HIGHLANDS

TO SONOMA
(HEALDSBURG)



**MENDOCINO
WINE COUNTRY**

Important Geographical Features

Pacific Ocean

- Not as exposed as Sonoma

Mountains

- Mendocino Range of the Coastal Mountain Range

Rivers

- Navarro River
- Russian River

Soil & Climate

Climate

- Two Distinct Zones: Coastal and Inland
- Mediterranean with Continental and Maritime influence
- Cooler coastal areas
- Warmer moving inland
- Fog & Elevation have dramatic effects
- Diurnal shift
- Topography is hilly and mountainous throughout entire county

Soil

- Clay, volcanic, rocky, sedimentary
- Tectonic plate movement (“Triple Junction” of three tectonic plates)

Biggest Influences

Pacific Ocean

- Cools coast; shoreline and water are very chilly
- Cold air supply for Anderson Valley (in particular)
- Early morning fog channeled far east

Mountains

- Channels cool air east through corridors
- Volcanic and rocky soils

Rivers

- Russian River air cools southeastern portion of county

Key AVAs

Anderson Valley AVA

- East-West Valley (rare in CA): Sparkling to the west, Alsatian in the middle, Pinot Noir and Chardonnay to the east, moving away from Pacific Ocean

Yorkville Highlands

- Located between Anderson Valley and Alexander Valley
- High altitude, rocky soils with high gravel content
- Cabernet Sauvignon, Merlot, Syrah (83% red)

Mendocino Ridge

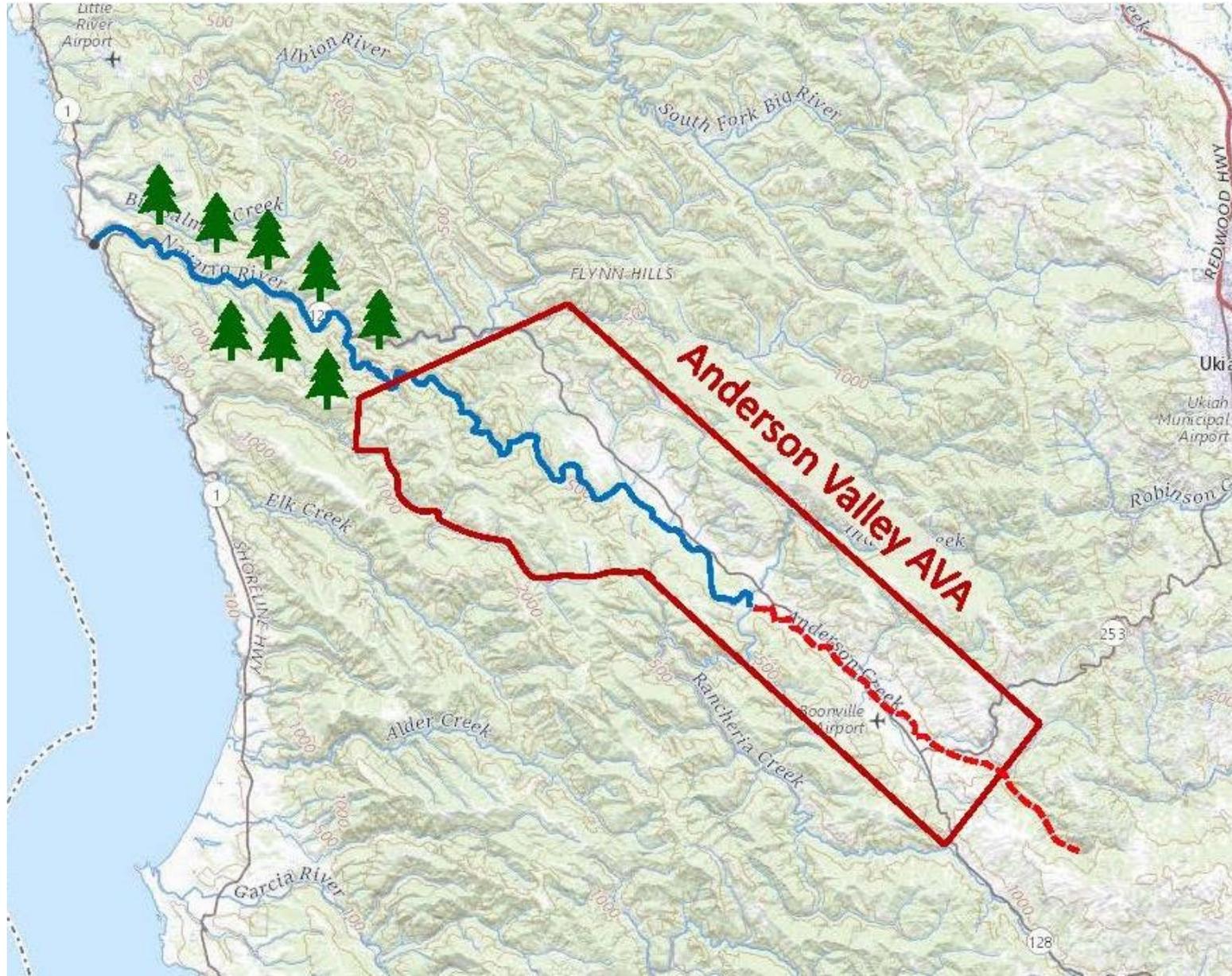
- Non-contiguous AVA (elevation); min. altitude 1200 ft

Redwood Valley (most important) / Eagle Peak / Potter Valley

- Influence from Russian River and Pacific Ocean
- Potter is a high-elevation amphitheater that traps cold air; mostly white planted

Mendocino AVA

- A large portion of high quality plantings, in particular Cabernet Sauvignon and Zinfandel, are located outside of the sub-AVAs; much of the fruit goes to large corporations, and (quietly) to Napa Valley



Mendocino County

Producer: Long Meadow Ranch

Vintage: 2018

Name: Blanc de Noirs

Varieties: Chardonnay (?!?!?!?) & Pinot Noir

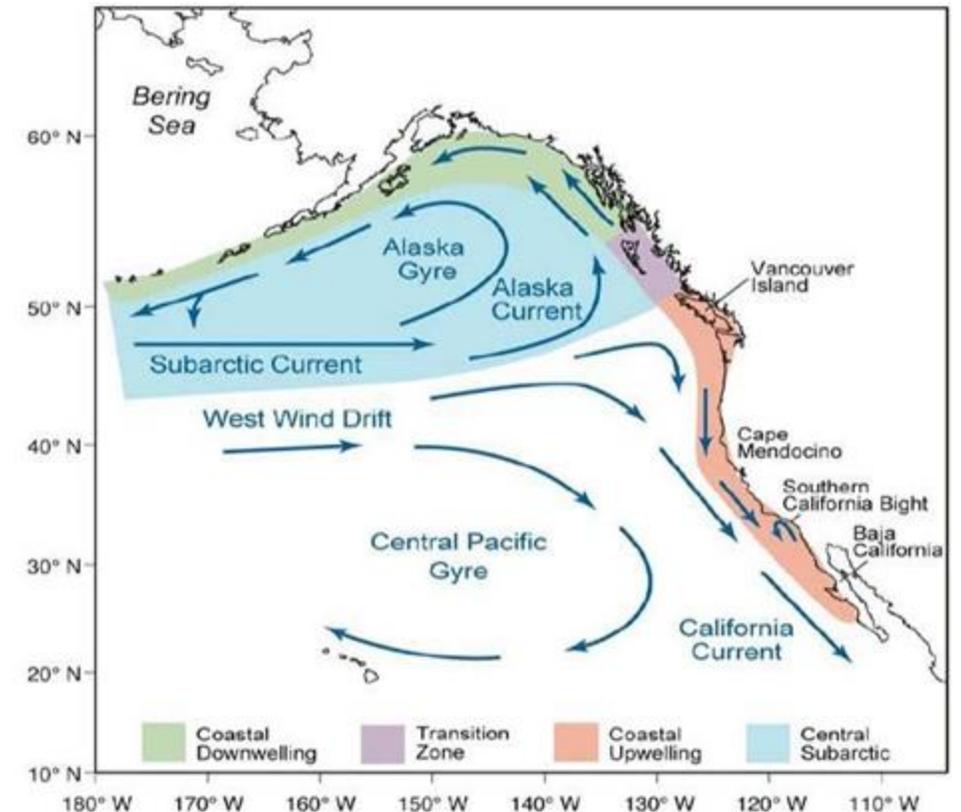
Appellation: Anderson Valley

Alc: 12.5



Anderson Valley

- 1963: Dr. Donald Edmeades planted cool climate varieties in Anderson Valley: Gewürztraminer, Chardonnay, Colombard
- 1980s: More attention to the valley with the openings of Handley Cellars, Scharffenberger Cellars and Pepperwood Springs Vineyards
- 1982: Champagne Louis Roederer, who thought the cool climate was perfect for making crisp sparkling wines, began winery development
- 1996: Duckhorn's Goldeneye winery also gave added focus to the region as a destination for Pinot Noir



Mendocino County

Producer: Maggy Hawk

Vintage: 2021

Name: Jolie Estate Vineyard Pinot Noir

Varieties: Pinot Noir

Appellation: Anderson Valley

Alc: 13.8





History & Historic Figures

Italian Swiss Colony

- In 1890, Mendocino had 20 vineyards totaling 204 acres
- Starting in 1906, Mendocino was quickly settled and planted by Italian immigrants
- By 1909, plantings rose to almost 3,000 acres, mainly Carignan and Zinfandel
- At one time, the leading wine producer in California



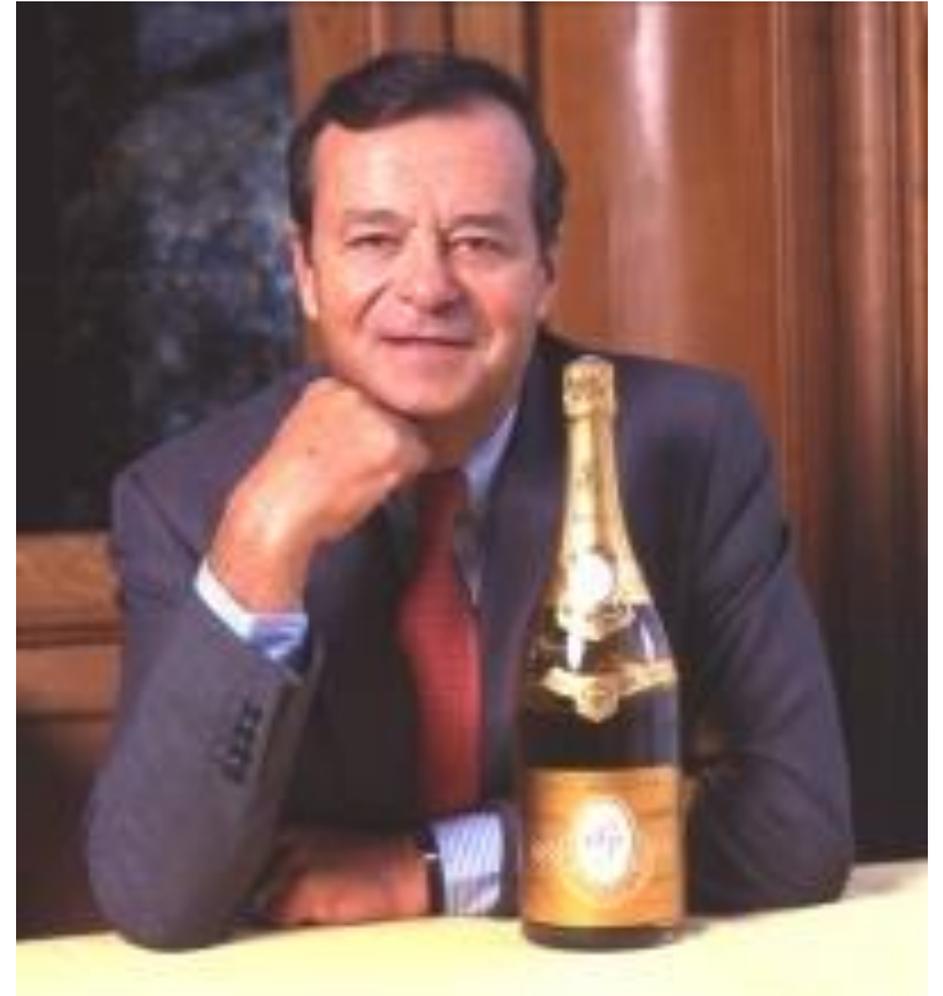
Prohibition & Mid-20th Century

- Mendocino is remote, and did not have the access to a major city or port like Napa and Sonoma (San Francisco, Sacramento)
- Although plantings still rose to 8,300 acres by 1925, Prohibition hit Mendocino particularly hard; only 14 wineries remained by time it was repealed
- Most fruit was sold to wineries in Napa and Sonoma (an ongoing tradition to this day)
- Post-WWII demographic shift to urbanization
- Attracted to the remoteness, hippies moved to the region in the 1960s and 1970s and focused on a different cash crop



Important Figures

- 1963: Dr. Donald Edmeades plants grapes in Anderson Valley
- 1974: Ted Bennett and Deborah Cahn found Navarro Vineyards founded, focused on Alsatian varieties (influenced by Kermit Lynch and Alice Waters)
- 1982: Jean-Claude Rouzaud, former president of Louis Roederer, buys 580 acres in Anderson Valley



Let's “Somm” It Up

Median Price Range

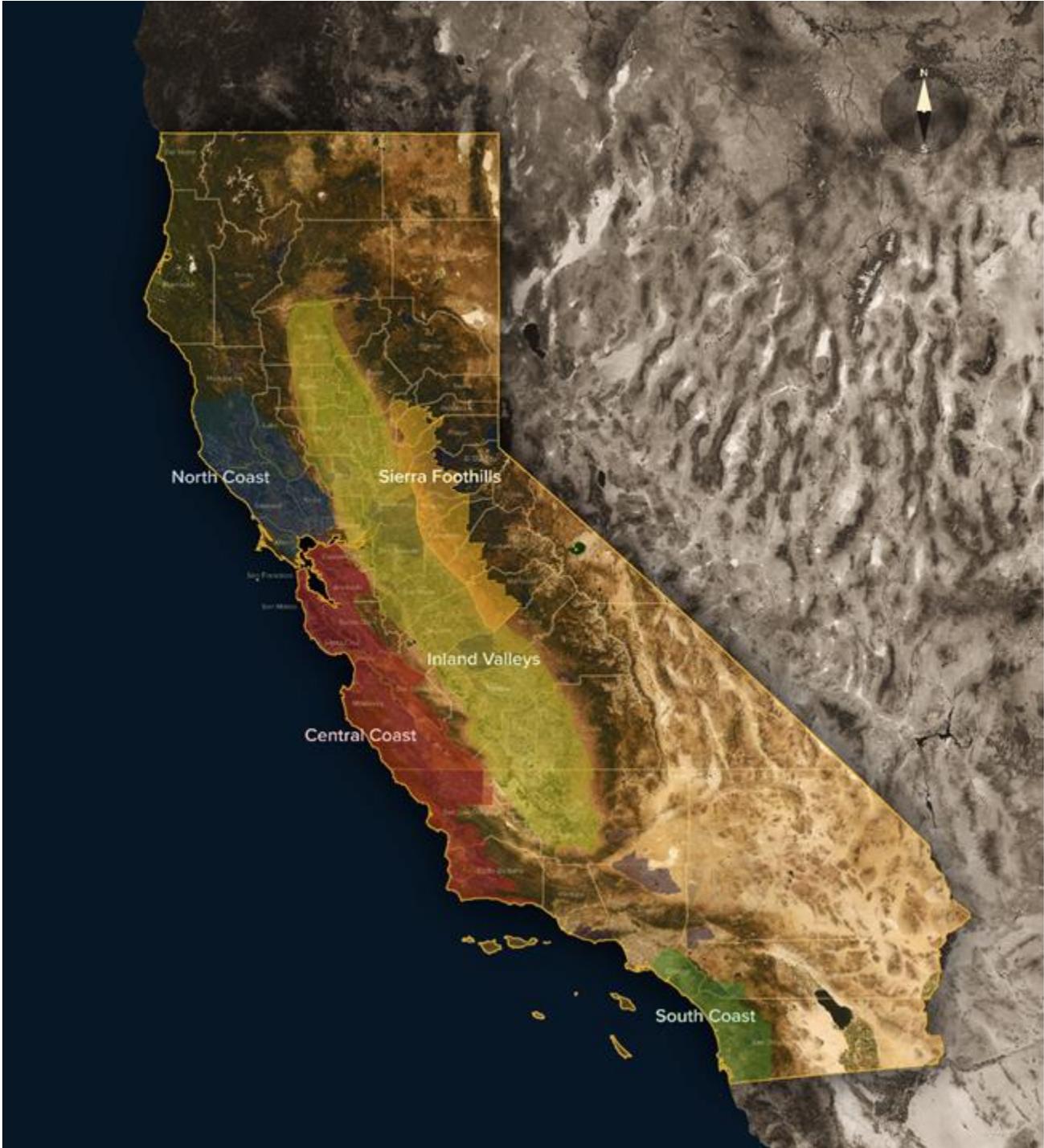
- \$20-60, with large selection of premium Pinot Noir in the \$50+ range

US market ‘vibe’

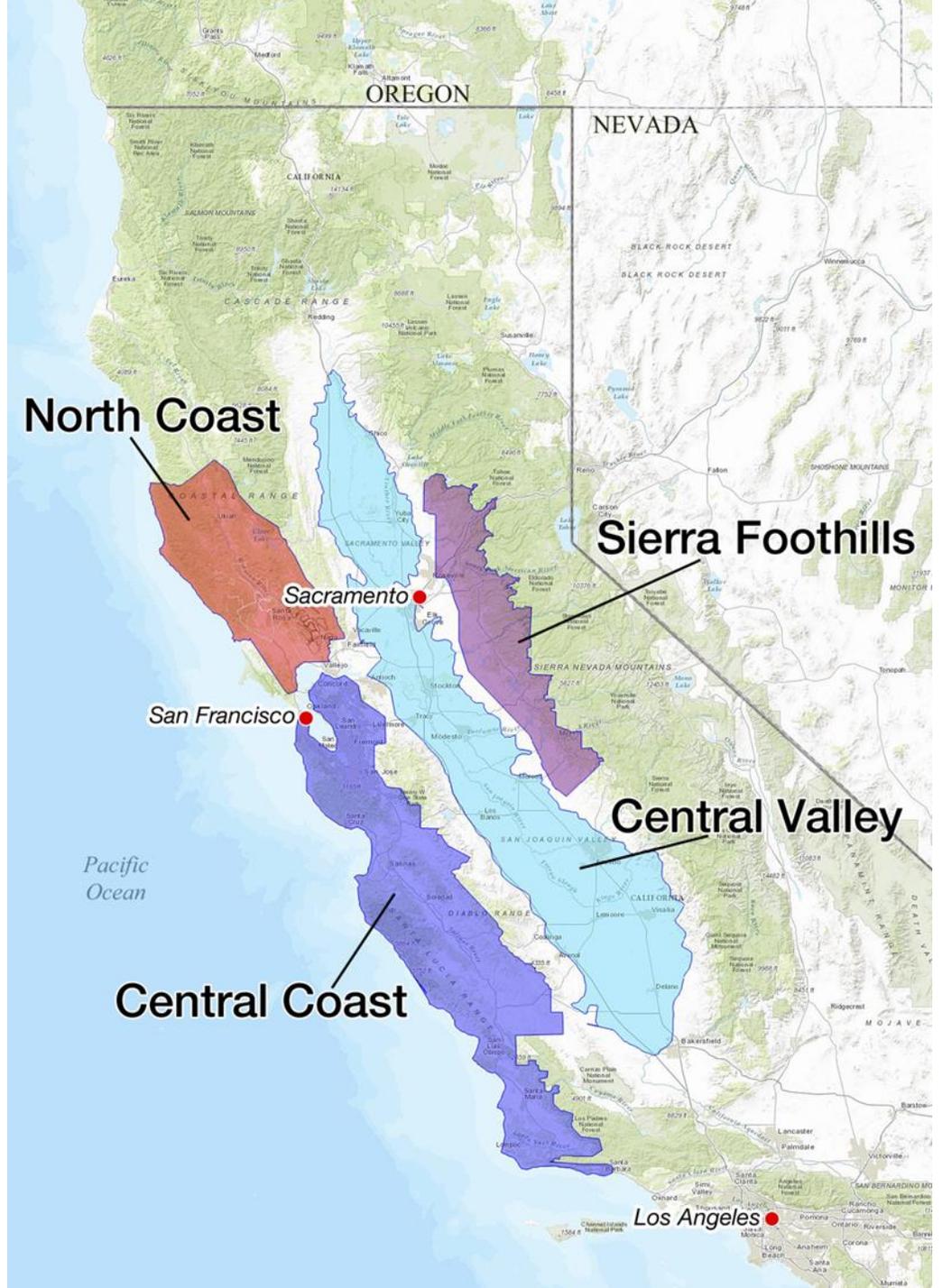
- High quality/price ratio
- Highly regarded sparkling
- Lots of interesting, value small production from other grapes from boutique producers (Italian settlers)
- Exceptional Alsatian
- Lots of fruit exported to Napa
- Great Pinot Noir from some producers
- Underrated Syrah, old-vine Carignan, and old-vine Zinfandel

A scenic landscape view of the Santa Cruz Mountains. In the foreground, a red wooden pavilion with a gabled roof sits on a hillside. A dirt path winds through a green vineyard on a hillside. The background shows a valley with a city and distant mountains under a blue sky with light clouds.

