

# A HISTORY OF CALIFORNIA WINE

THROUGH THE LENS OF 8 GLASSES



capstone  
CALIFORNIA

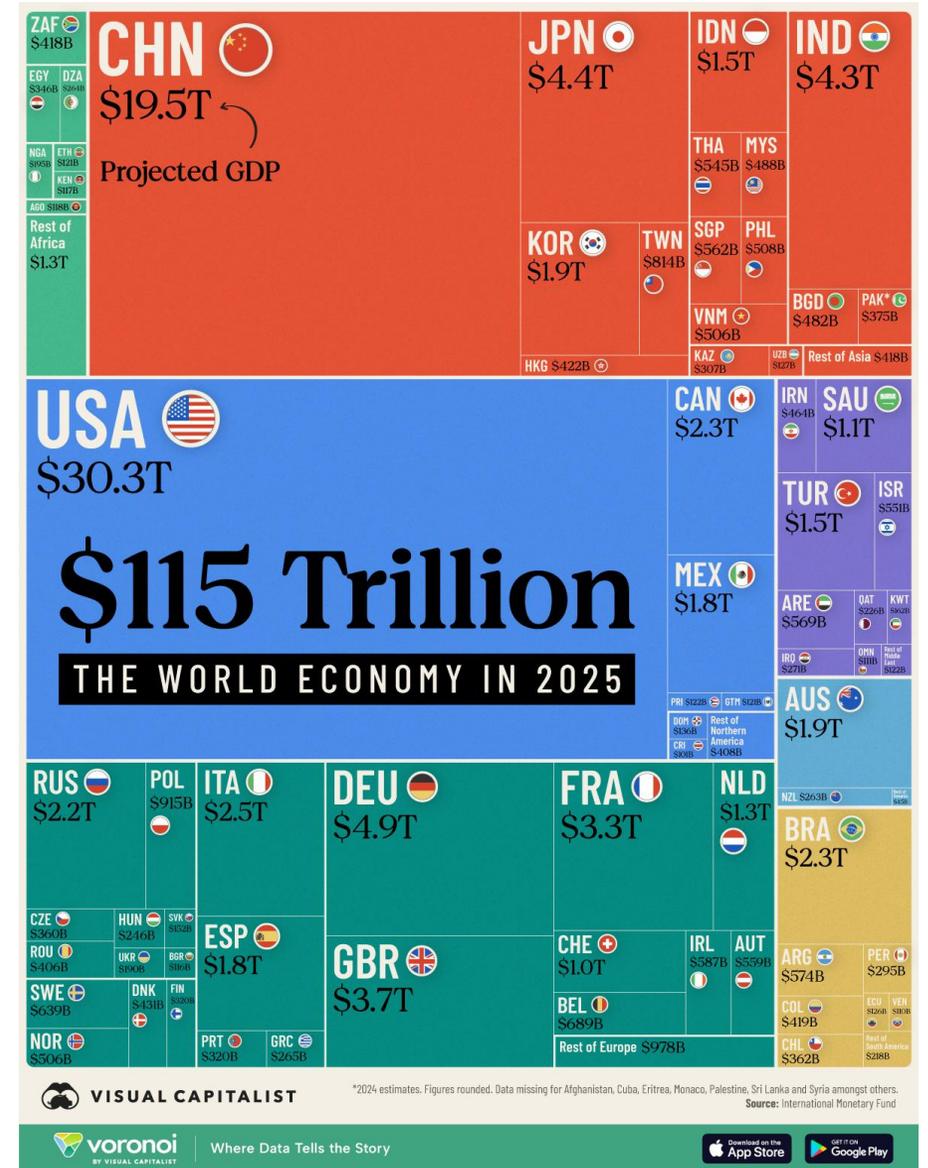


100 million years in the making

# BEFORE YOU MAKE AN APPLE PIE FROM SCRATCH

- Just five countries made up more than half of the world's entire GDP in 2025: the U.S., China, Germany, Japan, and India. India replaced the UK as 5<sup>th</sup> in the top five economy after 2024.
- Adding on another five countries, the top 10 make up 66% of the global economy, while the top 25 countries comprise 84% of global GDP.
- In the USA, California has the largest GDP among US states at US \$4.1 trillion which would make her the 4<sup>th</sup> largest economy in the world if she were independent

Source: Source: IMF (International Monetary Fund)



# AS I WAS SAYING...CALIFORNIA RANKS 4TH GLOBALLY!

According to the IMF's 2024 World Economic Outlook California's nominal GDP has reached \$4.1 trillion, surpassing Japan's \$4.02 trillion, and placing California behind only the United States, China, and Germany in global rankings.

Preliminary data indicates India is projected to surpass California by 2026.

Source: IMF (International Monetary Fund) April 2025



## 2024 NOMINAL GDP

1. UNITED STATES	\$29.18T
2. CHINA	\$18.74T
3. GERMANY	\$4.65T
4. CALIFORNIA	\$4.10T
5. JAPAN	\$4.02T
6. INDIA	\$3.90T
7. UNITED KINGDOM	\$3.64T