SANTA CRUZ MOUNTAINS



capstone
CALIFORNIA



North Coast

Sierra Foothills

Central Valley

Central Coast





capstone
CALIFORNIA



36.95N
CERASUOLO DI VITTÓRIA
Vittória, Sicily,
Italy





Important Geographical Features

Pacific Ocean

- Cooling, and fog coming in through mini-valleys

Mountains

- Rugged terrain with myriad aspects and exposures

Size

- Extremely large area that is minimally planted, so impossible to generalize

Location

- Beautiful, and close to Silicon Valley means real estate prices for homes keep grapegrowing limited

Soil & Climate

Climate

- Random cool areas
- Random warm areas
- Fog & elevation have dramatic effects
- Diurnal shift
- Topography is hilly, sometimes mountainous throughout entire region

Soil

- Extremely varied

Grapes

- Only 1,500 of the 480,000 acres are planted
- Evenly divided (25% each) between Cabernet Sauvignon, Pinot Noir, and Chardonnay
- Cabernet Franc, Merlot, and Petit Verdot perform well
- Scatterings of others

Santa Cruz

No. of vineyards: 200

No. of wineries: 60+

- **Size of planted vineyards:** 1,500 acres (607 ha)
- **Size of AVA:** 480,000 acres (so that's 0.3% of the land)
- There are over 200 small vineyards cultivating about 1,500 acres (610 ha) of wine grape varieties, divided evenly 25% among Pinot noir, Cabernet Sauvignon, Chardonnay, and other varieties.

Coast Ranges

Southern Coast Ranges

- Run parallel to the Pacific Coast beginning with the San Francisco Peninsula, south to Santa Barbara County
- Include the Santa Cruz Mountains, as well as the Santa Lucia Range in Monterey County — both important wine regions



Sonoma Coast AVA mountain ranges,
by George Rose

The Santa Cruz Mountains

- Part of the Coast Ranges
- They form a ridge down the San Francisco Peninsula and separate the San Francisco Bay and the Santa Clara Valley from the Pacific Ocean
- The mountains continue south to the Central Coast bordering Monterey Bay and ending at the Salinas Valley
- The range passes through the counties of San Mateo, Santa Clara, Santa Cruz, San Benito, and Monterey
- The Santa Cruz Mountains region was declared an AVA in 1981 and today is home to over 30 wineries



Vineyards above the fogline of the
Santa Cruz Mountains,
by Robert Holmes

Santa Cruz Mountains Wine Region

- The Santa Cruz Mountains are a series of ridges beginning just south of San Francisco and ending at Salinas
- It is cooler and rainier on the western side, due to the Pacific Ocean, while the mountains create a rain shadow for drier conditions on the eastern side of the ridgeline
- Pinot Noir and Chardonnay are generally planted on the western side of the mountains, while Cabernet Sauvignon, Merlot and Zinfandel are planted on the eastern side of the mountains
- High percentage of hillside organic viticulture



Santa Cruz Mountain vineyards,
by Santa Cruz Mountains
Winegrowers Association

Santa Cruz Mountains AVA

- The mountain vineyards are low-yielding sites, known for producing concentrated berries, with deep color, intensity of flavor and complexity of aromatics
- The Monte Bello vineyard, first planted in the 1880s, forms the core of Ridge's holdings
- Monte Bello featured in the Paris tasting in 1976, and took first place in the "rematch" held 30 years later
- The Ben Lomond Mountain sub-AVA was formed in 1987. The 3,642 ha (9,000 acre) AVA occupies the southwestern portion of the Santa Cruz Mountains AVA



*Santa Cruz Mountain fogline,
by Santa Cruz Mountains
Winegrowers Association*



History & Historic Figures

MOUNT EDEN VINEYARDS



Summer fog at Mount Eden in the Santa Cruz Mountains

Mount Eden Vineyards and Santa Cruz Mountain History

- 1896: Frenchman Paul Masson founded the estate, planting mainly Pinot Noir and Chardonnay
- 1936: Mentored by Masson, stockbroker-turned-vintner Martin Ray purchased the Paul Masson Champagne Company
- He sold it before buying a mountaintop property at the end of a road called Mount Eden where Ray used Chardonnay cuttings from Masson's vineyard, rumored to come from Burgundy's Grand Cru Corton
- The Mount Eden clone selection for Chardonnay and Pinot Noir are prized for small clusters and tiny berries



*Mount Eden
Vineyards*
Santa Cruz Mountains

Martin Ray,
by Mount Eden Vineyards

Mount Eden's Terroir and Chardonnay Style

- At 650 m (2,000 feet), the mountaintop site with shale soils has few contiguous vineyards
- The Santa Cruz Mountains is America's first mountain AVA, dating back to 1981
- "It's always been a mystery to me why this place, this mountain, can have such longevity. It's a signature of the Santa Cruz Mountains" - Jeff Patterson, winemaker
- Mount Eden's Chardonnay is cellared for two years after bottling, displays a stony quality and rewards bottle age



*Mount Eden
Vineyards*
Santa Cruz Mountains

Mount Eden Vineyards
in the Santa Cruz Mountains,
by *Mount Eden Vineyards*

Let's “Somm” It Up

Median Price Range

- \$50-75, with Ridge Monte Bello going to \$250+

US market ‘vibe’

- High quality, but “not sure what they do there”; lack of regional identity
- Some of the very best Pinot Noir and Cabernet Sauvignon in the US
- Very few local producers, and regionally spread out over large area

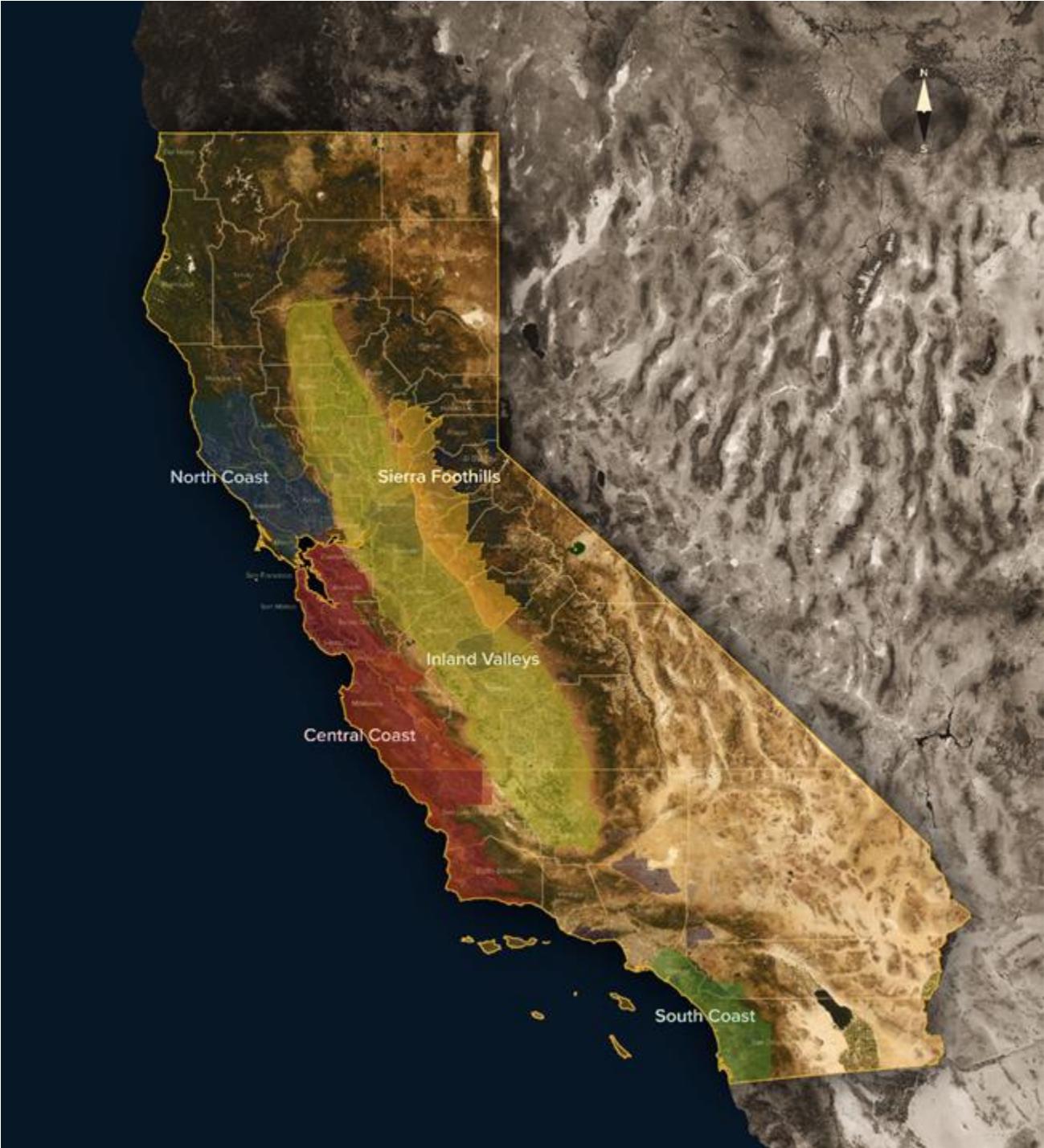
An aerial photograph of a valley in San Benito, California, during sunrise or sunset. The foreground shows terraced vineyard fields with rows of grapevines. A thick layer of white fog or sea fog fills the valley floor, extending to the horizon. In the distance, a range of mountains is visible under a clear, light blue sky. The overall scene is peaceful and scenic.

SAN BENITO

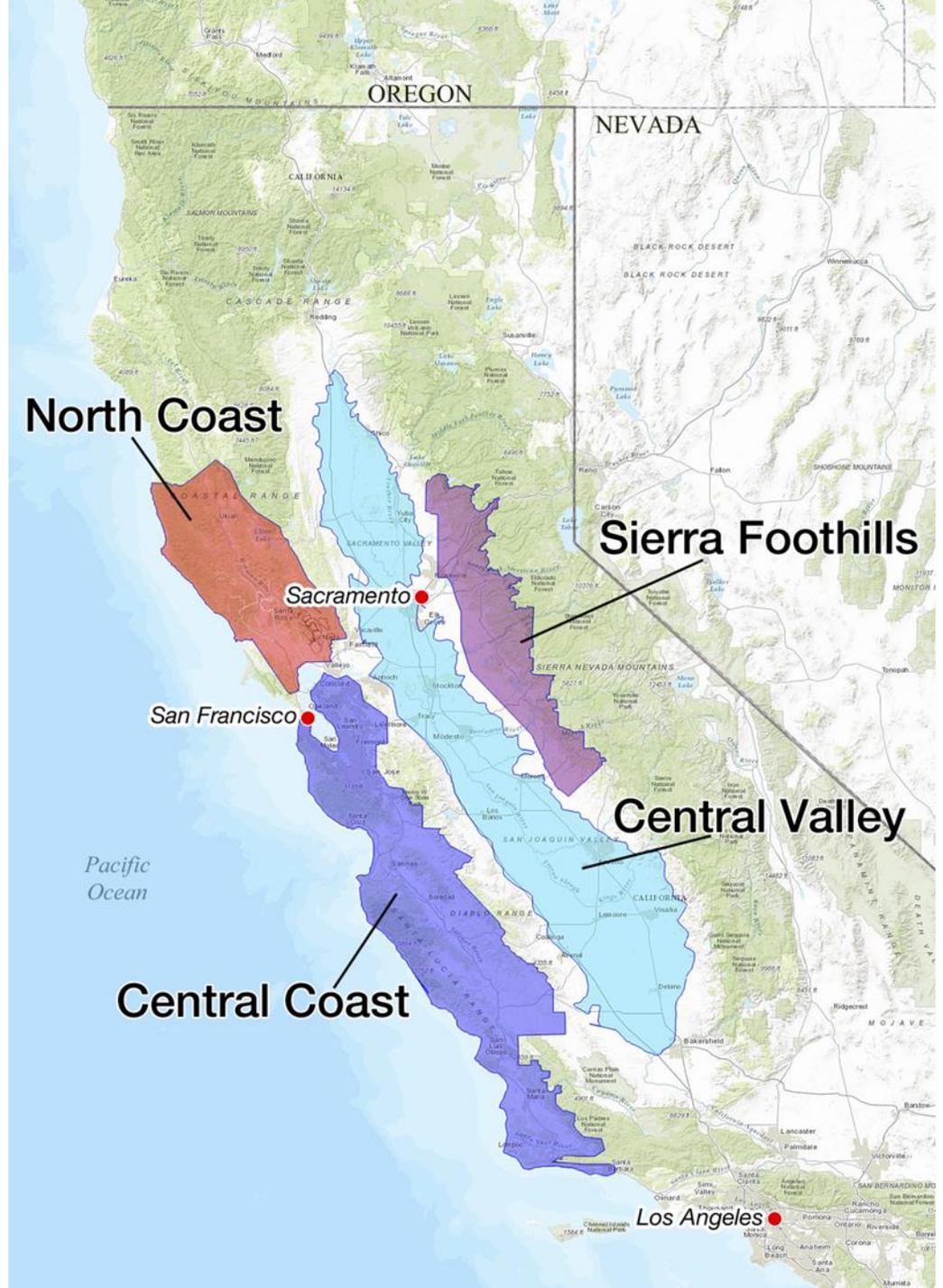


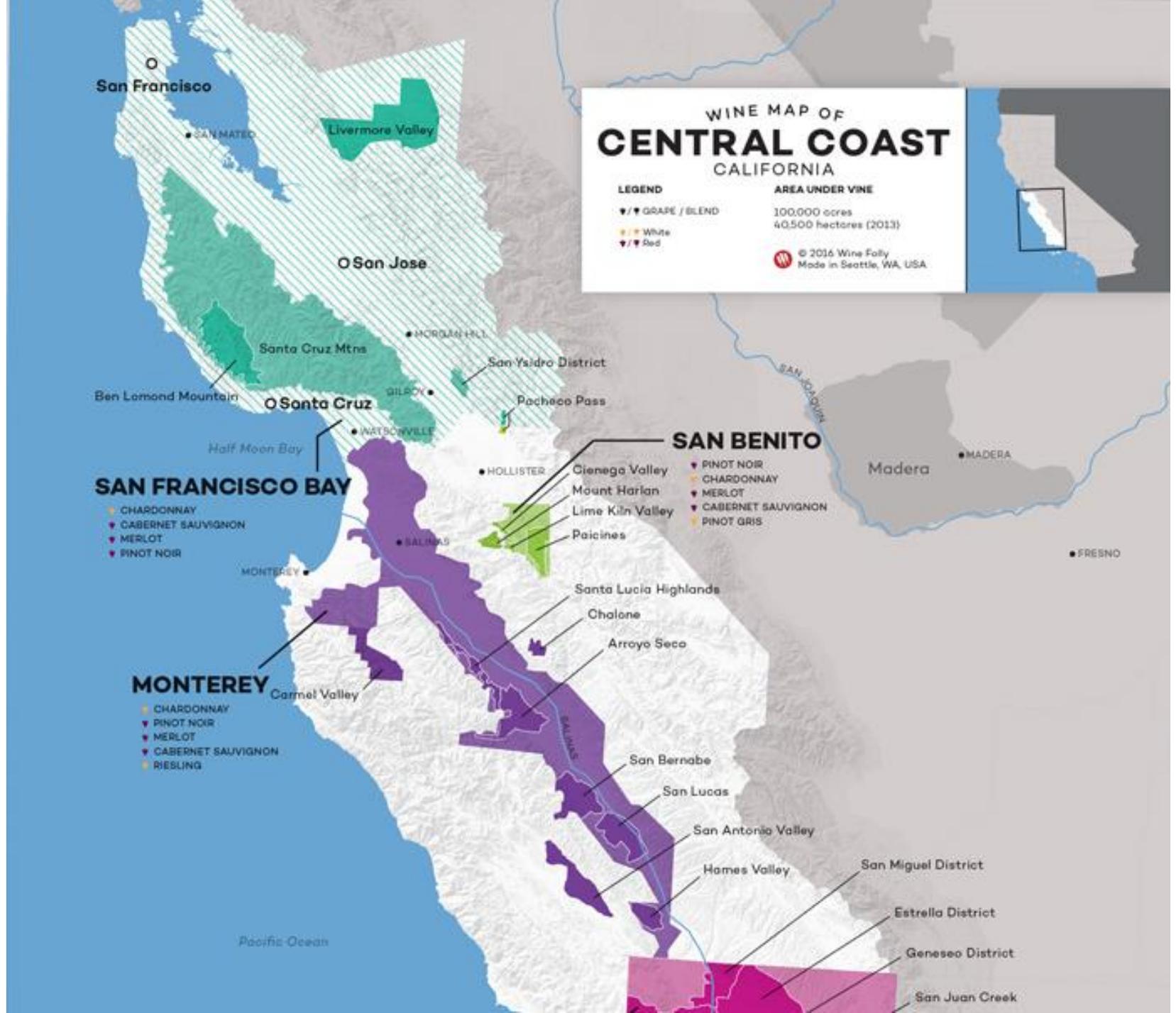




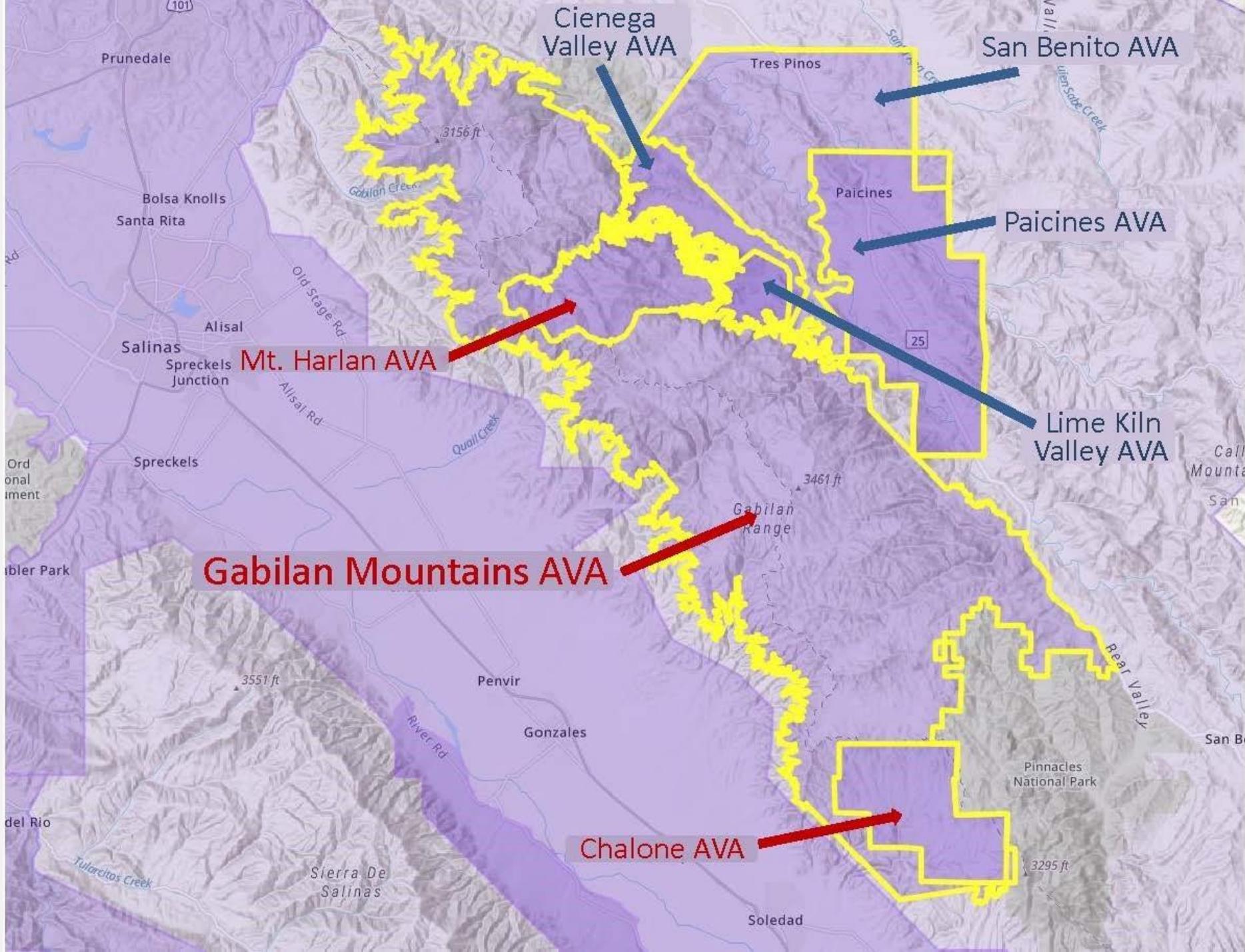


capstone
CALIFORNIA





capstone
CALIFORNIA



Important Geographical Features

Pacific Ocean / Monterey Bay

- Cooling, and fog coming in through mini-valleys

Extremely Hilly

- Semi-rugged terrain with myriad aspects and exposures
- 1,000 to 2,000+ feet in elevation in valleys

San Andreas Fault Line

- Marine and volcanic soils with high concentration of limestone

Soil & Climate

Climate

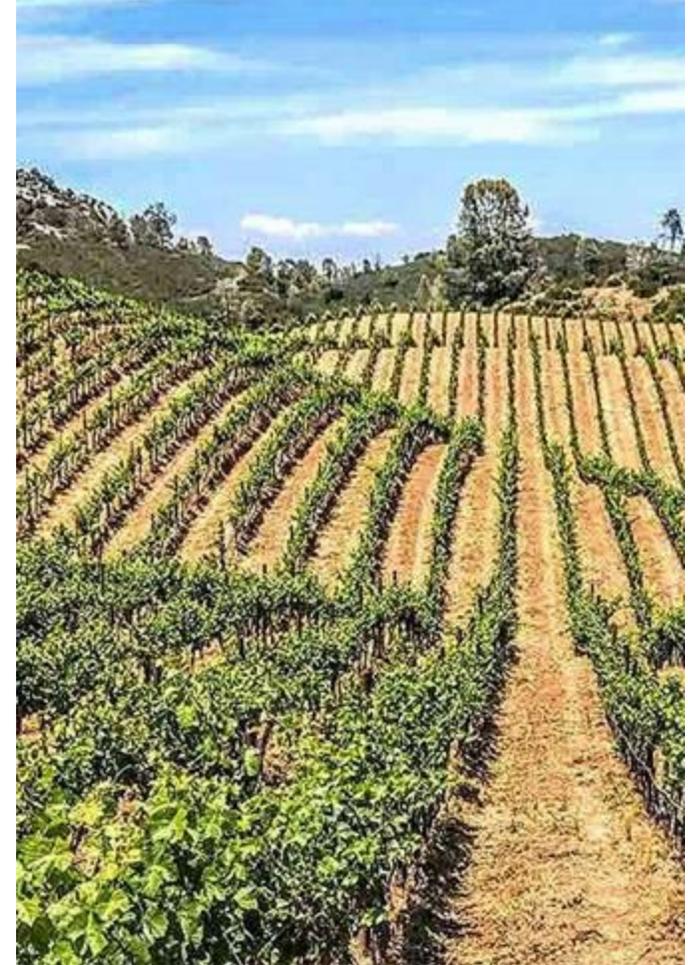
- Moderate Mediterranean with some Continental influence
- Warmer as you go further inland
- Strong diurnal shift
- High elevations in best vineyards

Soil

- West side: limestone
- East side: granite with patches of limestone
- Sandy loam scattered

Limestone Soils

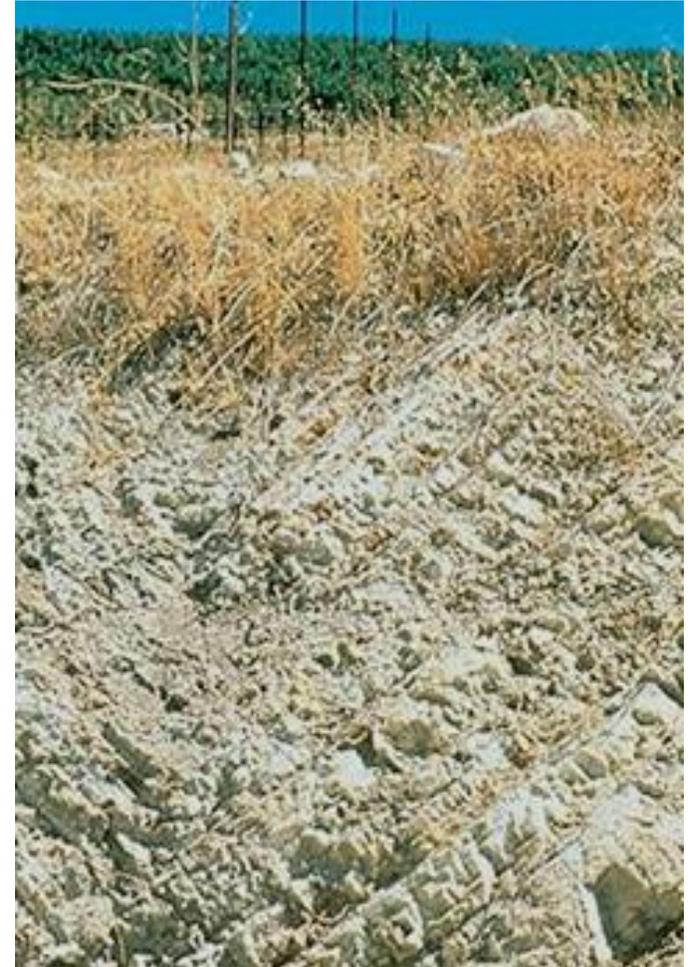
- Limestone is relatively rare in California, but covers about 15% of the Earth's terrestrial surface
- Some limestone beds were formed within the marine Franciscan Formation and constitute the basis of soils in the Mt. Harlan and Chalone AVAs
- Limestone soils are present in a number of famous French vineyards, as well as some famous Chardonnay and Pinot Noir vineyards in California



Vineyard in Mt. Harlan AVA

Limestone Soils

- Younger limestone deposits exist in the Paso Robles AVA
- Limestone soils are more “basic” (i.e. they feature a pH of >7), and present a more elevated pH than is generally the case with other commonly found acidic soils in California
- Higher pH in soils help facilitate uptake of minerals, i.e. enhancing the soil’s “cation exchange capacity” (CEC)



Limestone in Adelaida District

Grapes

- Cooler sites planted to Pinot Noir and Chardonnay
- Warmer sites planted to Rhône varieties
- Warmest sites produce (marginal) Cabernet Sauvignon
- Some excellent old-vine Riesling and Mourvèdre
- Cabernet Pfeffer and Négrette are local specialties
- Lots of “random” varieties
- Lots of old vines

Key AVAs

Paicines

- Historic high-quality area
- Unfortunately not used that way currently (big bulk)

Cienega Valley

- Only 4 vineyards, but very high quality
- Eden Rift, Wirz, DeRose

Mt. Harlan (Calera)

- Dry Creek Valley
- Russian River Valley
- Alexander Valley



San Benito County

Producer: Eden Rift Vineyards

Vintage: 2021

Name: Estate Chardonnay

Varieties: Chardonnay

Appellation: Cienega Valley

Alc: 13.9





History & Historic Figures

CALERA



Calera Estate Vineyard

Calera's Founder Josh Jensen Searched California for Limestone Soils

- In 1974, Josh Jensen established his vineyards in the Gavilan Mountain Range, due east from Monterey Bay
- In Burgundy, Jensen had worked at Domaine de la Romanée Conti and Domaine Dujac. Of Jensen's Pinot Noirs, Dujac's owner Jacques Seysses would later say, "To me they are the most Burgundian of Californian Pinots"
- Working at Burgundy estates convinced Jensen that limestone soils were essential for fine Pinot Noir: "I just saw where the great Burgundies grow"



Harvest at Calera,
by Calera

Calera's Name, the Clone, and Single Vineyard Pinot Noirs

- Jensen found limestone in San Benito County on Mt. Harlan, at over 600 m (2,000 feet), cooled by the breezes from Monterey Bay
- The remote land used to be an old limestone quarry
- He named his 131-ha (324-acre) estate Calera, Spanish for lime kiln
- The Pinot Noir he planted was rumored to be smuggled Burgundy vines
- The cuttings were later called the Calera clone
- The three original vineyards were Selleck, Jensen and Mills, followed by Ryan and de Villiers



Limestone on Mt. Harlan,
by Calera

Let's “Somm” It Up

Median Price Range

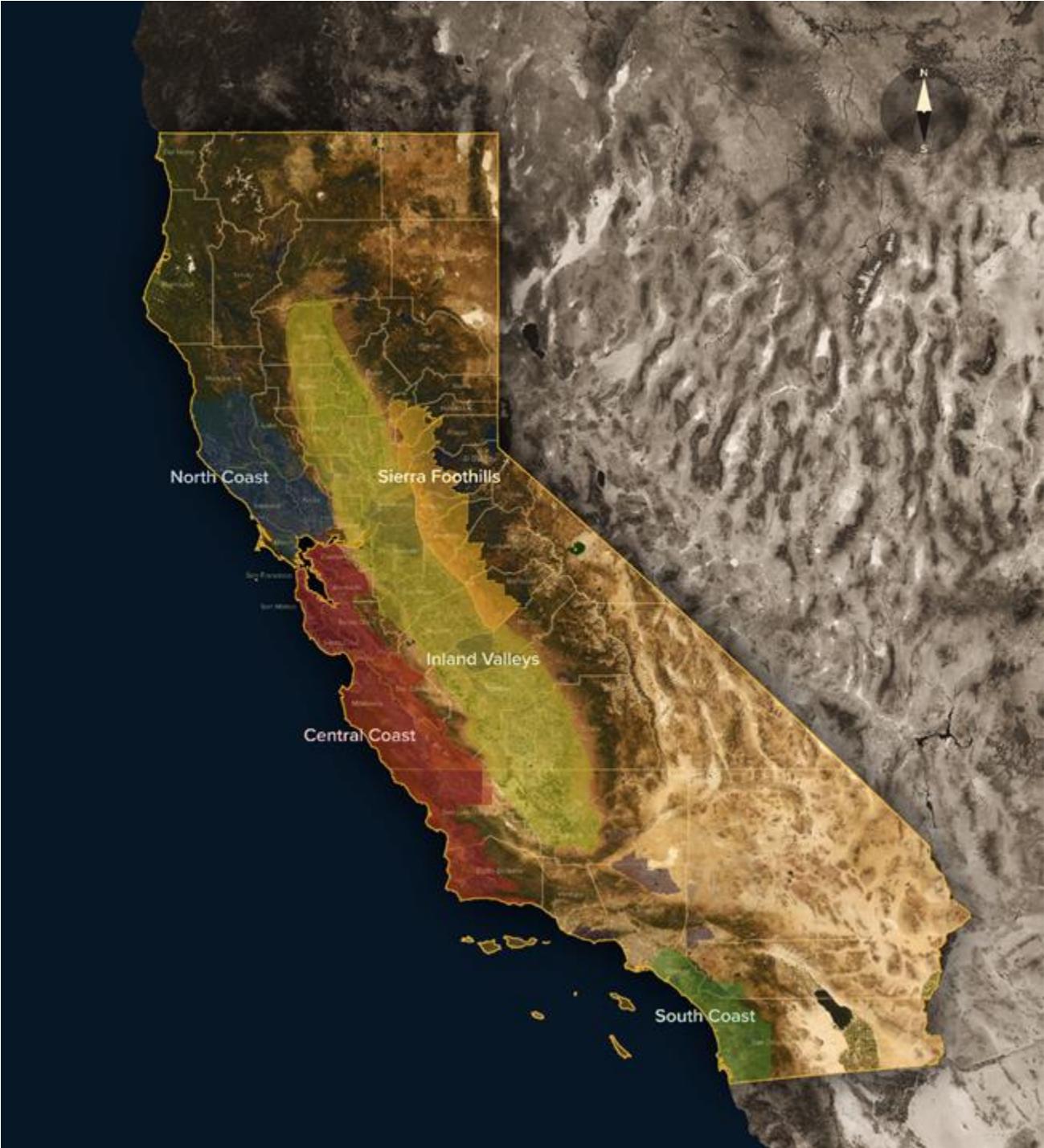
- \$25-80 MSRP, mostly for Chardonnay and Pinot Noir

US market ‘vibe’

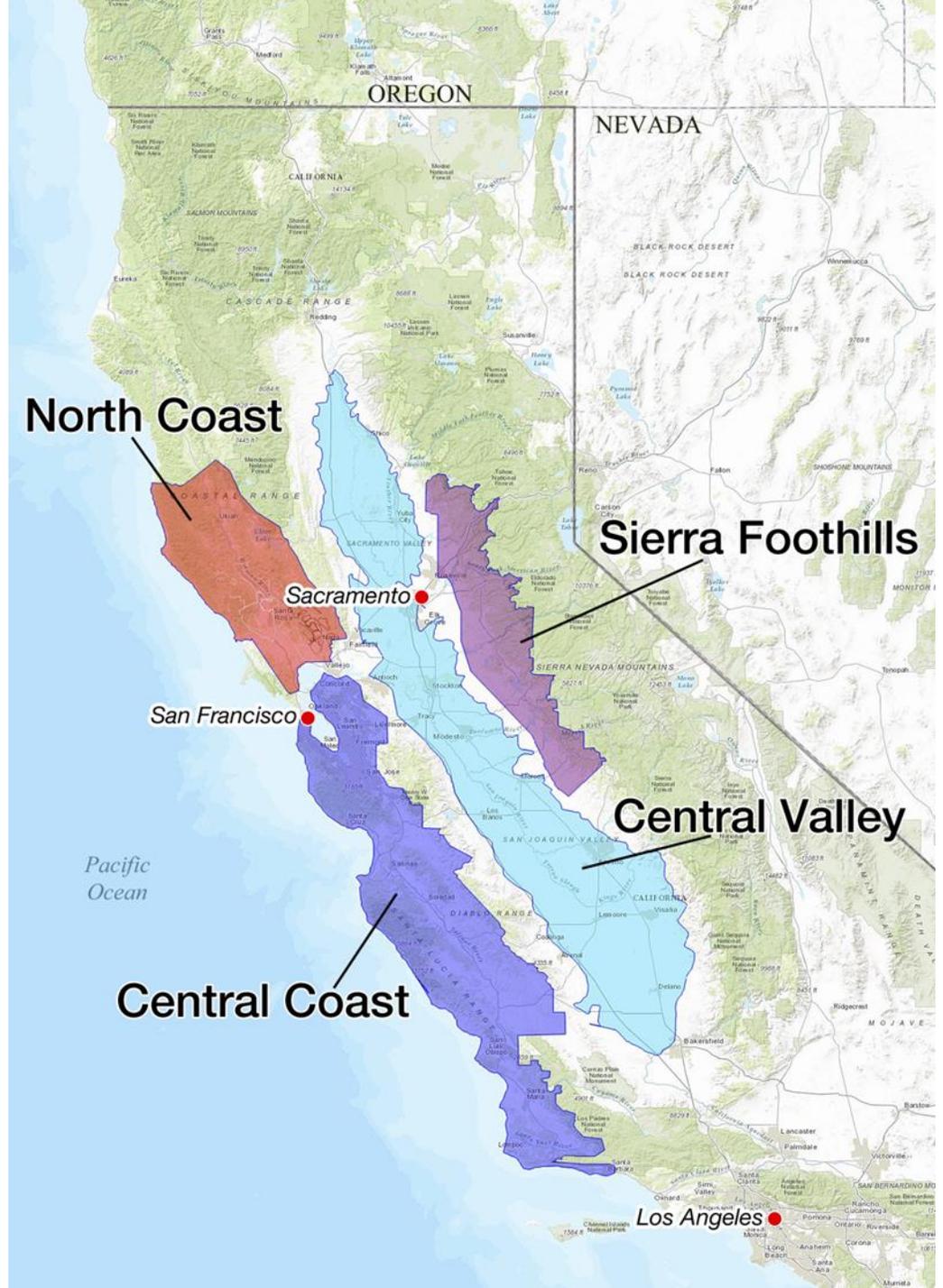
- That place where Calera is...?
- Until very recently, relative unknown outside of Calera and Williams-Seylem (Vista Verde Vineyard)
- Catching on with “cool kid” producers: local, Sonoma, Paso Robles, and Santa Barbara

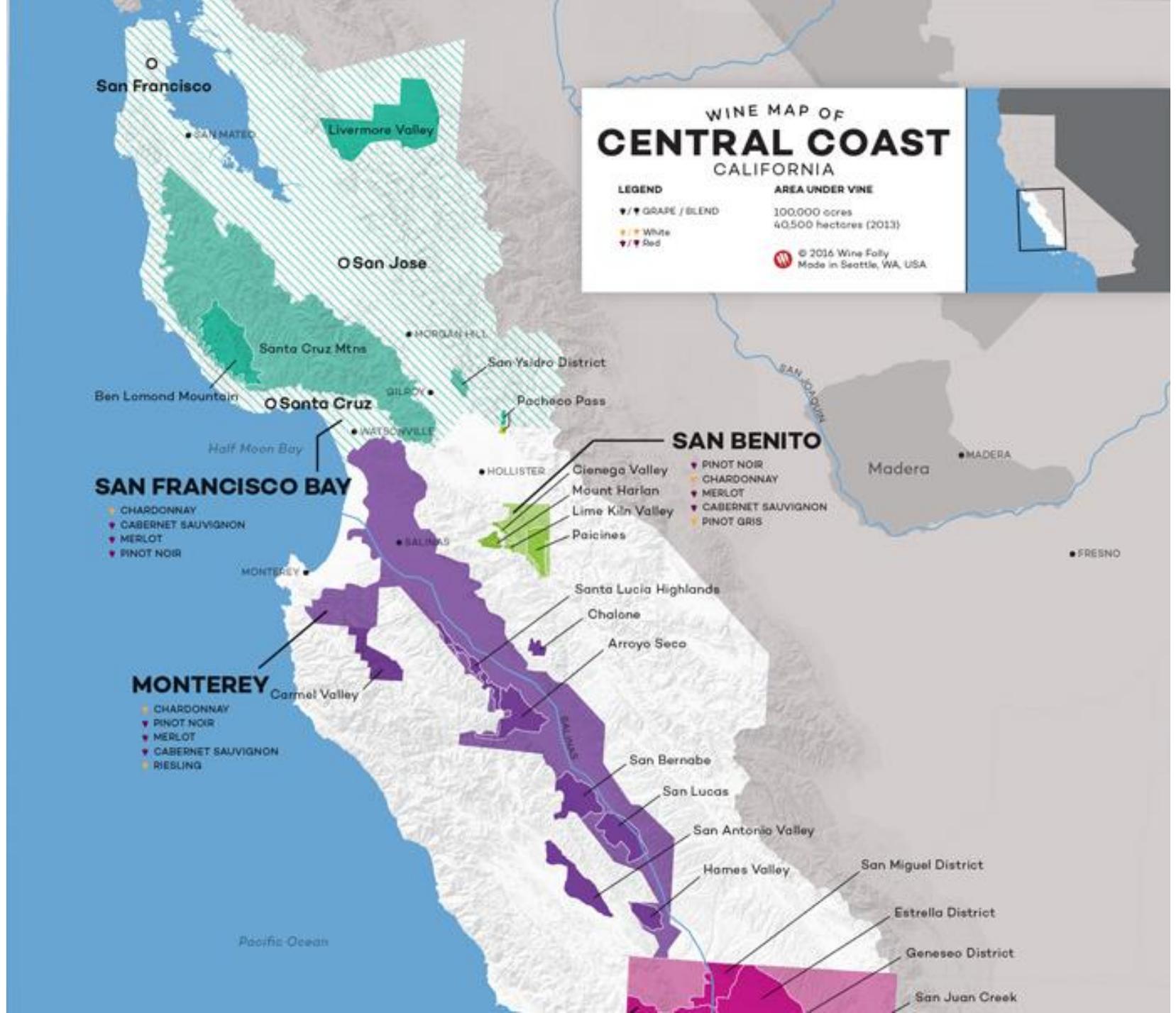
A wide-angle photograph of a vineyard in Monterey, California. The foreground and middle ground are filled with rows of lush green grapevines, supported by wooden stakes and wires. The vines are planted in neat, parallel rows that recede into the distance. In the background, there are rolling, golden-brown hills under a clear, bright blue sky. The overall scene is bright and sunny, suggesting a clear day. The word "MONTEREY" is overlaid in large, white, sans-serif capital letters across the center of the image.