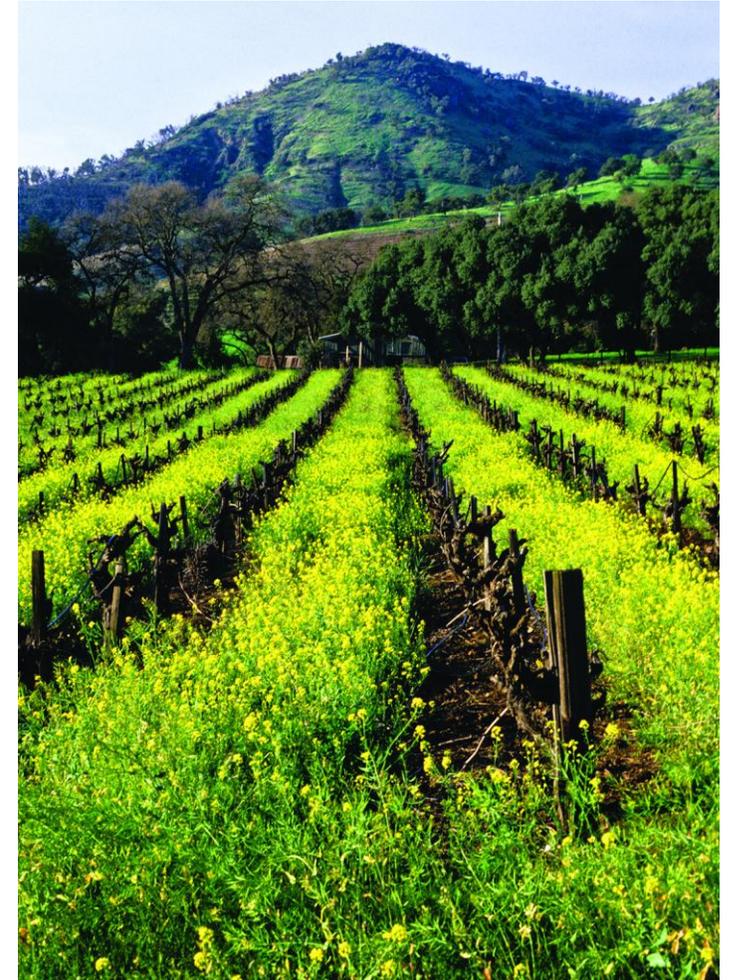
DATA IS FROM INTERNATIONAL MONETARY FUND'S NOMINAL GDP PROJECTIONS AND BEA

# AS WE BEGIN OUR JOURNEY, WE KNOW THAT ...

California = 4th largest wine producer in the world (after France, Italy, and Spain)

In 2024, US wine exports were \$1.16 billion in total revenue despite a challenging market environment: supply chain disruptions, inflation, tariffs, shipping expense increases, etc. (Source: CWI)

In 2024, California wine shipments to the U.S. market were approximately 203.5 million cases, with an estimated retail value of \$67.5 billion; that is a heroic increase since 2001! (177 million cases and \$21.8 billion) (Source: CWI)



# CALIFORNIA IS THE LEADER IN NORTH AMERICA....

Per Wine Business Analytics (2/10/2025), there were **11,450 wineries in the United States in 2025, 1.5% less than in 2024.**

In 2025, **California had 4,864 bonded wineries**, which = 42% of all wineries in the United States!

(Source: WineBusiness Analytics)

In 2002, there were 1,700 bonded wineries and in 2019 there were 4,500

Grapes are grown throughout the state, in 49 of the 58 counties, making wine a **statewide industry** and not limited to just a few locations.

Grapes are **one of the top three crops grown in California**; the state has over 400 agricultural crops and produces over a 1/3 of the USA's vegetables and 2/3 of the fruits and nuts.

# PROMINENCE OF THE GOLDEN STATE!

- 81% of U.S. wine comes from California
- 95% of U.S. wine exports come from California
- ~275 million 9-liter cases are produced annually
- ~4 million tons (3.6 billion kilograms) of wine grapes are harvested annually
  - In 2023, California produced 605,981,608 gallons of wine (22,938,899 hectoliters) while in 2024, it was 508.2 million gallons (19,241,249 hectoliters), a significant drop of 17.1% from the previous year.
  - 2025 looks to be up about 4% from 2024



# EXPORTS

## That said.....Ex-California

US produced wine makes up the majority of wine consumed in the USA, with an estimated **88% of the wine produced in the US is consumed domestically.**

\$1.1 billion of wine exports sold in 2024 into 142 markets

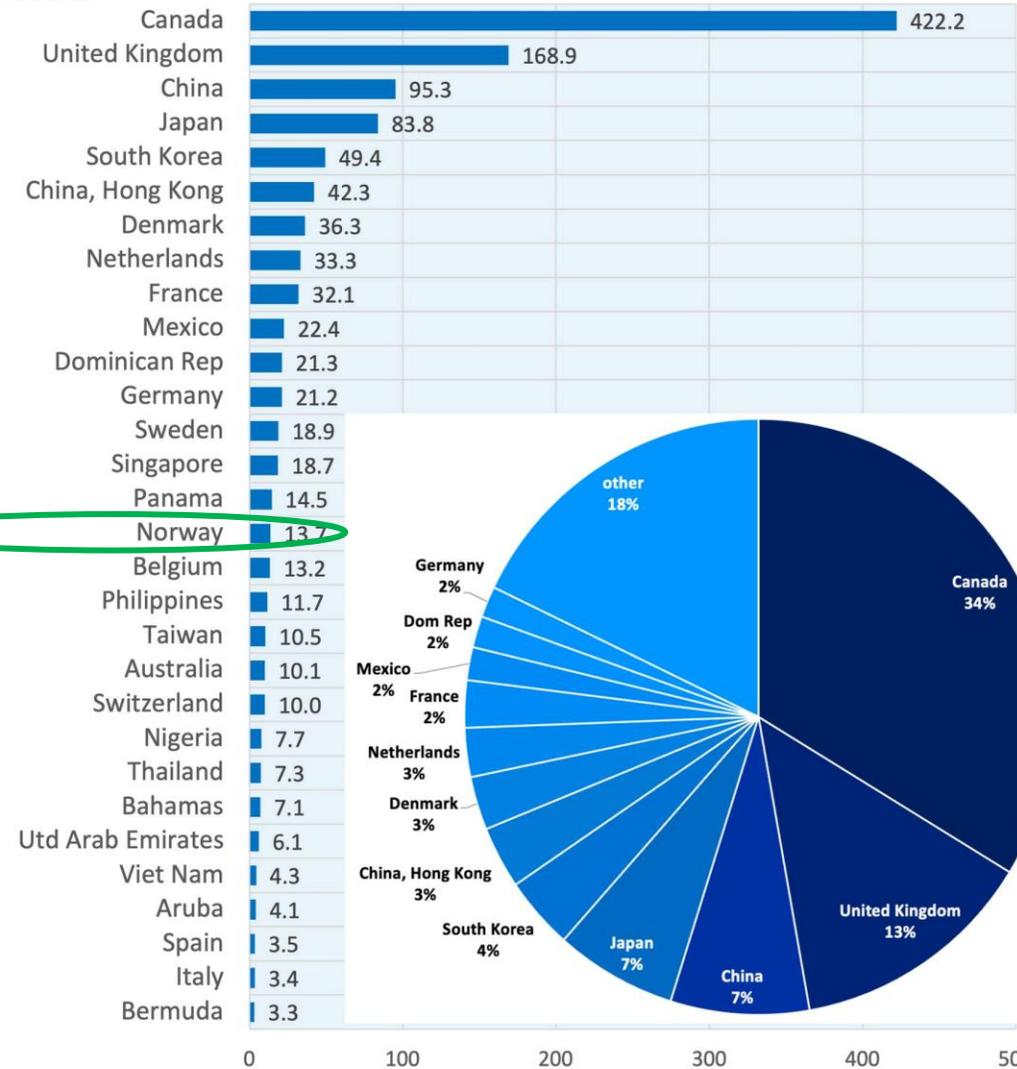
At #16, Norway is in our 'Top 20'