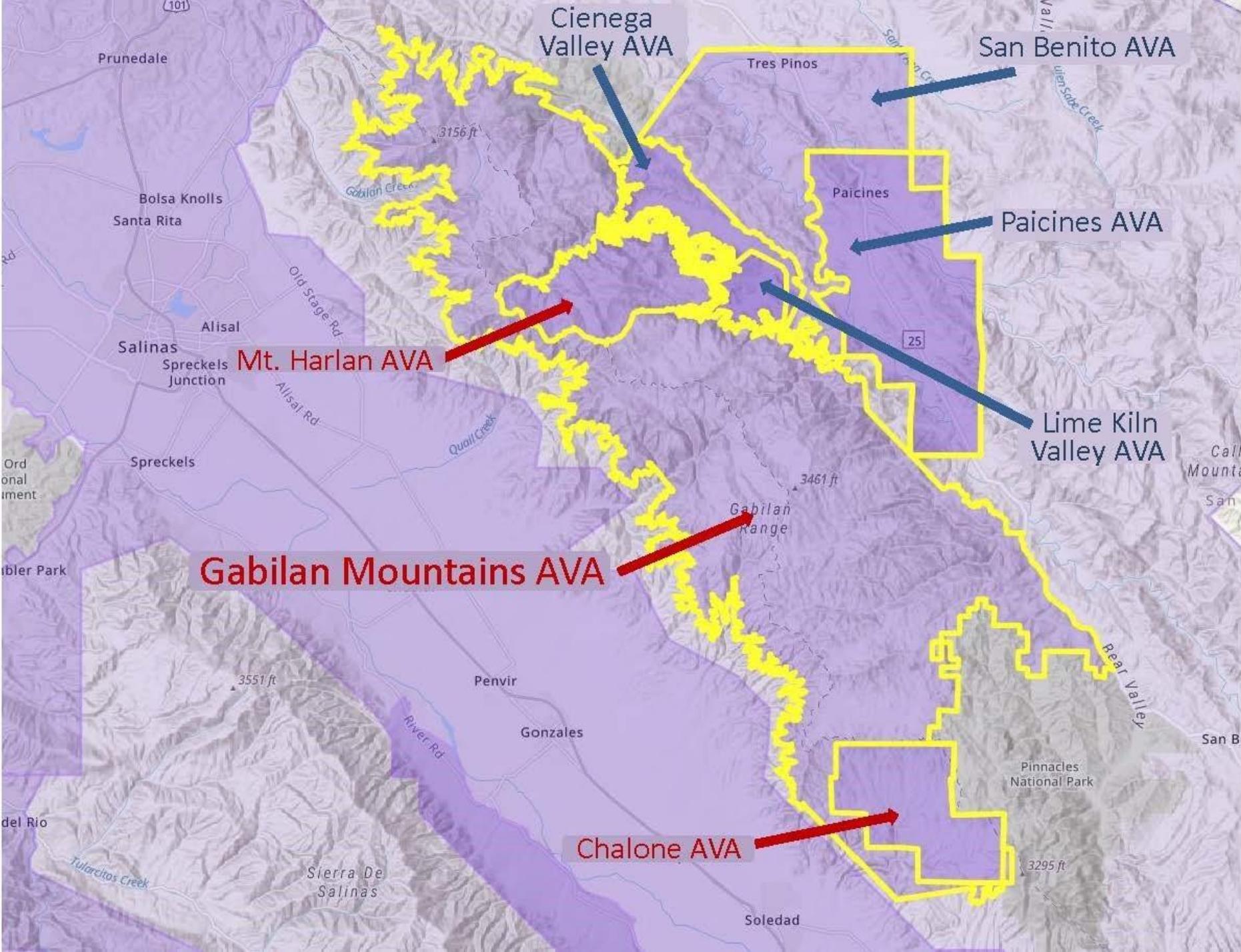
MONTEREY



capstone
CALIFORNIA





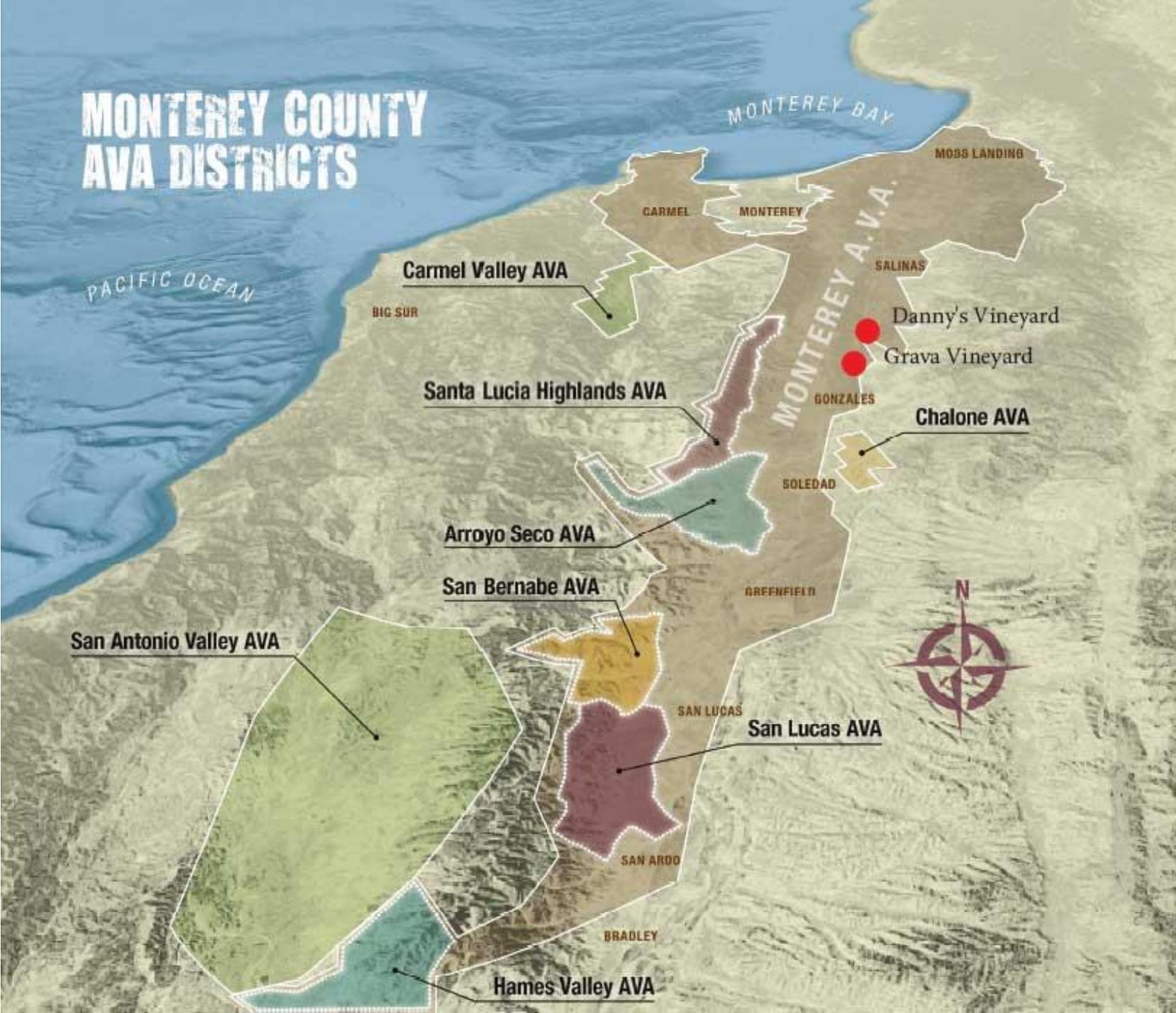


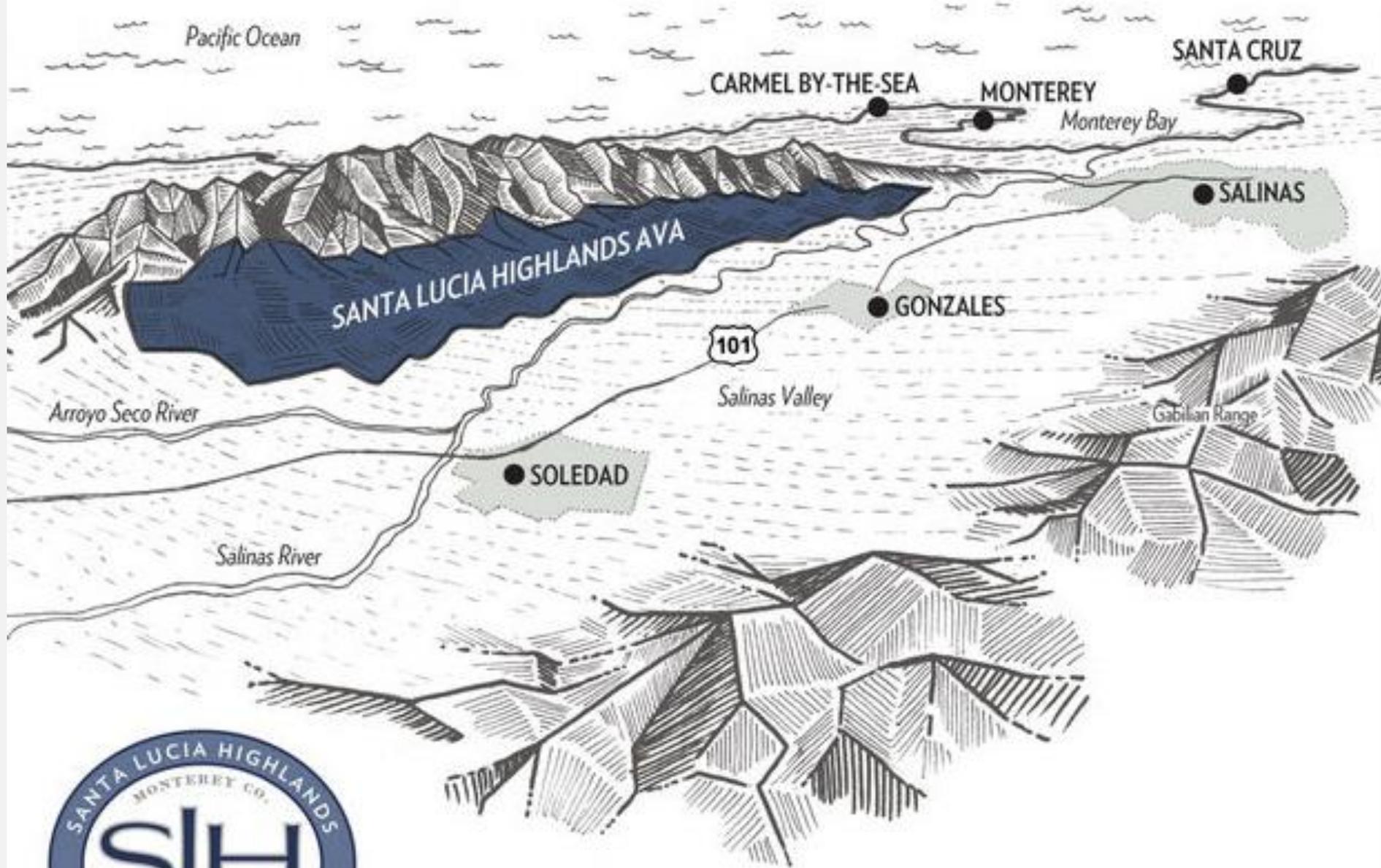
MONTEREY BAY



capstone
CALIFORNIA

MONTEREY COUNTY AVA DISTRICTS





THE SANTA LUCIA HIGHLANDS APPELLATION

www.SantaLuciaHighlands.com

capstone
CALIFORNIA

www.grape-experiences.com

Monterey Wine Region

- Monterey AVA is located within the Central Coast and runs the length of the county to the southeast, where it meets the Paso Robles AVA
- Cool air from the Pacific enters through a gap between the Gabilan and Santa Lucia mountain ranges
- Cooler climate varieties are grown closer to the ocean, with the climate warming the further inland one travels
- The first grapes were planted by Franciscan missionaries in the 1790s, but the modern era of grape growing began in the 1960s



Monterey wine region,
by Jackson Family Wines

Monterey County: The Salinas River

- The longest river in the Central Coast region of California
 - 282 km (175 miles) long and flows north-northwest through the Salinas Valley, cutting through the Central Coast Ranges south of Monterey Bay
 - The river begins in southern San Luis Obispo County, then flows north into Monterey County, eventually connecting with the Monterey Bay and the Pacific Ocean
- Use of the river and its reservoirs and tributaries for irrigation makes Salinas Valley one of the most productive agricultural regions in California
- Though well-known as one of the major producing regions for lettuce and artichokes in the USA, Salinas Valley is also home to the San Bernabe AVA, Monterey County's largest wine region
- The Salinas River flows through — or adjacent to — the Monterey County AVA and other sub-AVAs, including San Lucas, San Antonio Valley and Arroyo Seco

Important Geographical Features

Monterey Bay

- Extreme cooling and fog channeled between the Santa Lucia and Gabilan Ranges, with substantial wind pressure at the Arroyo Seco bottleneck
- Blue Grand Canyon

Hills and Flatlands

- Two completely different growing environments
- Best vineyards are in mountain ranges, except for Arroyo Seco for aromatic whites

No precipitation

- Irrigation comes from groundwater, Salinas River; very low precipitation for a coastal region

Soil & Climate

Climate

- Cool Mediterranean with some Continental influence inland
- Much Warmer as you go further inland (south-southeast)
- Fog, wind, and sun exposure are paramount to success in northern half of county

Soil

- Limestone in Chalone
- Greenfield potatoes in Arroyo Seco
- Aguajito shale in Carmel Valley

Grapes

- Northern Monterey is mostly Chardonnay and Pinot Noir
- Santa Lucia Highlands is mostly Pinot Noir and Chardonnay, but terrific results with Syrah
- Arroyo Seco is one of the best places in the US for aromatic whites: Sauvignon Blanc, Riesling, Gewürztraminer, Grenache Blanc; unfortunately, largely planted to Pinot Noir and Chardonnay (cash crops)
- Chalone grows Pinot Noir and Chardonnay below the fog line; Rhône above fog
- Carmel has extreme temperature variation – grows warmer very quickly as you get away from ocean
- Southern third of county has more in common with Paso Robles; good results with Portuguese varieties

Key AVAs

Chalone

- Limestone and volcanic soils
- High desert plateau
- Elevation is key, both for diurnal shift and fog intrusion
- Name of a winery, a vineyard, and an appellation (very confusing)

Santa Lucia Highlands

- East-facing ridge
- Shrouded in fog, but with UV penetration
- Lots of wind thickens Pinot Noir skins (more tannin and color)

Arroyo Seco

- Soils look like Chateauneuf du Pape galêts
- Benchlands
- Wind bottleneck, trees planted as windbreaks
- Where the fog stops
- Incredible aromatic whites

Monterey County

Producer: Seabold Cellars

Vintage: 2023

Name: Old Vines Pinot Blanc

Varieties: Pinot Blanc

Appellation: Chalone

Alc: 13.4



A Closer Look at the Santa Lucia Highlands

- Approved as an AVA in 1991, the vines are situated on southeast-facing terraces overlooking the Salinas River Valley
- The first commercial plantings were in 1971 in Paraiso, Hahn Estate, Sleepy Hollow, and La Estancia
- Vines get morning sun, before the cooling air from the Pacific arrives in the afternoon
- Chardonnay and Pinot Noir flourish here, with Syrah showing a more savory side in the cooler climate



Santa Lucia Highlands,
by Santa Lucia Highlands Wine Artisans

Monterey County

Producer: Pisoni Estate

Vintage: 2022

Name: Estate Pinot Noir

Varieties: Pinot Noir

Appellation: Santa Lucia Highlands

Alc: 14.1



A Closer Look at Chalone

- Established in 1982, the elevation of 550 m (1800 feet), in addition to the limestone and granite soils, make Chalone unique
- Located above the fog line, the vines are out of reach of the morning fog, and therefore benefit from a greater diurnal swing of temperatures, which balances ripeness and acidity
- The AVA is named for the Chalone Peaks, located in the nearby Pinnacles National Park
- Chardonnay, Pinot Blanc and Pinot Noir all perform very well here



Chalone AVA vineyards,
by Chalone Vineyards





A Closer Look at Arroyo Seco

- Arroyo Seco is located in a narrow gorge at the southern end of the Santa Lucia Highlands
- Arroyo Seco translates to “dry creek”
- The valley floor of the canyon is composed of palm-size alluvial stones, called “Greenfield Potatoes” by locals
- These stones keep the vines warm during chilly nights, while also providing excellent drainage
- Chardonnay and Riesling are grown in the cooler eastern and central parts of the AVA, with Bordeaux and Rhône varieties grown in the warmer western portion



*Arroyo Seco vineyards,
by Arroyo Seco Winegrowers*







Let's "Somm" It Up

Median Price Range

- \$20-95+ with some exceptions (Pisoni, outsiders like Peter Michael and Kosta Browne with specific cuvées)

US market 'vibe'

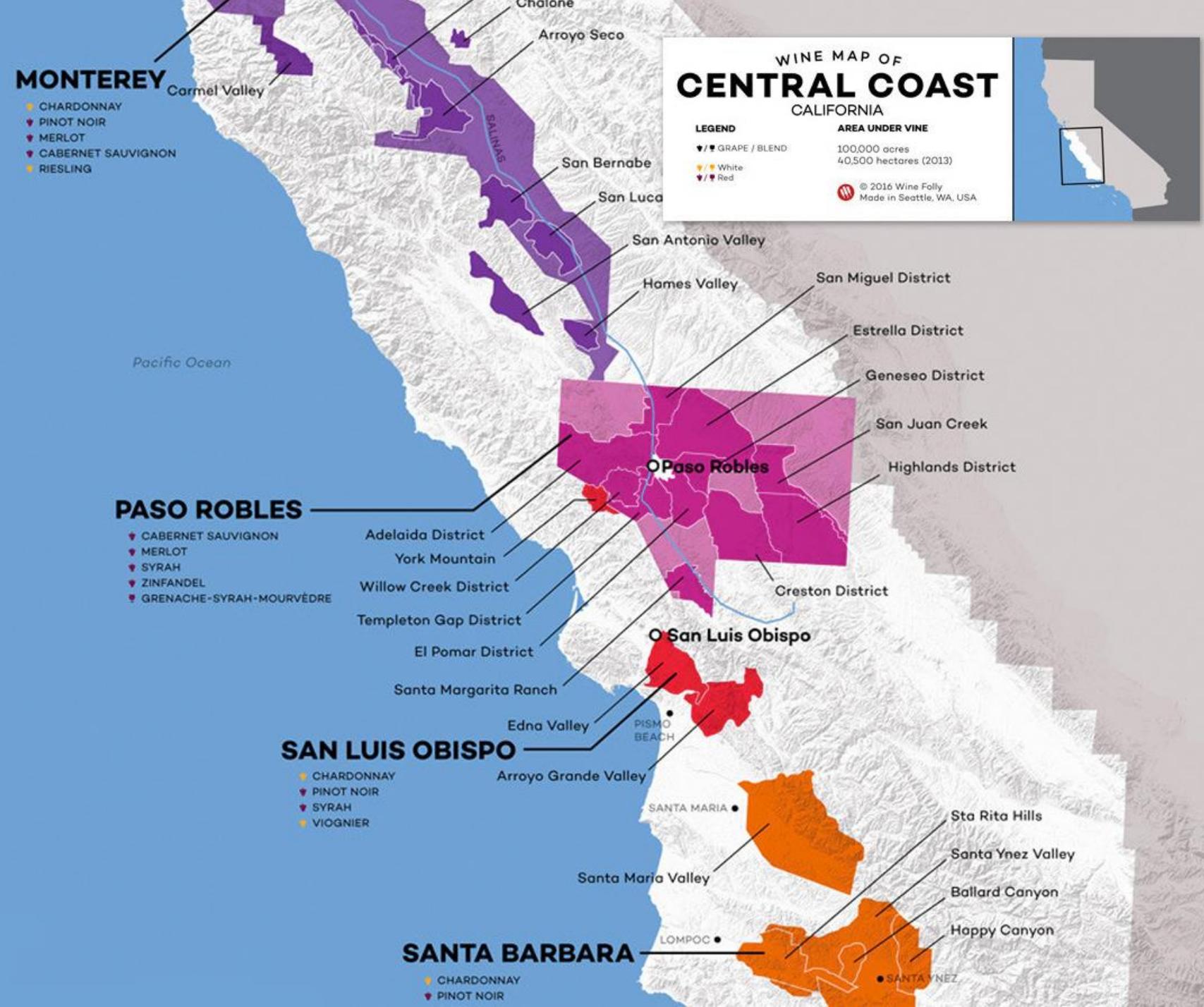
- Good value Chardonnay and Pinot Noir at low end of market
- Santa Lucia Highlands is a "Russian River Valley substitute"
- Consumers no longer understand Chalone
- Ummm... Is that next to Sonoma or Santa Barbara?



HYDROGRAPHY
OF THE
CALIFORNIA REGION
FROM THE U.S. GEOLOGICAL SURVEY



PACIFIC
OCEAN



capstone
CALIFORNIA

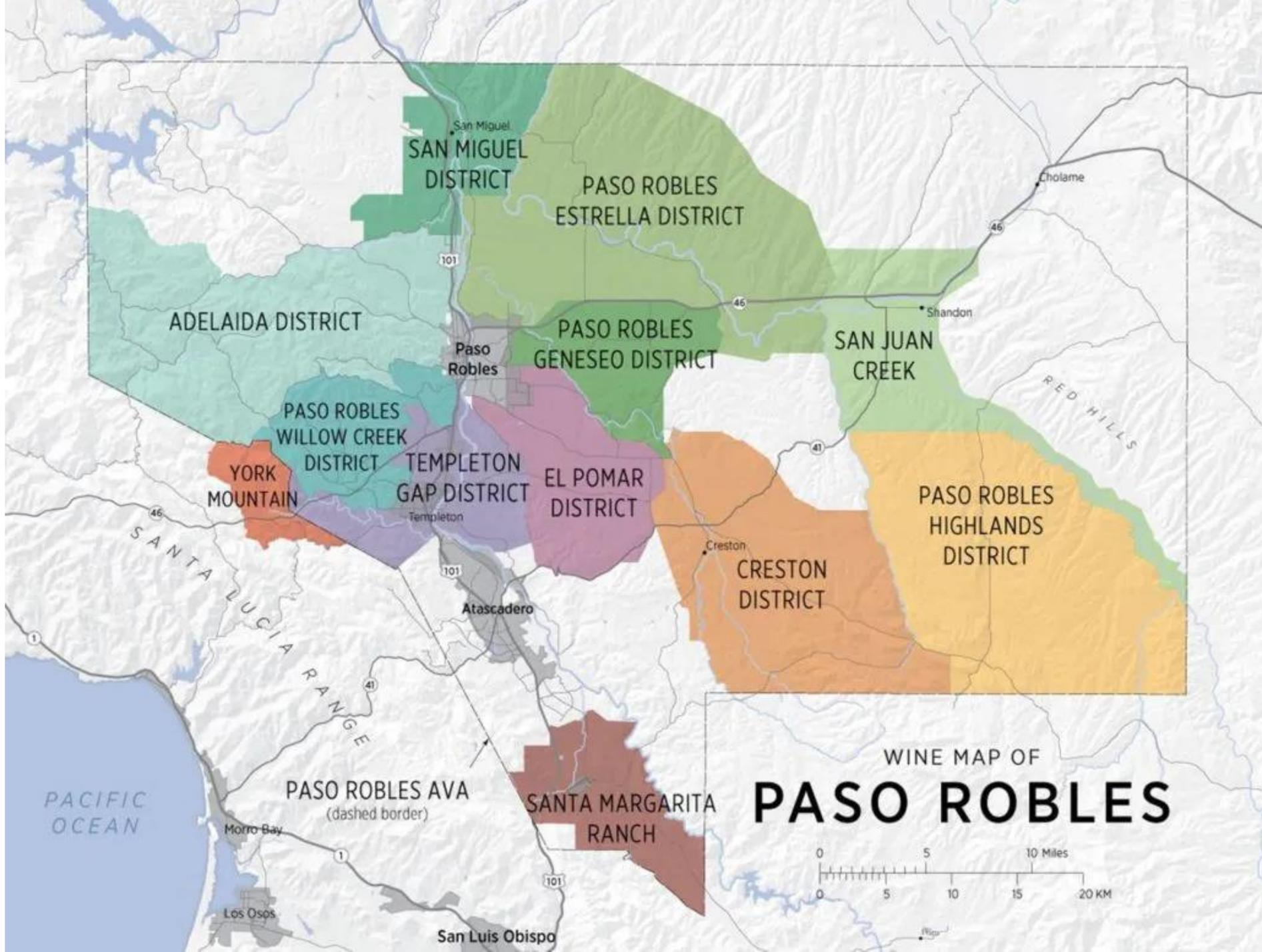
Important Geographical Features

Pacific Ocean

- The Templeton Gap!

Coastal Mountain Range

- Inland Heat! Common temperatures east of Highway 101 exceed 90 degrees and often over 100!



WINE MAP OF
PASO ROBLES



PASO ROBLES SYRAH REGIONS

PASO ROBLES

TEMPLETON GAP

**IT'S A LITTLE GAP BUT
IT'S STILL A GAP!!!**



Soil

Limestone, baby!

Climate

HUGE diurnal swings

It's dry, little mildew pressure

LIMESTONE!!!



THE TEMPLETON GAP WAS FULL OF WATER



Paso Robles

Producer: Villa Creek

Vintage: 2023

Name: SOuL

Varieties: 100% Grenache

Appellation: Adelaida District, Paso Robles

Alc: 13.7

Carbonic fermentation



Climate

Compare...
Sept 7, 2023

| | Low Temp | High Temp |
|-----------------|----------|-----------|
| Santa Maria, CA | 52 | 72 |
| San Francisco | 57 | 66 |
| Napa | 54 | 78 |
| Paso Robles | 49 | 85 |

WHERE CAB IS NOT REALLY KING?



Paso Robles

Producer: L'Aventure

Vintage: 2017

Name: Estate Cuvee

Varieties: 49% Syrah, 30% Cabernet Sauvignon,
21% Petit Verdot

Appellation: Willow Creek District, Paso Robles

Alc: 15.9



Paso Robles

Producer: Villa Creek

Vintage: 2021

Name: Avenger

Varieties: 42% Syrah, 23% Mourvedre, 21% Grenache,
9% Petite Sirah, 5% Carignan

Appellation: Paso Robles

Alc: 14.9

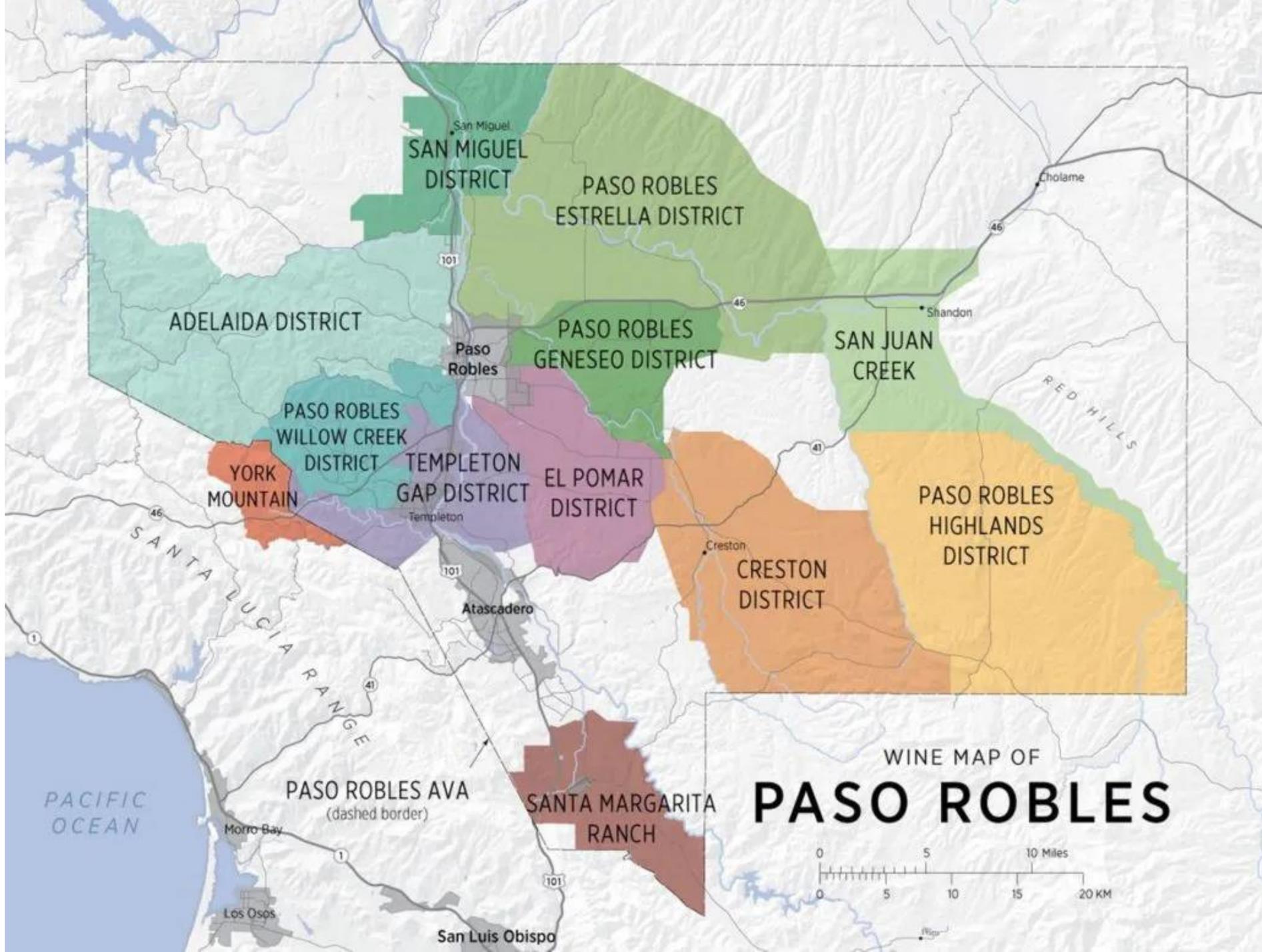


Rhone Varietals Rule... Cabernet Sells

Top Wines of 2021 In Paso Robles according to Antonio Galloni

- | | |
|--|--------|
| 1. Saxum, Bone Rock 2021 | 98 Pts |
| 2. Adelaida, Syrah Signature Anna's Estate Vineyard 2021 | 97+ |
| 3. Tablas Creek, Panoplie 2021 | 97 |
| 4. Daou, Caves des Lions Patrimony 2021 | 97 |

What do they all have in common???



WINE MAP OF
PASO ROBLES

KEY AVAs

West Side

- Willow Creek District, Paso Robles
- Adelaida District, Paso Robles
- York Mountain

Let's “Somm” It Up

Median Price Range

- \$30 - \$100

US market ‘vibe’

- People love their Cabernet!
- The insiders say it's all about Rhone varietals
- Limestone, Baby!
- Napa buys grapes to blend into Napa wine (Cab)

A wide-angle photograph of a vineyard in Santa Barbara, California. The foreground and middle ground are filled with rows of lush green grapevines, supported by wooden stakes and wires. The vines are planted in neat, parallel rows that recede into the distance. In the background, there are rolling, golden-brown hills under a clear, bright blue sky. The overall scene is bright and sunny, suggesting a clear day. The text "SANTA BARBARA" is overlaid in the center of the image in a large, white, sans-serif font.

SANTA BARBARA

HYDROGRAPHY
OF THE
CALIFORNIA REGION
STREAM COURSE AND DIRECTION



PACIFIC
OCEAN

MONTEREY

- CHARDONNAY
- PINOT NOIR
- MERLOT
- CABERNET SAUVIGNON
- RIESLING

Carmel Valley

Chalone

San Bernabe

San Lucas

San Antonio Valley

Homes Valley

San Miguel District

Estrella District

Geneseo District

San Juan Creek

Highlands District

PASO ROBLES

- CABERNET SAUVIGNON
- MERLOT
- SYRAH
- ZINFANDEL
- GRENACHE-SYRAH-MOURVÈDRE

Adelaida District

York Mountain

Willow Creek District

Templeton Gap District

El Pomar District

Santa Margarita Ranch

SAN LUIS OBISPO

- CHARDONNAY
- PINOT NOIR
- SYRAH
- VIOGNIER

Edna Valley

Arroyo Grande Valley

SANTA MARIA

Santa Maria Valley

SANTA BARBARA

- CHARDONNAY
- PINOT NOIR

LOMPOC

SANTA YNEZ

Sta Rita Hills

Santa Ynez Valley

Ballard Canyon

Happy Canyon

WINE MAP OF CENTRAL COAST CALIFORNIA

LEGEND

- GRAPE / BLEND
- White
- Red

AREA UNDER VINE

100,000 acres
40,500 hectares (2013)

© 2016 Wine Folly
Made in Seattle, WA, USA



Pacific Ocean

Important Geographical Features

Pacific Ocean

- Especially important in Santa Maria and Santa Rota Hills AVA's

Coastal Mountain Range

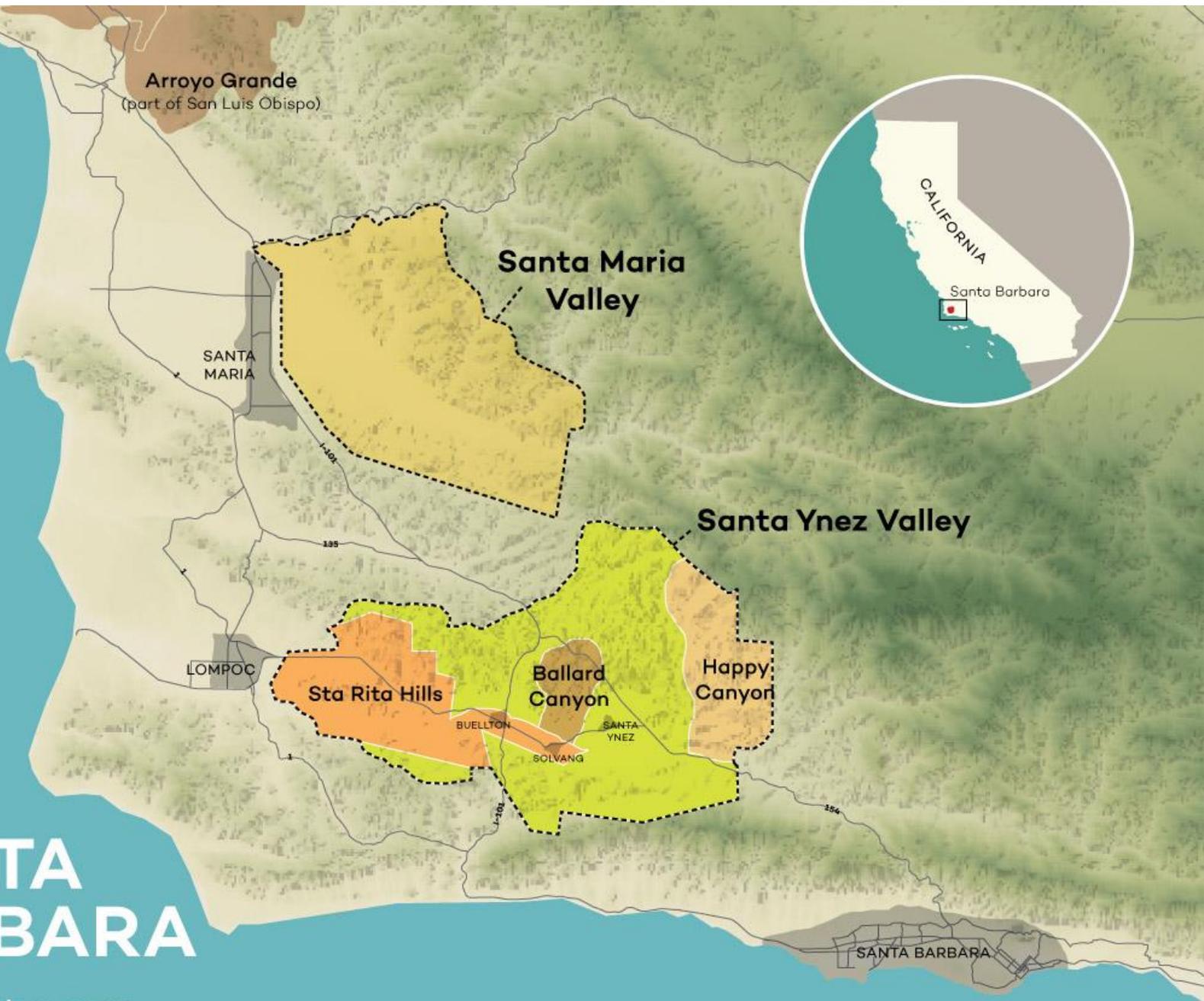
Transverse Valleys (East to West)

- High temperature increases by 1 degree F for every mile you move east
- Santa Ynez is 20 degrees warmer in the middle of the day than Santa Rita Hills



SANTA BARBARA

wine country map



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Learn by drinking

capstone
CALIFORNIA

Soil

Varied

- Limestone
- Diatomaceous Earth
- Sand

Climate

Varied

- High temperature increases by 1 degree F for every mile you move east from SRH
- Santa Ynez is 20 degrees warmer in the middle of the day than Santa Rita Hills