Tusen takk 😊

Source: The Drinks Business (April 2025)



**Main Markets for U.S. Wine Exports in 2024**  
value in million US\$; Source: UN Comtrade



# DIVERSITY REIGNS IN CALIFORNIA....

- California vintners and growers are leaders in combining tradition and innovation
- Our **5,900 wine grape growers** work with a diverse landscape, varied climate, and more than **110 wine grape varieties and counting!**
- Multi-generational families, many originally from Western Europe, have deep roots in California, and the state continues to attract talent from around the world

- The state has 154 AVAs and counting....  
Newest being Crystal Springs of Napa Valley, Winters Highlands, Long Valley-Lake County, Contra Costa, and San Luis Rey with a soon-to-be new Carmel Coast AVA (submitted in 10/2022)



# WINE 1: IRON HORSE VINEYARDS LATE DISGORGED 'CUVÉE JOY'

Vintage	2007   ABV: 13.5%
Provenance	Green Valley AVA, Sonoma County
Assemblage	77% Chardonnay 23% Pinot Noir
Elevage	18 years en tirage, 4.6g/l dosage made from Blanc de Blancs

## Why this wine:

Founded in 1976, Iron Horse is a leader in the outset of the *methode traditionnelle* in California. Unlike the other French efforts at this time, the Sterling family pioneered a family-led entry into the market, a first since Schramsberg.

This 'new release' marks demonstrates the continued commitment to leading sparkling wines in California thru the lens of an exquisite RD bottling- their first sparkling wines was released in 1980.





# A HISTORY OF CALIFORNIA WINES

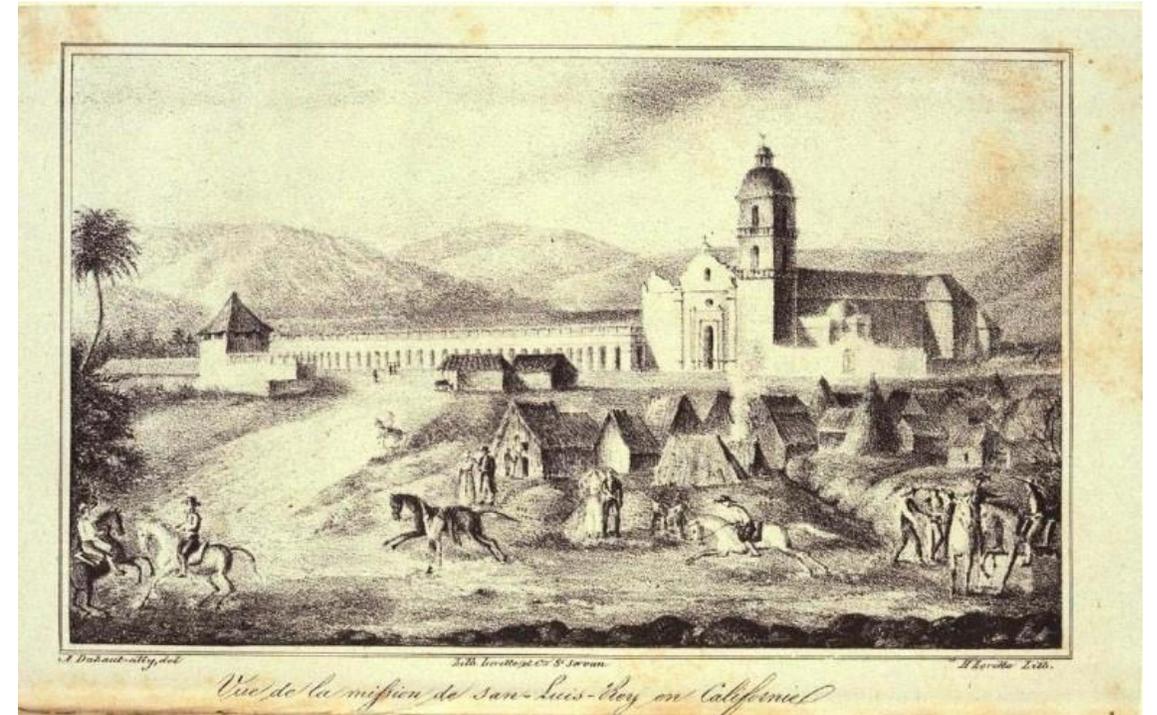
Inglenook Winery (Napa Valley)

# A BRIEF HISTORY— PRE-CALIFORNIA STATEHOOD

**1769-** Gaspar de Portola arrives from Baja California along with Padre Junipero Serra to establish the first missions near modern day San Diego with the first vine cuttings to follow.

**1782-** Most scholars agree first wine was made at Mission San Juan Capistrano by Padre Serra

**1798-** Padre Francisco de Lauséun establishes Mission San Luis Rey de Francia which becomes the 'leading mission' of the area, supplied by a-soon to-be Temecula Valley (flourishing by the 1830's)



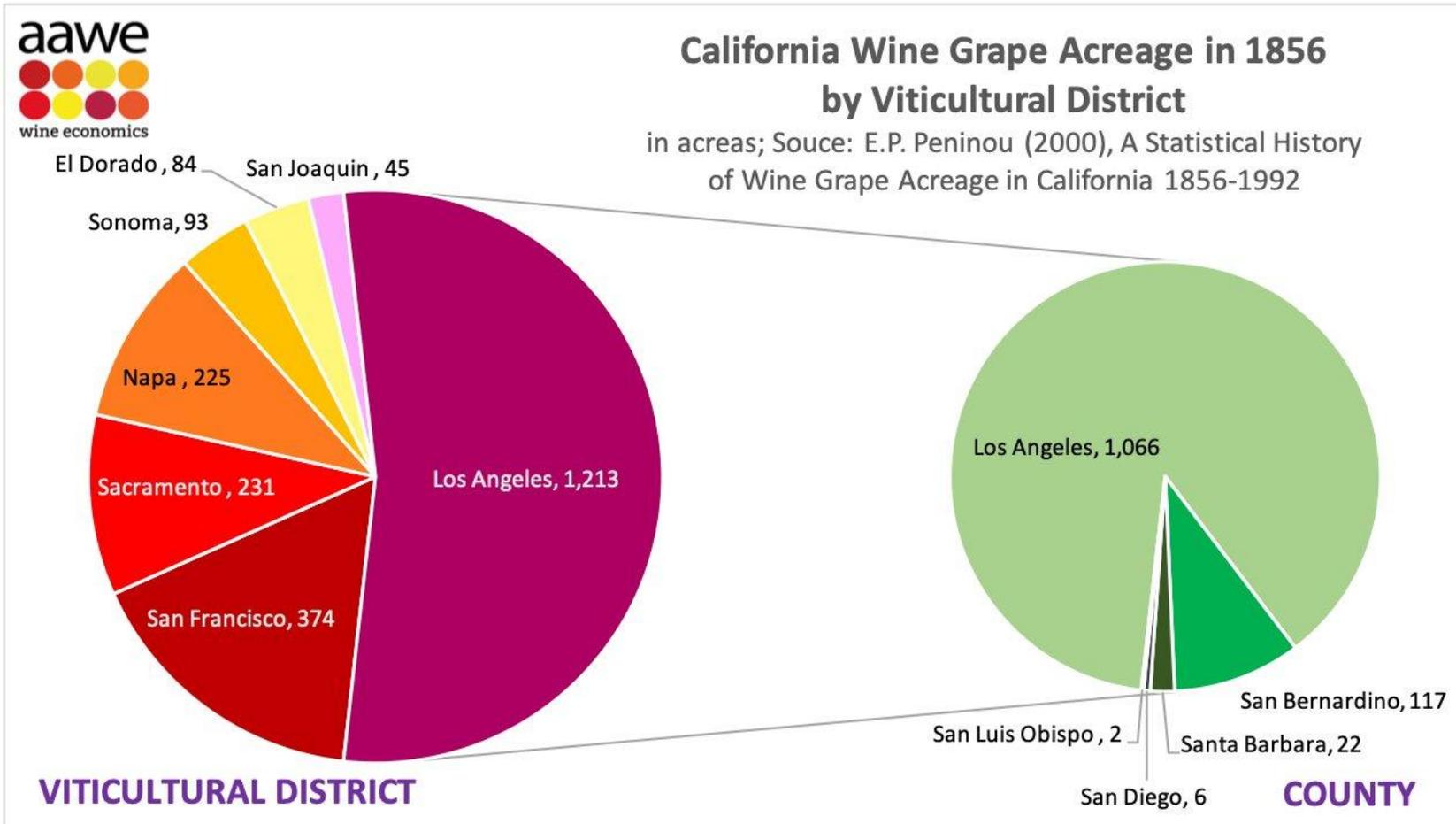
<https://www.pechanga-nsn.gov/index.php/history>

# HISTORY OF CALIFORNIA: THE EARLIEST DAYS

- **1769:** First wine grapes in California are planted by Franciscan missionary Father Junipero Serra at Mission San Diego de Alcalá
- **1781:** The oldest winery in California, Mission San Gabriel, is founded in what is today central Los Angeles
- **In 2022,** Angeleno wines in LA first produced a wine from this site (as did Byron Blatty and Cavalletti) that was released since 2023!
- **1833:** First imported vines from Europe brought in by California's first commercial winegrower, Jean-Louis Vignes, to the Los Angeles area



# AND BEFORE YOU THINK IT WAS ALL UP NORTH...



CALIFORNIA WINES



## CALIFORNIA WINES



The 260 +/--year-old *mission vine* called the Ramona Vine, and it is as big as a tree.

The Ramona vine covers almost the entirety of Mission of San Gabriel and is the oldest producing vine in the state.

Credit: Jasper Dickson

# WINE 2: CAROL SHELTON 'MONGA' ZINFANDEL

Vintage	2009/15.3%
Provenance	Cucamonga Valley (Lopez Vineyard)
Assemblage	100% Zinfandel (Planted 1918, dry-farmed bush vines)
Elevage	24 months in all American barrels, 50 % 2nd use/50% older

### Why this wine:

The importance of LA county/Cucamonga (San Berardino) to early California and still exists...

Carol Shelton sleuths older vines from distinct provenances

She also drove the petition for approval of Rockpile as an AVA along with the Mauritsen family back in 2002– thank you Carol!!



# HISTORY OF CALIFORNIA: THE NORTH EVOLVES

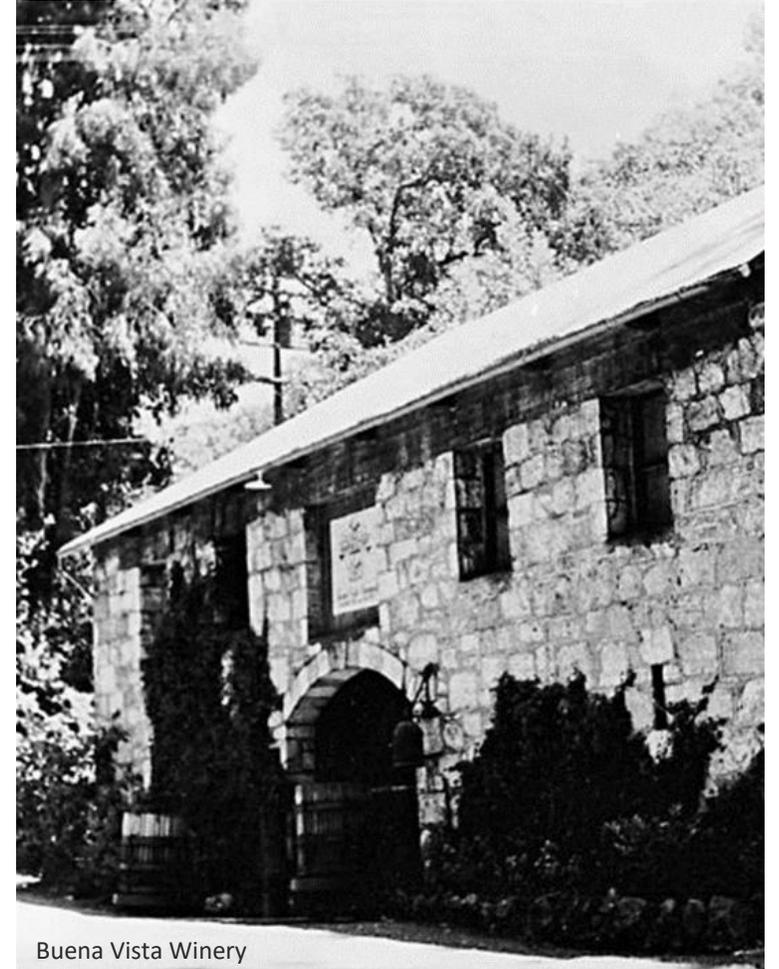
**1834:** When Mexican government abandons the Sonoma Mission, General Mariano Vallejo takes over its vineyard, expands it, and becomes Sonoma's first commercial winegrower