KEY AVAs

Santa Maria Valley

- 1st AVA in Santa Barbara County
- Cold to cool
- Pinot Noir and Chardonnay

Santa Rita Hills

- Cold to cool and windy!
- Pinot Noir and Chardonnay

Ballard Canyon

- Diurnal
- Syrah is best! Peppery

HYDROGRAPHY
OF THE
CALIFORNIA REGION
CERTAIN ORDER AND ACCENT



PACIFIC
OCEAN

THE GUADALUPE SAND DUNES







HYDROGRAPHY
OF THE
CALIFORNIA REGION
FROM THE U.S. GEOLOGICAL SURVEY



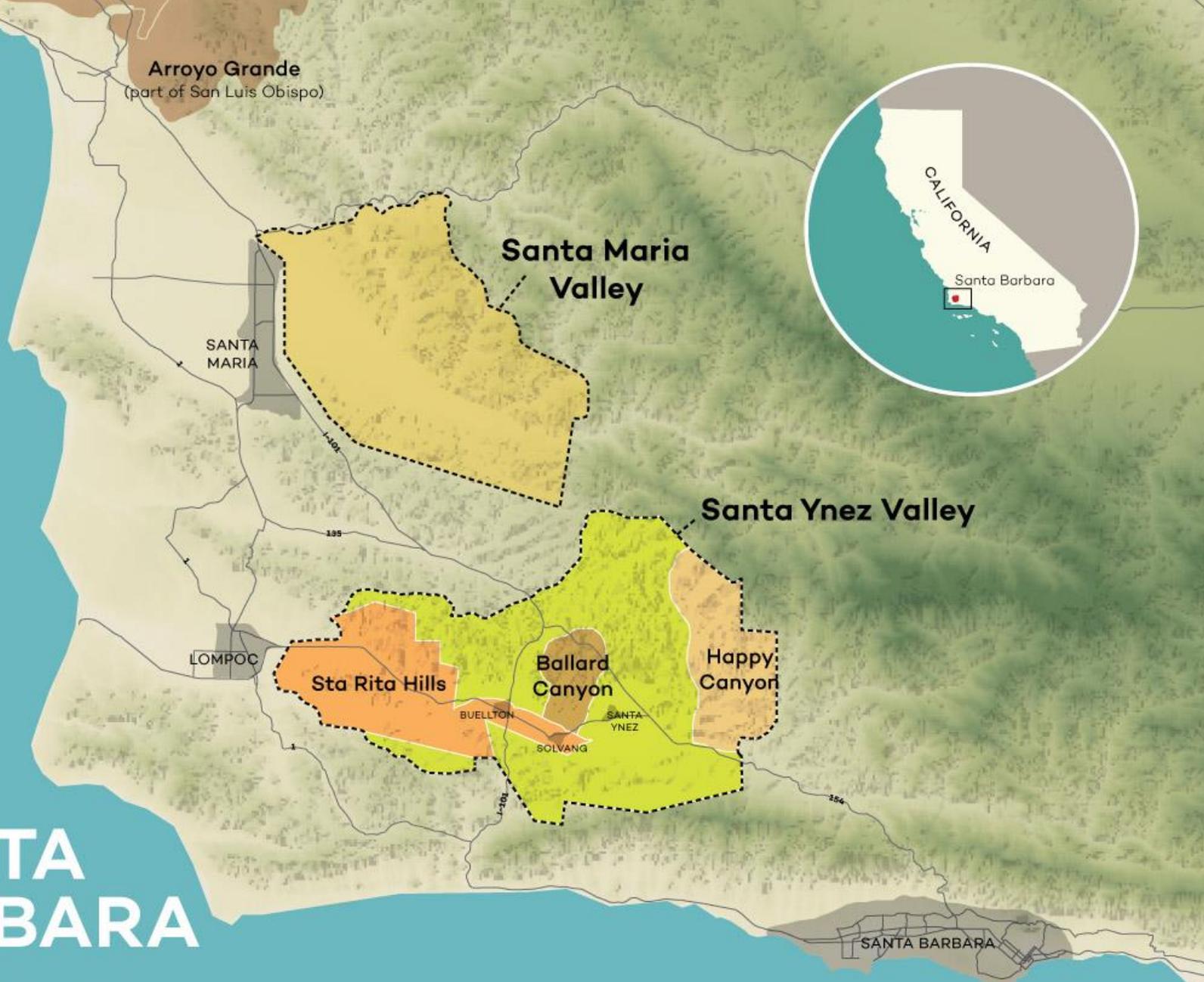
PACIFIC
OCEAN





SANTA BARBARA

wine country map



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CALIFORNIA

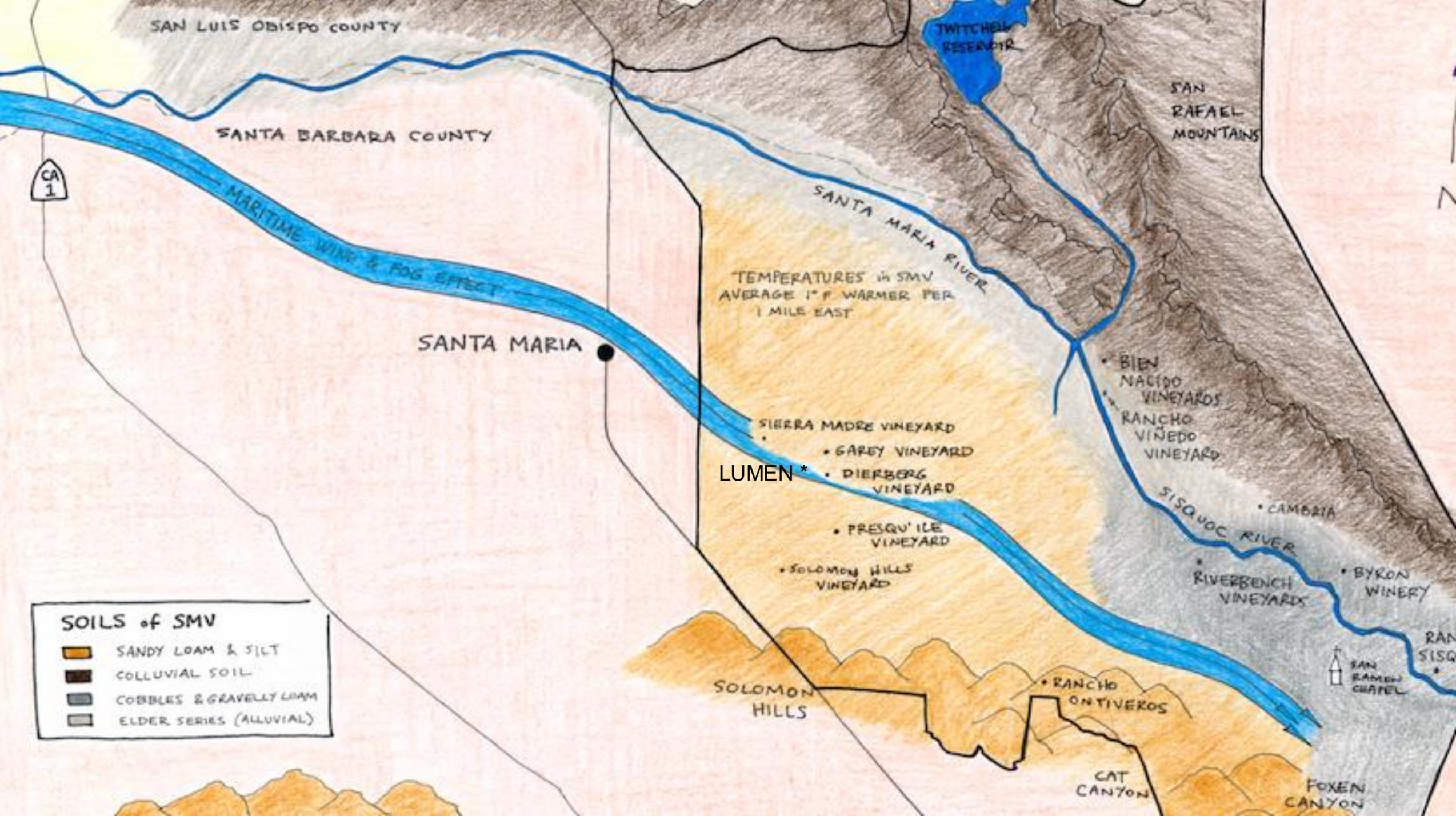


1905

WELCOME TO

Santa Maria





SAN LUIS OBISPO COUNTY

SANTA BARBARA COUNTY

SAN RAFAEL MOUNTAINS

TWITCHELL RESERVOIR

CA 1

MARITIME WINE & FOG EFFECT

SANTA MARIA RIVER

TEMPERATURES in SMV
AVERAGE 1°F WARMER PER
1 MILE EAST

SANTA MARIA

SIERRA MADRE VINEYARD

• GAREY VINEYARD

LUMEN *

• DIERBERG VINEYARD

• PRESQU'ILE VINEYARD

• SOLOMON HILLS VINEYARD

• BIEN NACIDO VINEYARDS
• RANCHO VINEDO VINEYARD

SISOQUOC RIVER

• CAMBRIA

RIVERBENCH VINEYARDS

• BYRON WINERY

SOILS of SMV

-  SANDY LOAM & SILT
-  COLLUVIAL SOIL
-  COBBLES & GRAVELLY LOAM
-  ELDER SERIES (ALLUVIAL)

SOLOMON HILLS

• RANCHO ONTIVEROS

CAT CANYON

FOXEN CANYON

SAN RAMON CHAPEL

RAN SISO



Sandy... and foggy



Santa Barbara

Producer: Lumen

Vintage: 2022

Name: Santa María Valley Pinot Noir

Varieties: 100% Pinot Noir

Appellation: Santa María Valley

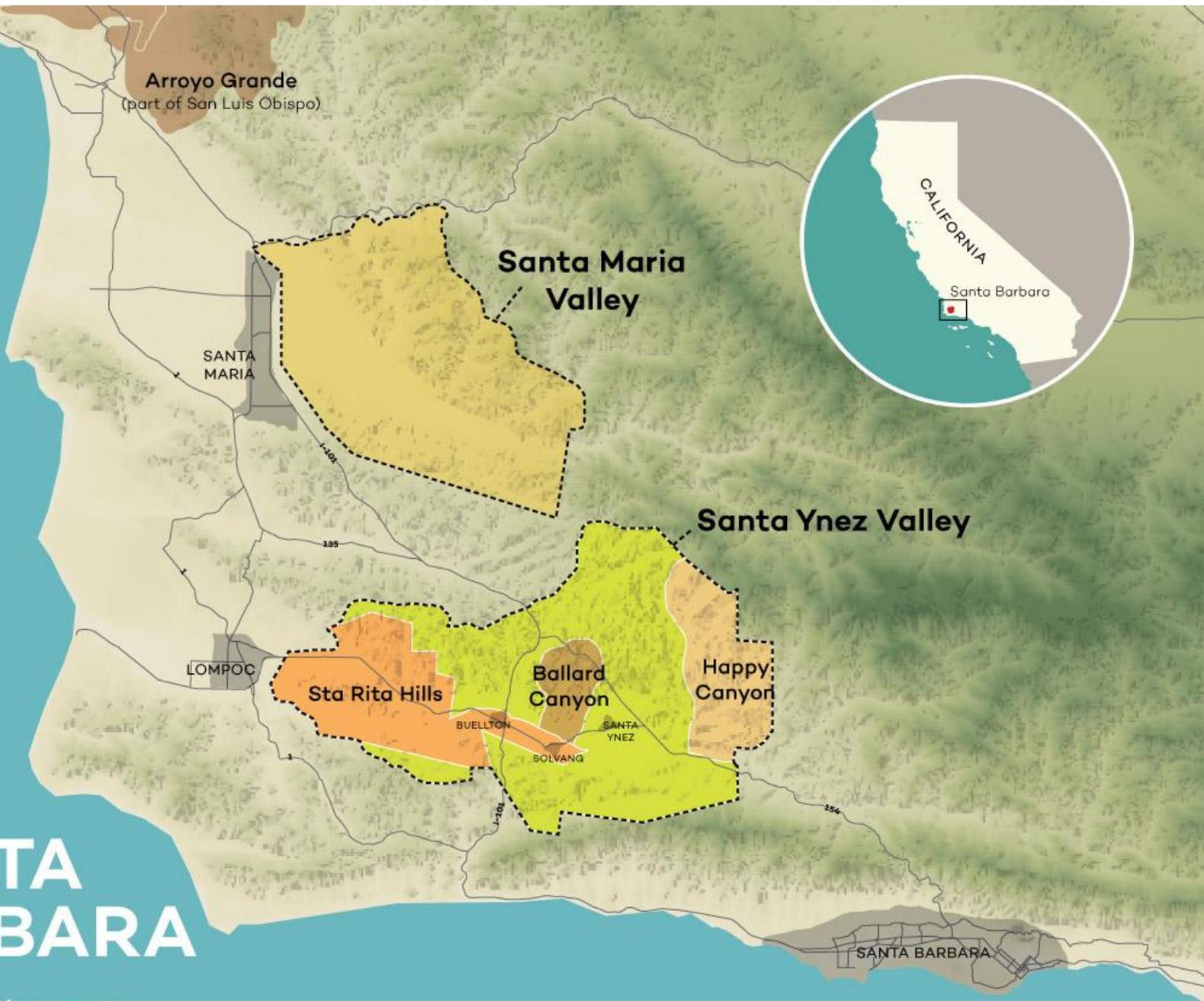
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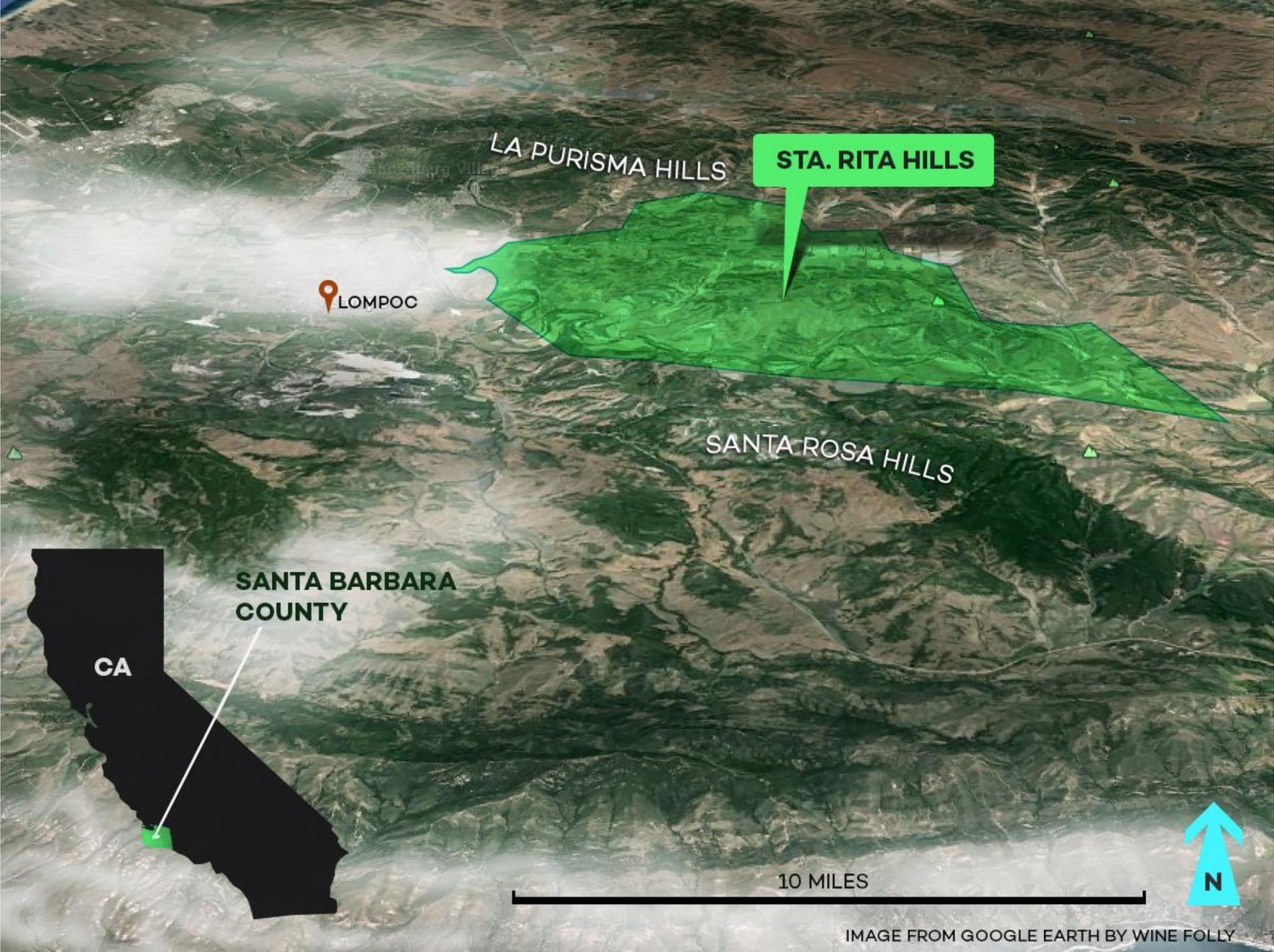
SANTA BARBARA

wine country map



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capstone
CALIFORNIA



LA PURISMA HILLS

STA. RITA HILLS

LOMPOC

SANTA ROSA HILLS

SANTA BARBARA COUNTY

CA

10 MILES



capstone
CALIFORNIA

IMAGE FROM GOOGLE EARTH BY WINE FOLLY

Better than Burgundy?
You tell me.

Santa Barbara

Producer: Mail Road

Vintage: 2014... say what?!

Name: Chardonnay Mt. Carmel Vineyard

Varieties: 100% Chardonnay

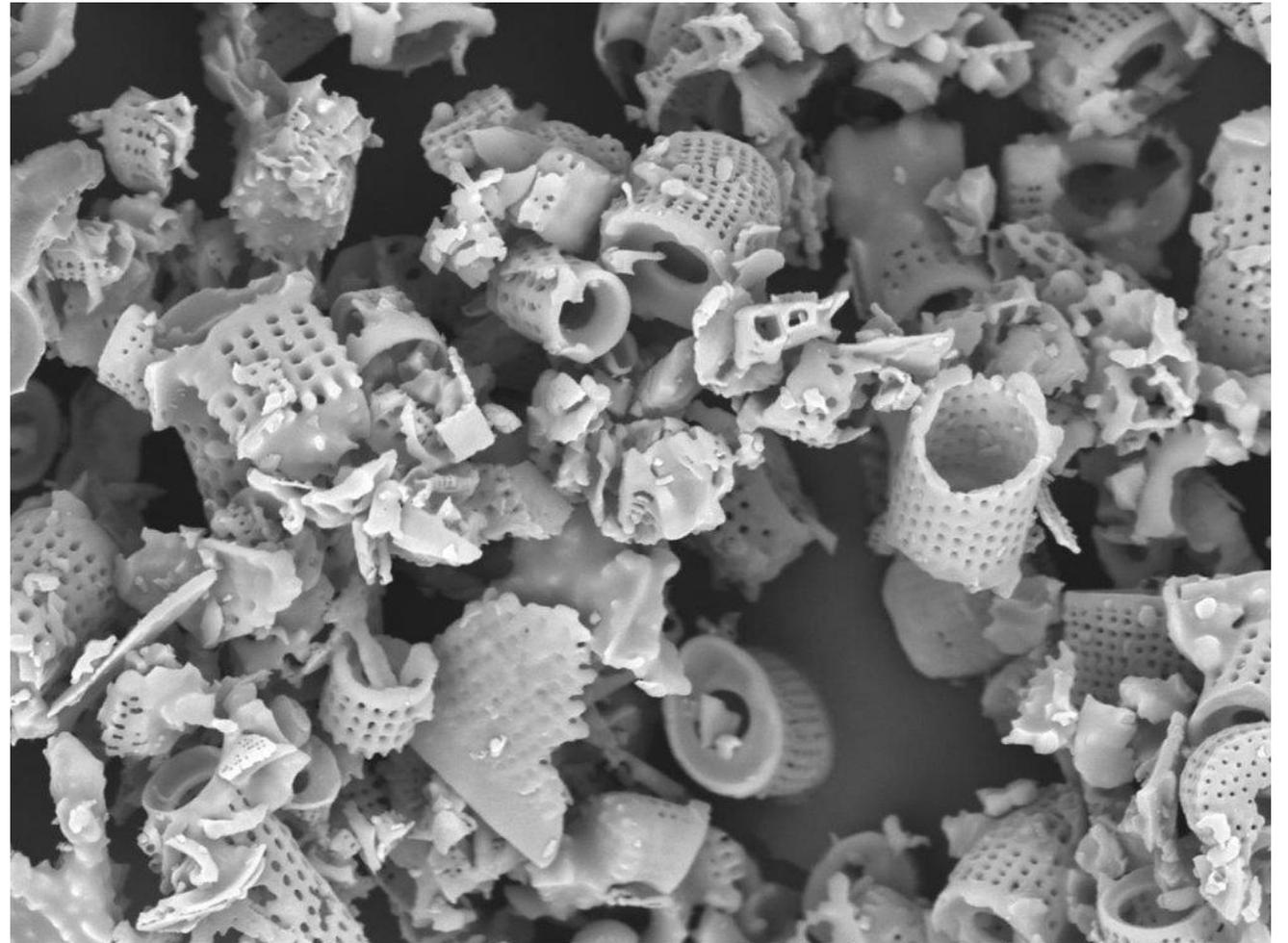
Appellation: Santa Rita Hills

Alc: 13.0





SRH Soil: Diatomaceous Earth



- Diatomaceous earth is a natural product made up of fossilized remains of tiny, aquatic organisms called diatoms. Composed of the cell walls/shells of single cell diatoms, it easily crumbles to a fine powder.
- **Fining Wine**
- **Pest Control**
- Although harmless to pets, humans and plants when used correctly, diatomaceous earth can get rid of all sorts of garden pests, including slugs, snails, roaches, mites, ants, millipedes, earwigs, silverfish, crickets – and aphids. 'The sharp-edged particles of DE penetrate the exoskeletons of pests, causing dehydration and death.





MR

History of Santa Rita Hills

Sanford and Benedict Vineyard

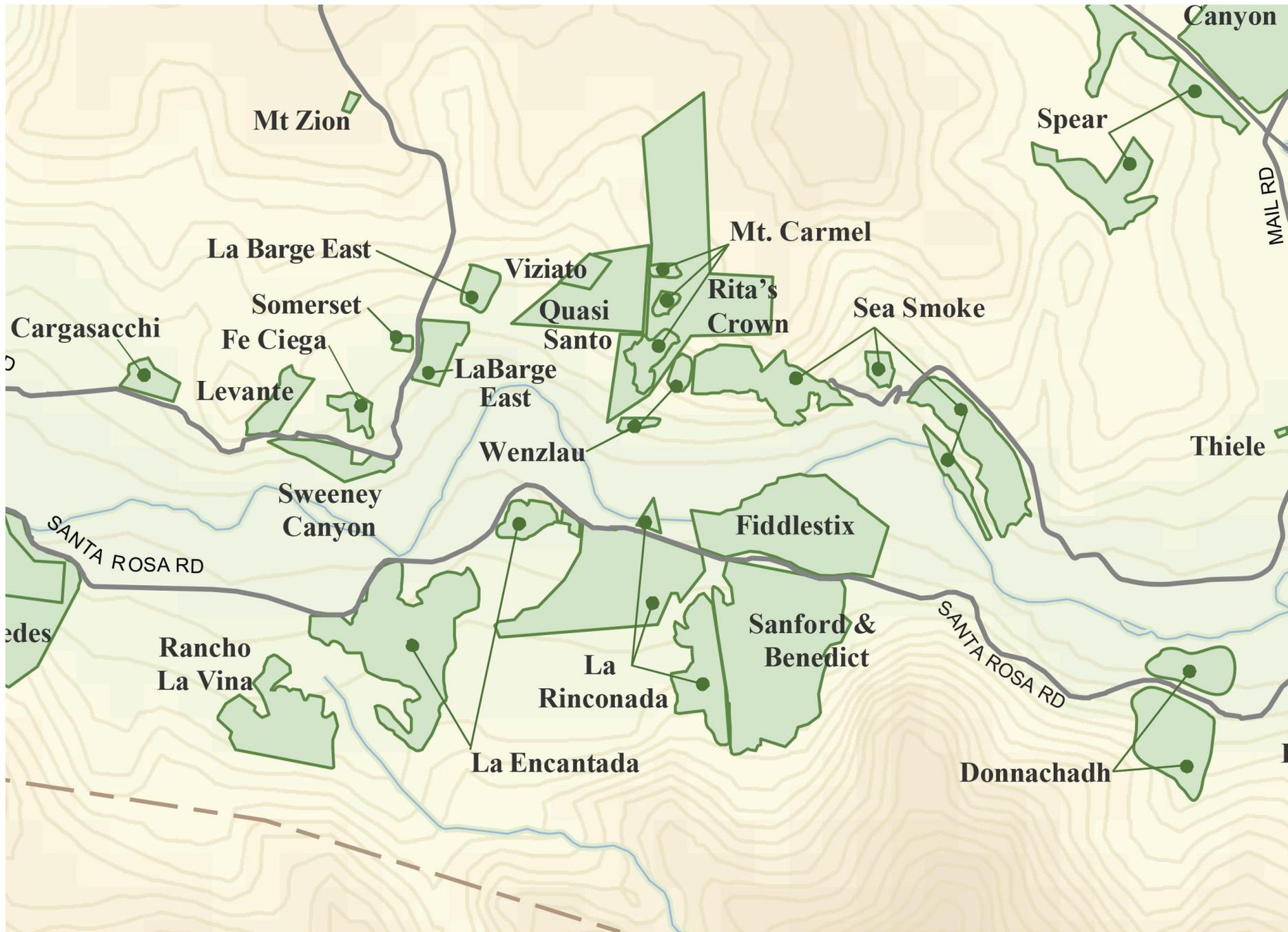
- Planted in 1971 (1st Vineyard Planted)
- Pinot, Chard, Cab S, Gamay...you name it

Mt Carmel Vineyard

- Planted in 1989 (2nd Vineyard Planted)

Galloni Press 2021 Vintage SRH Chardonnay

| | |
|---|----|
| 2021 Chardonnay Rita's Crown Vineyard Producer: Dragonette | 97 |
| 2021 Chardonnay Sanford and Benedict Vineyard The Twelve Rows Producer: Domaine Jean François | 97 |
| 2021 Chardonnay Mt. Carmel Vineyard Producer: Mail Road Wines | 96 |
| 2021 Chardonnay Rita's Crown Vineyard Producer: Liquid Farm | 96 |
| 2021 Chardonnay Sanford & Benedict Vineyard Producer: Chanin Wine | 96 |
| 2021 Chardonnay Machado Producer: Brewer-Clifton | 96 |



Santa Barbara

Producer: Mail Road

Vintage: 2018

Name: Pinot Noir Mt. Carmel Vineyard

Varieties: 100% Pinot Noir

Appellation: Santa Rita Hills

Alc: 14.4



Ballard Canyon and Happy Canyon





STATE HWY 135

USHWY 101

SANTA YNEZ VALLEY
A.V.A.