**1836:** Explorer George Calvert Yount plants first vines in the (to be) Napa Valley in (to be) Yountville

**1854:** John Patchett created 1st official vineyard and winery in the Napa Valley (vines in 1854, wines in 1857, cellar in 1859)

\*FYI his winemaker was Charles Krug

Source: [thewinecellarinsider.com](http://thewinecellarinsider.com)



Buena Vista Winery

A black and white historical photograph of a sawmill. In the foreground, a large wooden barrel is being processed. A worker in a hat and work clothes stands to the left, looking towards the machinery. In the center, another worker in overalls and a cap is operating a large wooden frame. To the right, a third worker is perched on a high wooden structure, holding a long beam. The background shows the interior of the mill with wooden walls and various pieces of machinery, including a large saw blade. The scene is dimly lit, with strong highlights on the workers and the machinery.

**MILESTONE: 1850**  
210,000 9-liter cases  
produced in California

# PUNCTUATION POINTERS

**1850's: With more acreage than Napa, Sonoma County began developing before the Napa Valley.**

With Buena Vista founded in 1857 and Gundlach Bundschu in 1858, it can be said that Sonoma is actually the official birthplace of the California wine industry in Northern Coastal California.

The Korbel brothers began making the first Champagne-style wines in Sonoma during the 1880s.

**1860's: Napa Valley history really gets its start when the Charles Krug winery in Napa was founded in 1861.**

Other wineries quickly followed. Jacob Schram founded Schramsberg in 1862. FYI, Schramsberg became so popular that President Benjamin Harrison served it in the White House at official functions (he was the 23<sup>rd</sup> President of the USA)

And in 1868, Hamilton W Crabb purchased 97 hectares of what was still farmland from the family of George Yount. This land eventually became the famous To-Kalon vineyard.



Charles Krug Winery

\*Source: [thewinecellarinsider.com](http://thewinecellarinsider.com)

# HISTORY OF CALIFORNIA WINE: DIFFICULT TIMES

**1900:** American wine industry prospers with wines exported around the world:

- Wines sold as far away as Australia, Central America, England and even Asia.

**1919:** Prohibition in the U.S. outlaws the commercial production of wine

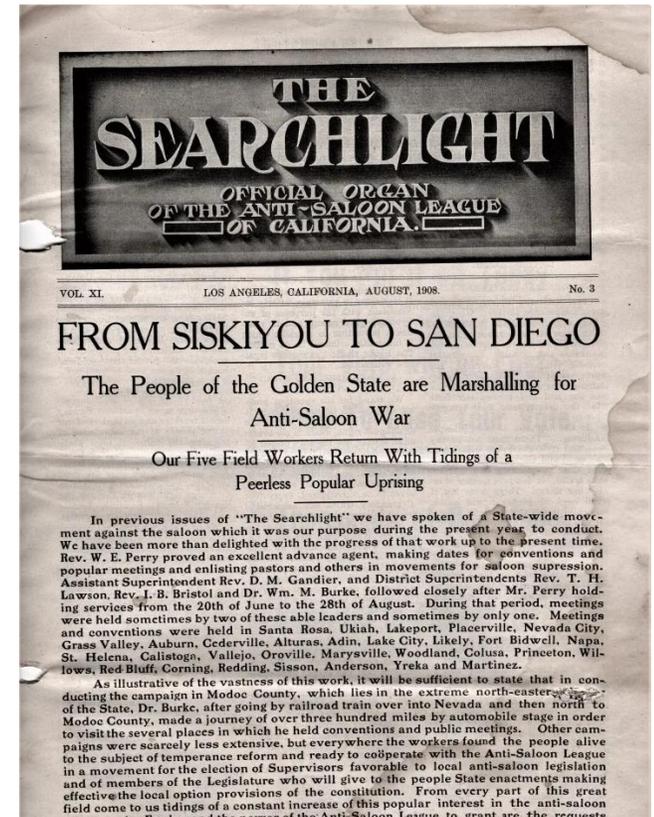
- California wine production drops 94%

**1933:** Prohibition is over, and the Volstead act is repealed... a long road back begins



# AND DURING PROHIBITION...

- Larger companies sold grape juice in barrels with heavy amounts of SO<sub>2</sub>: When barrels were opened, and enough air was added to the grape juice, the fermentation process could begin, which turned the grape juice into wine
- Most folks just gave up, abandoned their land, and allowed their vines to die. Those who stubbornly remained were reduced to selling Sacramental wines at best or dry must (better known as raisin cakes) to home winemakers for their own wine for 'so-called' religious purposes—
- Wine as also could be prescribed by doctors for treatment.
- Prior to 1919, more than 2,500 wineries were licensed to make wine in America. Yet by 1933, less than 100 remained!



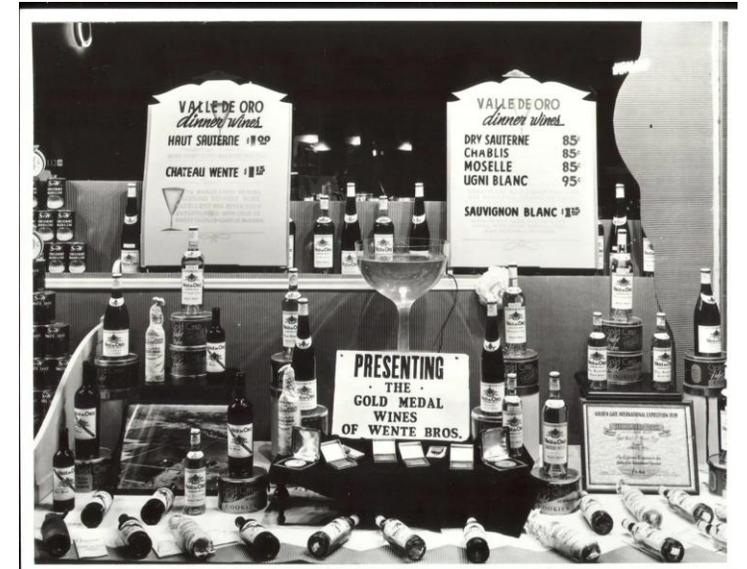
# A BRIEF WENTE INTERSTITIAL...

Wente Vineyards holds a significant place in California wine history due to its pioneering role in establishing varietal labeling and the development of the "Wente Clone" of Chardonnay, which is now the foundation of over 75% of California's Chardonnay production.

**1932:** In 1932, Wente Vineyards began varietally labeling their wines, starting with Sauvignon Blanc and later with Pinot Chardonnay

**1936:** Wente released the first varietally labeled Chardonnay in the United States, marking another significant milestone in California wine history— and setting the table for the explosion of the Wente Clone

Source: [thewinecellarinsider.com](http://thewinecellarinsider.com)



Source: Wente Vineyards

# HISTORY OF CALIFORNIA WINE: POST REPEAL

**1933:** Ernest and Julio Gallo start E. & J. Gallo Winery in Modesto; today it is the largest winery in the world

**1934:** The California Wine Institute is established. 42 wineries joined at its inception

**1935:** University of California at Berkeley and Davis lead viticulture and winemaking research and education

- Maynard Amerine was one of the first faculty members hired into this newly formed department at Davis



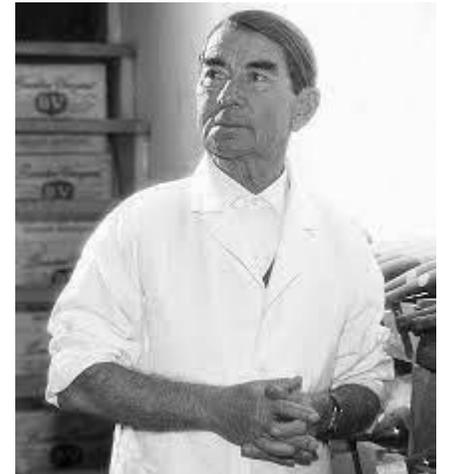
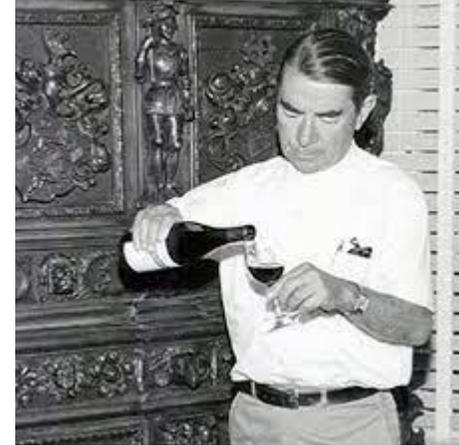
# And then comes Andre...

Andre Tchelistcheff was hired by Georges de Latour. He moved to California from France and joined Beaulieu Vineyards in 1938.

It was Andre who---

1. Began thinking about frost protection during the growing season.
2. Pioneered the need for proper sanitation and the use of small, French oak barrels for the aging of the wine.
3. Insisted that malolactic fermentation become part of the wine-making process.
4. Eliminated pasteurization and introduced the technique of cold fermentation to increase the color and concentration of the wine.
5. Introduced modern, viticulture practices of Europe including replanting the vineyards with higher levels of density, reducing the amount of sulfur used in the vineyards, and more importantly, focused on planting high-quality French grape varietals.

He worked tirelessly until he passed in 1994 at the age of 93!



Source: Beaulieu Vineyard

# PUNCTUATION POINTERS

**1940's:** Napa Valley was on its way to becoming active again. Close to 2428 hectares (6,000 acres) were planted.

Did you know? Louis Martini was among the first California wineries to bottle wines made from specific grape varieties; Inglenook was selling wines made from Cabernet Sauvignon by 1934!

**Late 1950's:** Hanzell's James Zellerbach is among first to use small French oak for wine, designed the first temperature controlled stainless steel fermentation tanks, and was the first to use nitrogen in bottling.

Joseph Swan and Joe Rochioli followed in the footsteps of Zellerbach with Swan being the first Pinot Noir producer in Sonoma to popularize making wine using Burgundian methods, including whole-cluster fermentation, manual punch-downs, and aging in French oak barrels. The Swan Pinot Noir clone remains popular today. And across the Mayacamas Mountains, Napa's Stony Hill debuts in 1952!!!

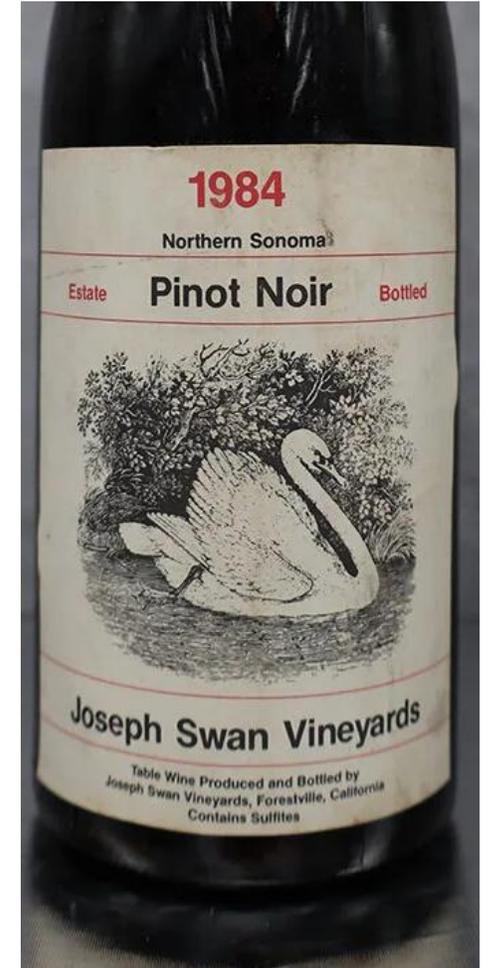
# WINE 3: JOSEPH SWAN NORTHERN SONOMA ESTATE PINOT NOIR