STATE HWY 246

STA. RITA HILLS
A.V.A.

BALLARD
CANYON
A.V.A.

HAPPY CANYON
OF SANTA BARBARA
A.V.A.

STATE HWY 154

SANTA YNEZ VALLEY
A.V.A.

STATE HWY 1

USHWY 101

Ballard Canyon and Syrah: Grapes by Acre Planted

| | |
|---------------------|------------------|
| Syrah: | 274 Acres |
| Grenache: | 61 |
| Sangiovese: | 26 |
| Nebbiolo: | 10 |
| Cabernet Sauvignon: | 29 |
| Cabernet Franc: | 20 |
| Merlot: | 9 |
| Petit Verdot: | 5 |
| Petite Sirah: | 6 |
| Mourvedre: | 7 |
| Tempranillo: | 4 |
| Counoise: | 3 |
| Zinfandel: | 2 |
| Cinsault: | 1 |

Rotundone

Researchers from the Australian Wine Institute (AWRI) describe rotundone, the chemical compound responsible for the peppery flavor in some grapes, such as cool-Climate Syrah or Shiraz, this way:

If you were to add just one drop to an Olympic-sized swimming pool, the water would taste of pepper.



Let's "Somm" It Up

Median Price Range

- \$35-90

US market 'vibe'

- The little engine that could... Pinot Noir from SRH and Santa Maria
- Chardonnay... better than Burgundy? Inside secret
- Baller Ballard Canyon Syrah

Lunch Time!





Let's recap wine from lunch

Sushi Lunch

Producer: Marine Layer

Vintage: 2021

Name: Brut Rosé

Varieties: 65% Pinot Noir, 35% Chardonnay

Appellation: Sonoma Coast

Alc: 12.5



Sushi Lunch

Producer: Bonny Doon

Vintage: 2023

Name: Picpoul

Varieties: 100% Picpoul

Appellation: Central Coast

Alc: 11.0

Sweetwater Vineyard

Monterey County



Sushi Lunch

Producer: Tangent

Vintage: 2023

Name: Albariño

Varieties: 100% Albariño

Appellation: Edna Valley

Alc: 14.1



Sushi Lunch

Producer: Seghesio

Vintage: 2024

Name: Vermentino

Varieties: 100% Vermentino

Appellation: Russian River Valley

Alc: 13.0



Sushi Lunch

Producer: adroît

Vintage: 2023

Name: Trousseau

Varieties: 100% Trousseau

Appellation: San Benito

Alc: 12.4



Sushi Lunch

Producer: BOLD Wine Co.

Vintage: 2021

Name: Old Vine Carignan

Varieties: Carignan

Appellation: Redwood Valley

Alc: 13.8



Sushi Lunch

Producer: Ironstone Vineyards

Vintage: 2021

Name: Reserve Cabernet France

Varieties: 90% Cabernet Franc
10% Merlot

Appellation: Calaveras County

Alc: 14.5

Price: \$30





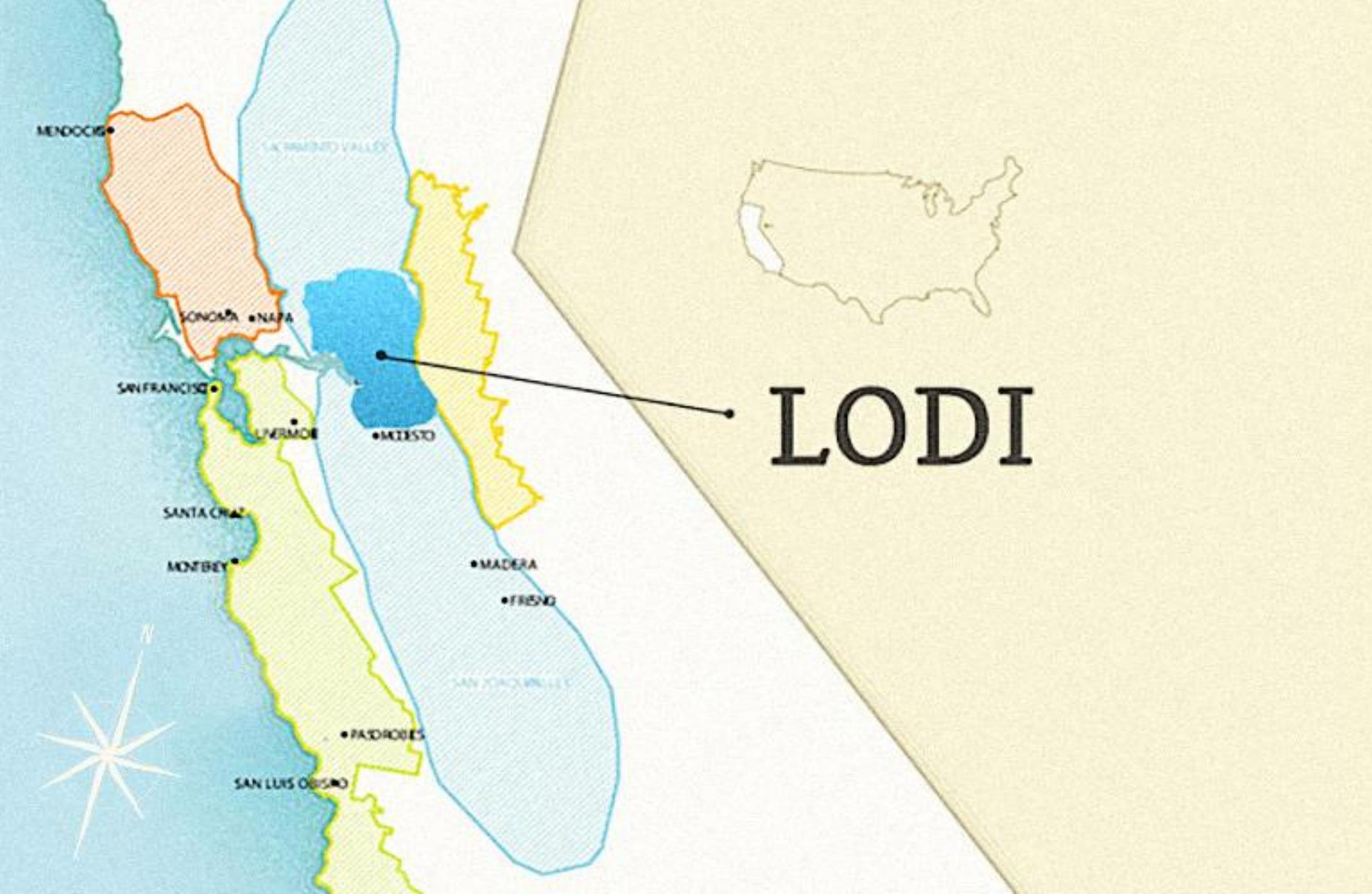
LODI

CLEMENTS
STAMPEDE

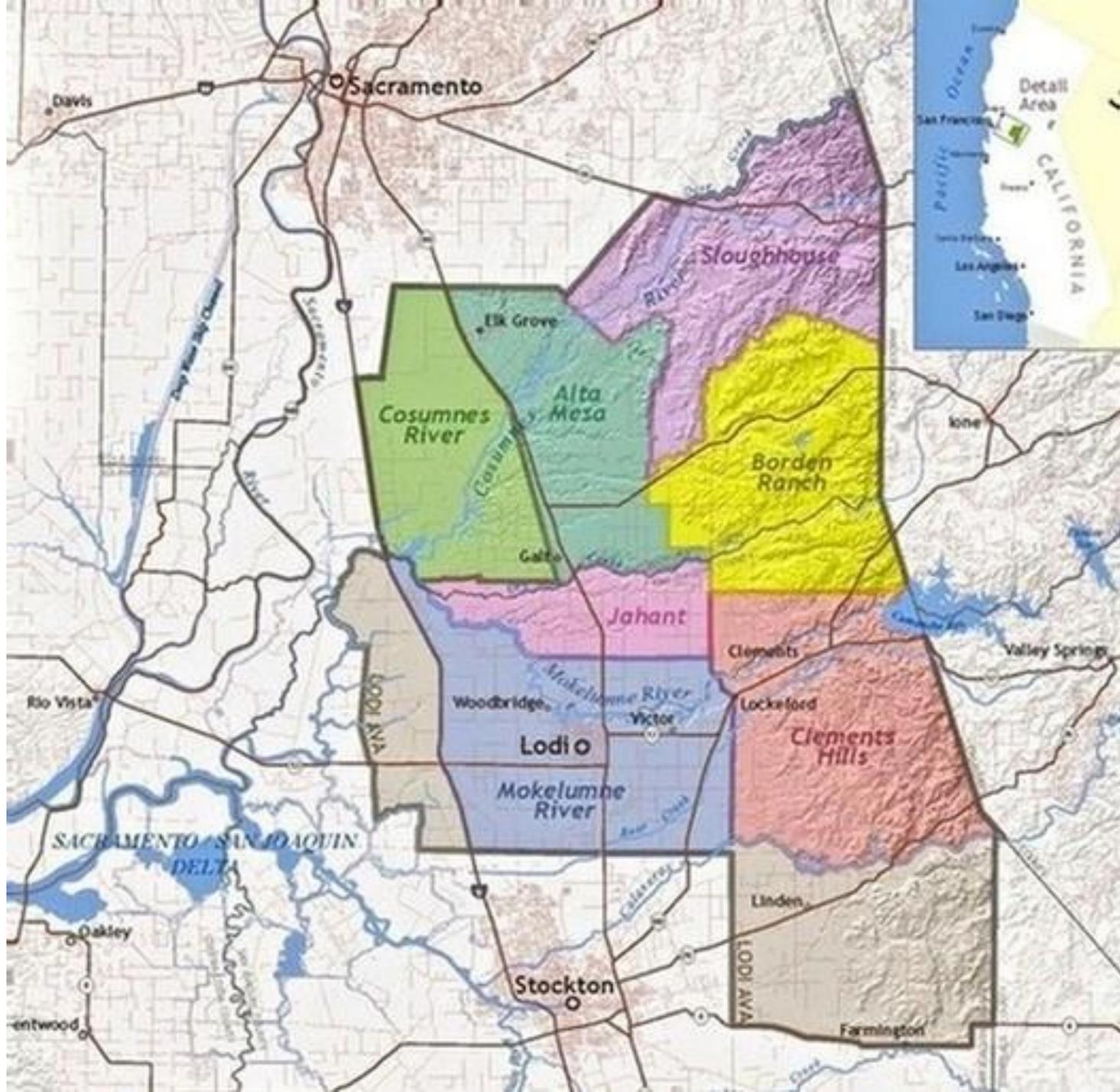








LODI



capstone
CALIFORNIA

Quick Facts

The largest producing AVA in the US

- Almost 20% of California's annual harvest
- More than 40% of California's Zinfandel harvest
- Almost 30% of Cabernet Sauvignon harvest
- Seven sub-AVAs
- Agricultural ("Ag") community
- Lots of own-rooted vines (sandy soils)

Important Geographical Features

Sierra Nevada foothills to the East, Sacramento Delta to the West

- Eastern side resides in the foothills

Elevation

- Generally low elevation (near sea-level), modestly rising as you go east to the Sierra Nevada Range

Rivers

- Mokelumne roughly translates to “people of the river”, Miwok tribe

Soil & Climate

Climate

- Mild Mediterranean climate
- Slightly warmer than St. Helena (Napa) and Healdsburg (northern Sonoma), slightly cooler than Paso Robles
- Slightly less diurnal shift (warmer nights)

Soil

- Tokay sandy loam; very alluvial, fertile and conducive to agriculture
- Decomposed granite (from Sierra Nevadas)
- Sand to the west, gravel and clay to the east

Key AVAs

Mokelumne River

- Largest and most plantings, large portion of old vines
- Arguably highest quality sub-AVA
- Almost all production facilities (wineries) are located here
- Flat topography
- Extremely deep, sandy soils
- Historic commercial and grapegrowing center

Clements Hills

- East of Mokelumne
- Second largest plantings
- More clay in soils
- Rolling hills at higher elevation (100-450 feet)
- More varied topography than rest of Lodi
- Very old soils (250,000+ years)
- More cooling influence + higher elevation = greater diurnal shifts

Grapes – DIVERSITY!

- Most planted in order, with % of CA total plantings: Zinfandel (40%), Cabernet Sauvignon (15%), Chardonnay (13.5%), Merlot (20%), Pinot Gris (27%), Petit Sirah (35%)
- Flame Tokay (Algerian Ahmer Bou’Amer)
- I have personally made the following from Lodi: Ribolla Gialla, Mencía, Nero d’Avola, Petit Sirah, Verdejo, Grenache, Mission, Zinfandel, Carignan, Tannat, Touriga Nacional, Cinsault, Cabernet Sauvignon, Mourvèdre, Petit Verdot, Tempranillo, Chenin Blanc, Colombard, Sémillon
- Picpoul, Clairette and Vermentino have a long waiting list





History & Historic Figures

The Beginning

- European settlers in 1846
- Gold Rush in 1848 brought settlers; one-day horse ride from trapping camps to Sierras
- 1848 was first recognized vineyard
- Lots of cheap semi-sweet jug wines of modest quality
- Robert Mondavi grew up in Lodi, convinced his father to buy Charles Krug in Napa
- Mondavi returns in 1979 and establishes Woodbridge Winery, introduces modern winemaking to the region
- Lodi Winegrape Commission founded in 1991
- LODI RULES becomes leader in sustainability practices



Robert, Cesare, and Peter Mondavi outside their home in Lodi

Lodi

Producer: Bogle

Vintage: 2020

Name: Reserve Zinfandel

Varieties: Zinfandel

Appellation: Lodi

Alc: 17

Price: \$25 USD MSRP



Lodi(-ish)

Producer: Rosenblum Cellars

Vintage: 2023

Name: Sarina's Albariño Redwood Lake Vineyard

Varieties: 100% Albariño

Appellation: California

Alc: 13.1

Price: \$30 USD MSRP



LET'S “SOMM” IT UP

Median Price Range

- \$8-20 with some boutique old vines \$40+

US market ‘vibe’

- Lots of affordable red blends
- Seen solely as a cheap, uninteresting region to those not “in the know”
- Winemakers, and increasingly sommeliers, are starting to appreciate the old vines in the region
- Fun place for NorCal winemakers to “play”

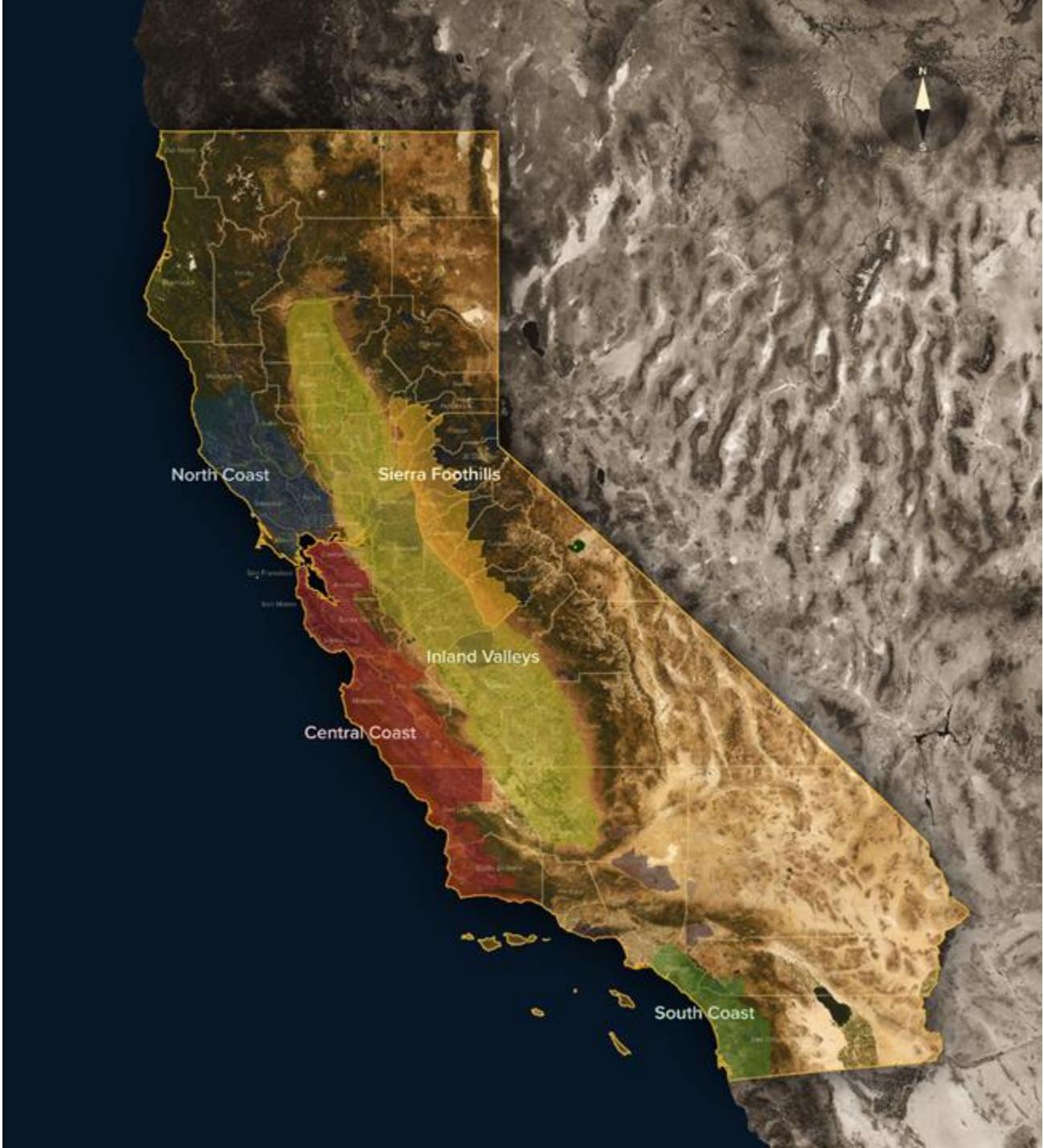


SIERRA FOOTHILLS



STARBUCKS COFFEE

STARBUCKS COFFEE





HYDROGRAPHY
OF THE
CALIFORNIA REGION

VERTICAL CROSS-SECTIONALIZATION



North Coast

Sierra Foothills

Central Valley

Central Coast





The Sierra Nevada: California's Largest Range

- Lies between the Central Valley and the Great Basin that extends into the states of Nevada and Utah
- Runs 640 km (400 miles) north to south and 110 km (70 miles) east to west
- Includes Mount Whitney, at 4,421 m (14,505 feet) the highest peak in the continental U.S.
- California's Central Valley lies to the west of the Sierra Nevada
- 60-100 km (40-60 miles) east-west, and 720 km (450 miles) north-south, i.e., 160,000 square km (60,000 square miles) -- covering over a third of California's surface area
- **The Central Valley accounts for over 75% of all wine made in the state**
- Two different river systems: Sacramento River (north) and San Joaquin River (south). Water from each makes the valley the most agriculturally productive region in the U.S.