Vintage & ABV	1984/N/A
Provenance	Laguna Ridge, Russian River Valley
Assemblage	100% Pinot Noir
Elevage	N/A

### Why this wine:

Importance of Joseph Swan & the Swan clone of Pinot Noir to California Pinot Noir. Planted by Joe in 1968, the original Pinot Noir field clonal selection was from Mount Eden (via France, Paul Masson, and then Martin Ray). First vintage was in 1973.

The vines prospered and and the cuttings from the vineyard became widely distributed to other vineyards as the Swan clone or selection.



# HISTORY OF CALIFORNIA WINE: THE 'TIPPING POINT'

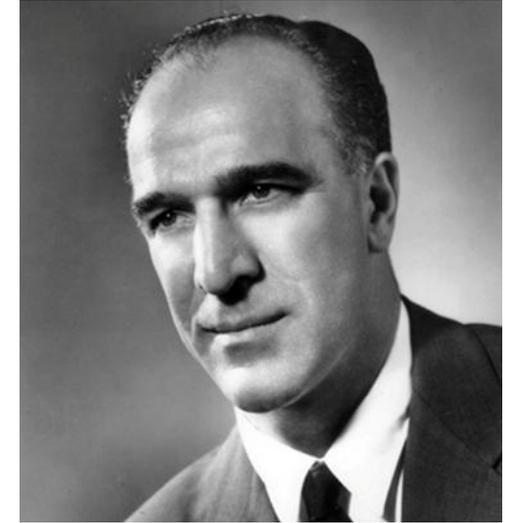
**1960's-1970's:** Many winemakers & winegrape growers see the great potential in California and start wineries

**1966:** Robert Mondavi establishes his winery in Napa Valley, the first major winery there since Prohibition

**May 24, 1976:** Judgment of Paris blind tasting, reported in Time Magazine, changes international perceptions of California wine when French judges select California wines as three of top four Chardonnays, and the top red

Original TIME article:

<https://content.time.com/time/subscriber/article/0,33009,947719,00.html>



JUNE 7, 1976

# TIME

## Judgement of Paris

Americans abroad have been boasting for years about California wines, only to be greeted in most cases by polite disbelief—or worse. Among the few fervent and respected admirers of *le vin de Californie* in France is

**Galic Gems.** As they swirled, sniffed, sipped and spat, some judges were instantly able to separate an imported upstart from an aristocrat. More often, the panel was confused. “Ah, back to France!” exclaimed

# JUDGEMENT OF PARIS: EG CONTEXT... 😊



# WINE 4 : BACIAGALUPI RUSSIAN RIVER ESTATE CHARDONNAY

Vintage & ABV	2015/14.2%
Provenance	Russian River Valley
Assemblage	100% Chardonnay
Elevage	N/A

**Why this wine:**

The source of the bulk of the fruit for Chateau Montelena’s 1976 Judgment of Paris Chardonnay (the balance came mostly from Belle Terre (Alexander Valley) and Oak Knoll (Yountville))

Off the Goddard Ranch, the wine came from the now-called ‘Paris Block’, a 1.62-hectare plot that Mike Grgich selected for the wine- still producing today (small amounts)– 2015 marks 65<sup>th</sup> vintage.



# AND SADLY, ON JANUARY 6TH, 2026...



Bacigalupi Vineyards · [Follow](#)

5h ·



In Loving Memory of Helen Bacigalupi (1925–2025)

Today we honor the life of Helen Bacigalupi, matriarch of Bacigalupi Vineyards and a true pioneer of Sonoma County winegrowing.

Helen's strength, grit, and vision helped shape our vineyard, our family, and a historic chapter in California wine. Her legacy lives on through the land she loved and the generations who continue her work.

In accordance with her wishes, there will be no memorial service. We invite you to honor Helen by raising a glass, sharing a story, and enjoying time with those you love.

With gratitude,  
The Bacigalupi Family

# AND BY 1971...

52 years ago, California was ruled significantly by Carignane, Zinfandel & Grenache!!

Cabernet Sauvignon was #8, Chardonnay was only #19, Merlot just #50.

Source: American Association of Wine Economists



**Bearing Winegrape Acreage in California in 1971: Top 60 Varietals**  
in acres; Source: California Grape Acreage 1971

1 Carignane	25,795	21 Semillon	1,160	41 Malvasia Bianca	244
2 Zinfandel	19,470	22 Sauvignon Blanc	1,071	42 Green Hungarian	238
3 Grenache	12,428	23 White Riesling	1,068	43 St Macaire	231
4 French Colombard	7,835	24 Sylvaner	1,048	44 Grignolino	229
5 Mission	6,440	25 Sauvignon Vert	856	45 Almission	217
6 Alicante Bouchet	6,418	26 Black Malvoisie	810	46 St Emilion	191
7 Palomino	6,371	27 Gamay Beaujolais	742	47 Folle Blanche	183
8 Cabernet Sauvignon	3,898	28 Early Burgundy	711	48 Cabernet Franc	149
9 Petite Sirah	3,839	29 Gray Riesling	683	49 Flora	145
10 Chenin Blanc	2,903	30 Emerald Riesling	645	50 Merlot	121
11 Pinot Noir	2,420	31 Pinot Blanc	542	51 Pinot St George	101
12 Ruby Cabernet	2,218	32 Feher Szagos	516	52 Sangiovetto/-vese	99
13 Rubired	2,135	33 Pedro Ximines	501	53 Nebbiolo	76
14 Royalty	2,084	34 Gewurztraminer	474	54 Aramon	75
15 Burger	2,060	35 Tinta Madeira	447	55 Muscat Hamburg	71
16 Mataro	1,855	36 Refosco	394	56 Beclan	54
17 Valdepenas	1,849	37 Muscat Blanc	352	57 Cataratto	52
18 Salvador	1,641	38 Perelli 101	322	58 Chasselas Doré	52
19 Chardonnay	1,630	39 Aleatico	295	59 Red Veltliner	51
20 Gamay	1,188	40 Grand Noir	283	60 Souzao	47

# PUNCTUATION POINTERS

**1970's:** Single vineyards wines are born

Led by the likes of Al Brounstein (Diamond Creek), Team Acacia (Larry, Mike, and Jerry), Chateau St. Jean, Heitz, Joseph Phelps, Steve Kistler, and more

**1972:** Domain Chandon kicks off the era of the *bubbly* 'French Connection'

Followed by Roederer Estate, Domain Mumm, Domaine Carneros, Piper Sonoma, Maison Deutz...