Quick Facts

One of the largest AVAs in the United States (2.6 million acres)

- Northwestern foothills of the Sierra Nevada Range
- Vineyards stretch for over 160 miles (over 5 times the length of Napa)
- Remote, but fun once you get there (outdoor adventures)
- Very welcoming tourist scene

Important Geographical Features

Sierra Nevada foothills to the East, Sacramento Delta to the West

- Eastern side resides in the foothills

Elevation

- Generally 1,200 to 3,500+ feet in elevation (comparable to much of Mendoza)

Terrain

- Mountainous and rugged

Soil & Climate

Climate

- Warm and sunny days, with cool nights from Alpine winds down the mountain slopes
- Long growing season owing to diurnal shifts, without acidity loss
- More rainfall than surrounding areas (Lodi, Central Valley)

Soil

- Diverse soils
- Very rocky, low fertility giving natural yield restriction
- Granitic and igneous rock



Key AVAs

El Dorado

- Largest and most plantings, large portion of old vines
- Arguably highest quality sub-AVA

Fiddletown

- Largest and most plantings, large portion of old vines
- Arguably highest quality sub-AVA

California Shenandoah Valley

- Largest and most plantings, large portion of old vines
- Arguably highest quality sub-AVA

Amador County

- Not an AVA, but portion of the region that overperforms

Grapes

- Zinfandel (often called Primitivo) accounts for approximately 40% of plantings
- Followed by Cabernet Sauvignon, Syrah, and Chardonnay
- Excellent Barbera
- Sizeable plantings of Portuguese, Italian, and southern French varieties
- Many vineyards were abandoned due to Prohibition, but not ripped out – lots of old vines
- Climate and soils yield intense, concentrated, tannic, structured, “rustic” grapes

Sierra Foothills

Producer: Ironstone Vineyards

Vintage: 2021

Name: Reserve Chardonnay

Varieties: Chardonnay

Appellation: Calaveras County

Alc: 14.5

Price: \$19 USD MSRP



Sierra Foothills

Producer: Miner Family

Vintage: 2020

Name: Naggiar Vineyard Grenache

Varieties: Grenache

Appellation: Sierra Foothills

Alc: 14.7

Price: \$40 USD MSRP





History & Historic Figures

The Beginning

- Wild game hunting and fur trapping in early 1800s
- Gold Rush in 1849 brought settlers
- Substantial grape planting increase starting in 1855 owing to government tax breaks
- First winery established in 1856
- Major US production area in 1870s-1880s
- Over 100 wineries by 1890
- Gold mining dies down, loss of population (strike 1), phylloxera (strike 2), and Prohibition (strike 3)
- Businessmen such as Levi Strauss, Henry Wells and William Fargo, and Domingo Ghirardelli made their fortunes servicing the region

Let's “Somm” It Up

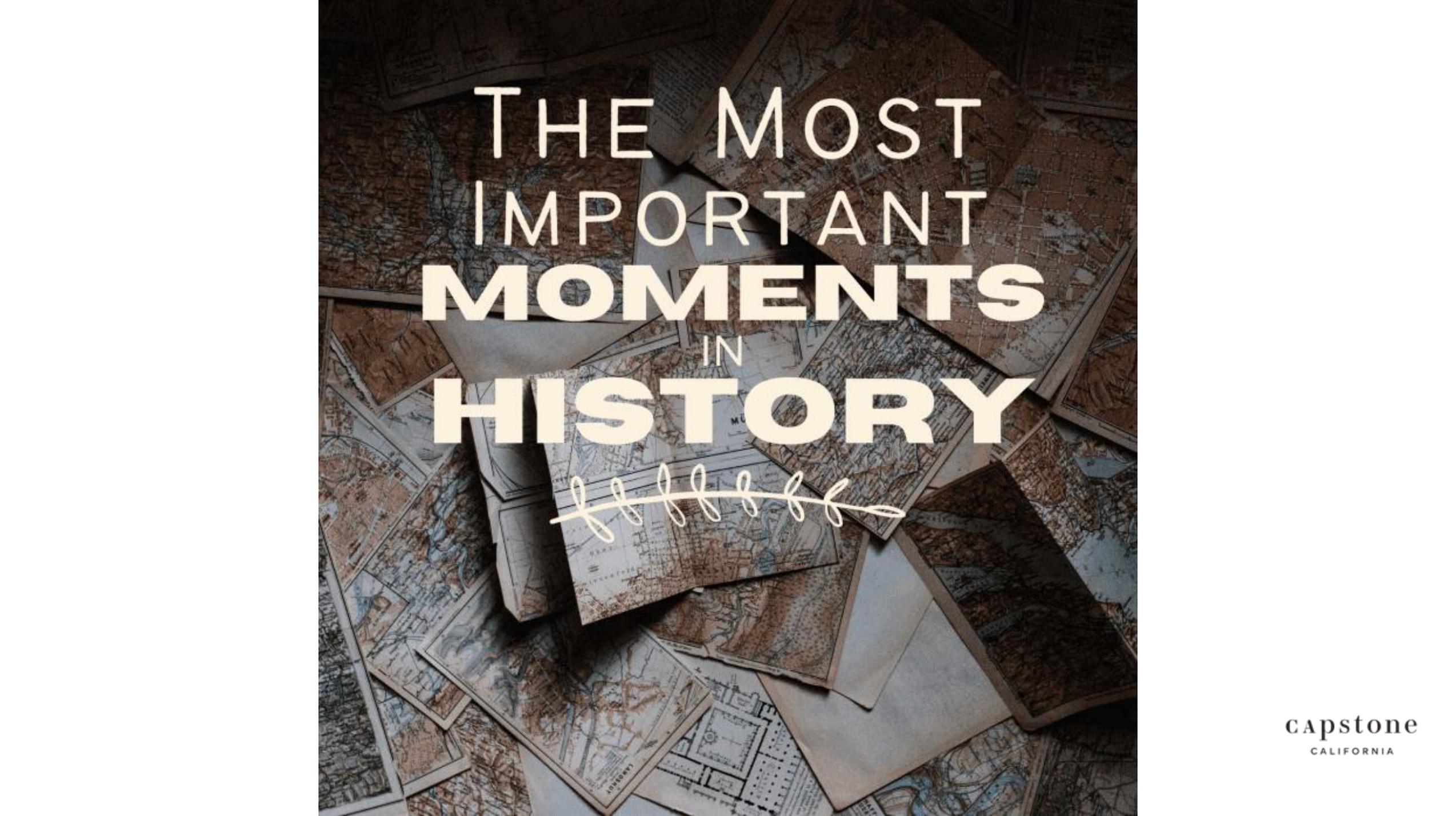
Median Price Range

- \$25-40+ with some boutique going \$75+

US market ‘vibe’

- Traditionally rustic wines
- More hipsters sourcing grapes lately
- Winemakers, and increasingly sommeliers, are starting to appreciate the old vines in the region
- Fun place for NorCal winemakers to “play”
- Good Port-style wines

**How do the
Wines reflect
California's
Past?**



THE MOST
IMPORTANT
MOMENTS
IN
HISTORY



The Spanish Missions



GOD... likes Wine?

A Day's Journey
Every 20 or so miles



The Gold Rush 1848

Sutters Mill

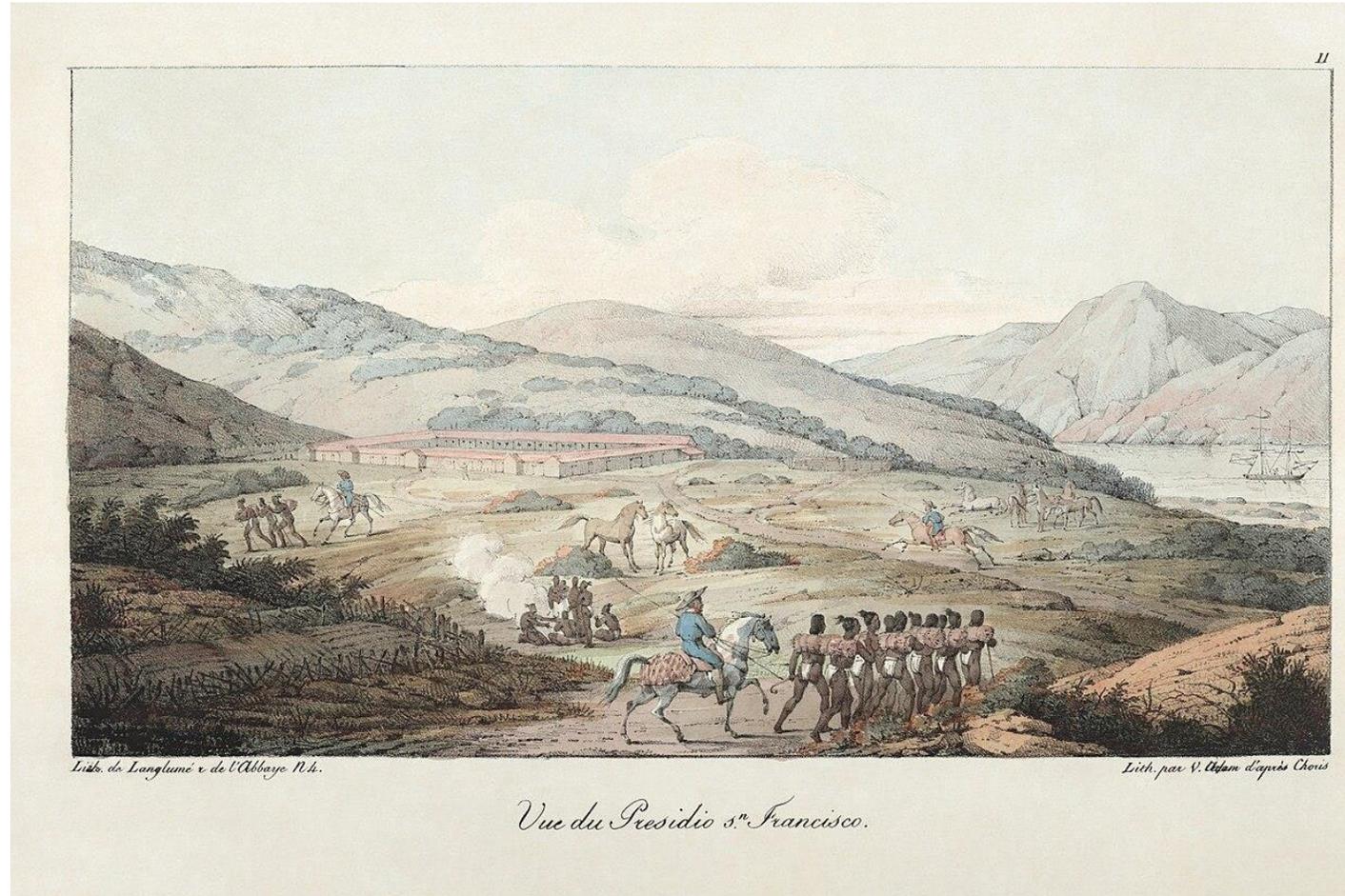
Coloma, CA



Coloma, CA (El Dorado Hills AVA)



San Francisco 1817



San Francisco 1850...



Prohibition and its Aftermath

- 1909: 16th amendment passed, establishing a federal income tax. Alcohol tax as an important source of federal government revenue vanished
- 1919: Volstead Act (18th amendment) made production, sale and transportation of alcoholic beverages illegal
 - Some loopholes in the law enabled a few wineries to survive — wine could be made for sacramental and medicinal purposes
- 1933: Repeal of Prohibition; the California wine industry was in ruins with many of the best winemakers gone.
- After repeal, sweet fortified and jug wines were the most popular wines



After the passing of the Volstead Act, all merchants were required to dump all inventory of alcoholic beverages

Eschol Winery est. 1886

Producer: Trefethen

Vintage: 2023

Name: Dry Riesling

Varieties: 100% Riesling

Appellation: Oak Knoll District

Alc: 12.0

- Trefethen est. 1968
- 1st Riesling vintage 1974
- Survived Prohibition
- Only surviving 19th century wooden, gravity-flow winery
- New Era began in 1968



Stony Hill est. 1943

Producer: Stony Hills

Vintage: 2019

Name: Napa Valley Chardonnay

Varieties: 100% Chardonnay

Appellation: Spring Mountain District

Alc: 13.8

- Winery built 1951
- Volcanic over limestone, NE facing vineyard
- Napa's 1st DTC program



California Past

Producer: Stony Hill

Vintage: 2022

Name: L'Escalier

Varieties: 83% Riesling

15% Gewürztraminer

2% Chardonnay

Appellation: Spring Mountain District

Alc: 12.5



Lumen est. 2012

Producer: Lumen

Vintage: 2020

Name: Pinot Noir Sanford & Benedict Vineyard

Varieties: 100% Pinot Noir

Appellation: Santa Rita Hills

Alc: 14.0

- 1st Vineyard planted in SRH in 1971
- Winemaker: Lane Tanner
- 1st Woman to own a winery in SBC



Ridge est. 1962

Producer: Ridge

Vintage: 2022

Name: Geyserville

Varieties: 68% Zinfandel, 20% Carignane,
10% Petite Sirah, 2% Mataro

Appellation: Alexander Valley

Alc: 14.5

- 1st vintage of Geyserville 1966
- Longest production “Zinfandel”
- 15 – 125 yr old vines



Silver Oak est. 1970

Producer: Silver Oak

Vintage: 2020

Name: Alexander Valley

Varieties: 95% Cabernet Sauvignon, 2% Merlot,
3% others

Appellation: Alexander Valley

Alc: 14.6

- 1st vintage of Alexander Valley 1972
- Noted for the “American Oak” Style



Heitz est. 1961

Producer: Heitz Cellar

Vintage: 2019

Name: Cabernet Sauvignon Napa Valley

Varieties: 100% Cabernet Sauvignon

Appellation: Napa Valley

Alc: 13.8

1st Vineyard designated Cabernet – “Martha’s”



California's future

1-2 page synopsis of current state

Current Sales of Wine in the United States

Most popular varieties/wine types by sales volume:

1. Chardonnay
2. Cabernet Sauvignon
3. Red Blends
4. Pinot Grigio/Gris
5. Pinot Noir

Prices are increasing steadily for California wines; for example, the average price per ton for Napa Cabernet Sauvignon more than doubled in the two decades

- 2019: \$7,941 per ton
- 2010: \$4,478 per ton
- 2000: \$3,238 per ton

Total Wine Consumption in the USA

- USA is the #1 consumer and #1 importer of wine in the world (since 2010)
- USA is also #1 in beer and spirits consumption
- Wine consumption has grown annually every year except one since 1993
- Two-thirds of consumption in the United States is accounted for by wine produced in the USA -- and 81% is from California. Only a third of annual U.S. consumption is imported



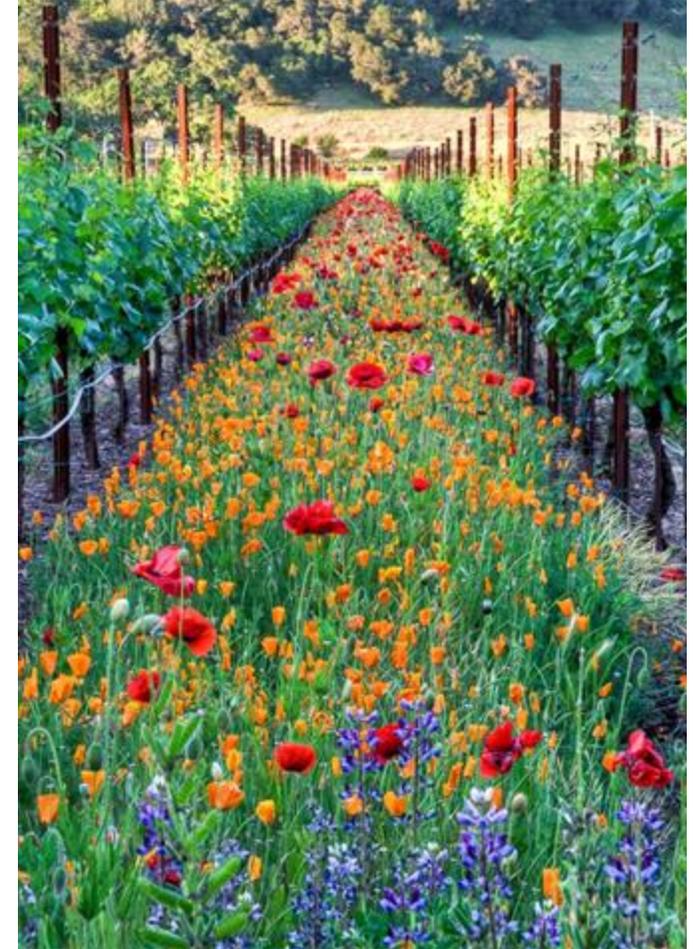
U.S. Per Capita Wine Consumption

- While the United States is the #1 wine consumer market in the world in terms of per capita wine consumption, the U.S. ranks only 44th in the world
- Annual wine consumption in the U.S. is 11 liters per capita -- around 74 glasses per person, versus 50 liters in France and 44 liters in Italy
- California is by far the #1 market by volume for wine in the USA, accounting for 65 million cases, more than twice the amount of the #2 market, Florida. California produces 81% of U.S. wine and consumes 16% of the wine sold nationwide



The Twenty-First Century

- The turn of the new century saw myriad changes in the global wine market
- Increasing international competition for California wines from regions and countries with lower costs of land, labor, and infrastructure
- Climate change: Prolonged periods of drought alternating with heavy winter rains have resulted in cycles of flooding and catastrophic fires
- California continues to be a leader in sustainability and at the forefront of research and development to address climate change



Biodiversity in the vineyard,
Courtesy of Wine Institute

Farming changes

Sustainability

- Organics
- Biodynamics
- Regenerative

Winemaking changes (boutique)

- Lower oak
- Native yeasts
- Less winemaking adds

Winemaking changes (big guys)

- Give the people what they want
- Bourbon barrel aged wines
- Move back to legitimizing semisweet
- Marketing, marketing, marketing



California Future

Producer: Bloodroot

Vintage: 2023

Name: Pétillant-Naturel

Varieties: Trousseau Gris

Appellation: Russian River Valley

Alc: 13.3

Price: \$48 USD MSRP



California Future

Producer: Bonny Doon

Vintage: 2023

Name: Le Cigare Blanc

Varieties: 61% Vermentino
39% Grenache Blanc

Appellation: Central Coast

Alc: 13.5

Price: \$30 USD MSRP



California Future

Producer: Massican

Vintage: 2023

Name: Annia

Varieties: 43% Tocai Friulano
34% Ribolla Gialla
23% Chardonnay

Appellation: Sonoma (66%) Napa (34%)

Alc: 12.3

Price: \$30 USD MSRP



California Future

Producer: Matthiasson

Vintage: 2022

Name: Matthiasson Vineyard Ribolla Gialla

Varieties: 43% Tocai Friulano
34% Ribolla Gialla
23% Chardonnay

Appellation: Sonoma (66%) Napa (34%)

Alc: 11.5

Price: \$30 USD MSRP



California Future

Producer: Camins 2 Dreams

Vintage: 2022

Name: Fiddlestix Vineyard Grüner Veltliner

Varieties: Grüner Veltliner

Appellation: Sta. Rita Hills

Alc: 12.9

Price: \$25 USD MSRP



California Future

Producer: Folk Machine

Vintage: 2022

Name: Suisan Valley Charbono

Varieties: Charbono

Appellation: Suisan Valley

Alc: 12.1

Price: \$25 USD MSRP



California Future

Producer: Matthiasson

Vintage: 2021

Name: Cabernet Sauvignon

Varieties: 95% Cabernet Sauvignon

4% Petit Verdot

1% Merlot

1% Cabernet Franc

Appellation: Napa Valley

Alc: 12.5



Break

See you in 10 minutes

Service Demonstration

Producer: Carnivor

Vintage: NV

Name: Cabernet Sauvignon

Varieties: ___% Cabernet Sauvignon
___% Petit Sirah

Appellation: California

Alc: ____

Price: \$9 USD MSRP



Service Demonstration

Producer: Francis Ford Coppola

Vintage: NV

Name: Sofia Brut Rosé

Varieties: Pinot Noir

Appellation: Monterey

Alc: 12

Price: \$21 USD MSRP



Service

You will not be judged on service as part this "Boot Camp" This is in "service" of our collective good

There are different standards for all restaurants, wine bars, etc but 3 imperatives:

1. Be expedient
2. Be gracious
3. Don't mess with sediment!

Let's have some fun!!!



Celebratory Toast

Producer: Roederer Estate

Vintage: 2017

Name: L'Hermitage Brut

Varieties: 52% Chardonnay

46% Pinot Noir

2% Pinot Meunier

Appellation: Anderson Valley

Alc: 13.2

Price: \$110 (\$75 release) USD MSRP



French Lunch

Producer: Lumen

Vintage: 2023

Name: Santa María Valley Chardonnay

Varieties: Chardonnay

Appellation: Santa María Valley

Alc: 12.5

Price: \$40 USD MSRP



French Lunch

Producer: Villa Creek

Vintage: 2023

Name: Rosé

Varieties: 75% Grenache

9% Carignan

8% Syrah

8% Mourvèdre

Appellation: Adelaida District

Alc: 12.8

Price: \$ USD MSRP



French Lunch

Producer: BOLD Wine Co.

Vintage: 2022

Name: Monterey Pinot Noir

Varieties: Pinot Noir

Appellation: Monterey County

Alc: 13.6

Price: \$28 USD MSRP



French Lunch

Producer: DuMoL

Vintage: 2022

Name: Wild Mountainside Syrah

Varieties: Syrah

Appellation: Russian River Valley

Alc: 14.1



French Lunch

Producer: Groth

Vintage: 2021

Name: Oakville Cabernet Sauvignon

Varieties: 83% Cabernet Sauvignon
16% Merlot
1% Petit Verdot

Appellation: Oakville

Alc: 13.2

Price: \$80 USD MSRP



French Lunch

Producer: Clos du Val

Vintage: 2022

Name: Napa Valley Cabernet Sauvignon

Varieties: 77% Cabernet Sauvignon

12% Merlot

5% Malbec

4% Cabernet Franc

2% Petit Verdot

Appellation: Napa Valley

Alc: 14.2

Price: \$60 USD MSRP