**1978:** Robert Parker kicks off the Wine Advocate:

While he became famous after his bold calls about the 1982 Bordeaux vintage, he loved California wine and believed many producers with great terroir were not making wine at their full level of potential

- His call for harvesting phenolically ripe fruit, lower yields, more sorting and selection, cleaner facilities, and using more new, French oak barrels, and more vineyard specific wines was heard by many winemakers

# BRIDGING THE GAP: IMPORTANT VINTNERS TO KNOW

**Justin Meyer** (Silver Oak)

**Fred and Eleanor McCrae** (Stony Hill)

**John Parducci** (Parducci)

**Dick Peterson** (Monterey Vineyard)

**Martin Ray** (Martin Ray Winery)

**Richard Sanford** (Sanford & Benedict,  
Sanford, Alma Rosa)

**August Sebastiani** (Sebastiani)

**Lee Stewart** (Souverain)

**Brad Webb** (Hanzell)

**Richard Arrowood** (Chateau Saint Jean)

**Brother Timothy** (Christian Brothers)

**Tom Burgess** (Burgess Cellars)

**Bernard Fetzer** (Fetzer)

**Rick Forman** (Sterling Vineyards)

**MaryAnn Graff** (Simi)

**Richard Graff** (Chalone)

**Joe Heitz** (Heitz Wine Cellars)

**Zelma Long** (Simi/Long Vineyards)

**Jerry Luper** (Freemark Abbey)

# AND OUR 'HOSTS'—MENDOCINO COUNTY

## 4 NAMES TO KNOW

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**John Parducci:** Steward of one of the county's earliest and most enduring commercial wineries

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**Barney Fetzer (Paul Dolan):** Changed the county's scale trajectory at scale, transforming Fetzer Vineyards into a national force that brought Mendocino into American living rooms (their Sundial Chardonnay launched one of America's most commercially successful, mass-produced Chardonnays, making quality wine accessible beyond luxury markets).

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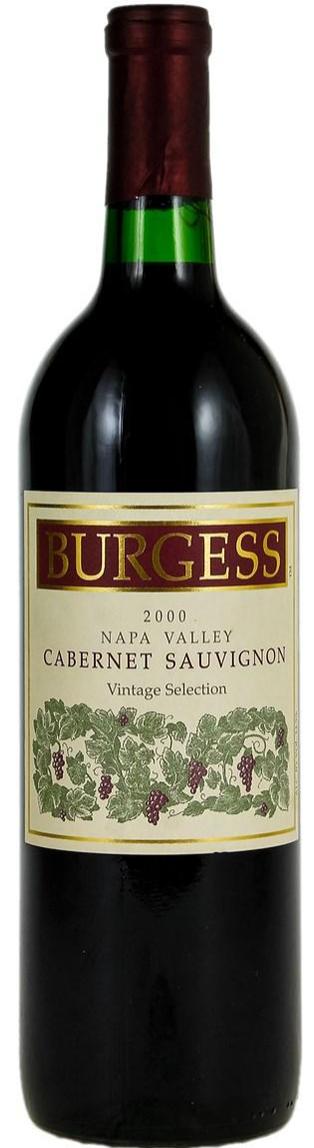
**Tony Husch:** Was a true first-wave trailblazer, establishing one of the valley's earliest quality estates and validating its cool-climate destiny with varieties like Pinot Noir and Gewürztraminer long before they became the calling cards of the AVA

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**Ted Bennett:** One of the defining farmer—vintners of Anderson Valley, co-founding Navarro Vineyards and building a reputation for distinctive, site-expressive wines that showcased Mendocino's cool-climate identity.

# WINE 5: BURGESS CELLARS VINTAGE SELECTION CABERNET SAUVIGNON

<b>Vintage &amp; ABV</b>	2000   ABV: 14.3%
<b>Provenance</b>	(now) Crystal Springs AVA, Napa Valley
<b>Assemblage</b>	90% Cabernet Sauvignon, 10% Cabernet Franc
<b>Elevage</b>	Barrel aged for 19 months in French oak, 55% new
<b>Why this wine:</b>	<p>Founded in 1972, Burgess Cellars and its founder Tom Burgess were emblematic of the foreshadowing of the boutique winery movement of the 1970's.</p> <p>A map that used to hang in the Burgess' barrel room listed approximately 20-25 wineries that were in existence in Napa Valley in 1972 (<a href="https://www.napawineproject.com/burgess-cellars/">https://www.napawineproject.com/burgess-cellars/</a>)</p>



# PUNCTUATION POINTERS

**1980's:** Fighting varietals (cork-topped 750-milliliter bottles, but priced lower) are born- led by such offering as Turning Leaf, Glen Ellen, Round Hill, Mondavi Woodbridge, Fetzer Sundial, Sutter Home (lots of White Zinfandel)

**Early 1980's:** Smaller winery explosion— from Hirsch to Williams Selyem, Talley to Eberle, Dunn to Spottswoode, Grace Family to Harlan...

**1988:** Meritage category formed and promoted:  
From the interest in wines like Insignia, Opus One, etc.

**1990s':** The 'modern' swell grows for cult wines— Dalla Valle (1986), Screaming Eagle (1992), Colgin (1992), Sina Qua Non (1994), etc...

# WINE 6: CHAPPELLET SIGNATURE CABERNET SAUVIGNON

<b>Vintage &amp; ABV</b>	2005/ABV: 14.9%
<b>Provenance</b>	Pritchard Hill, Napa Valley
<b>Assemblage</b>	Cabernet Sauvignon 84%, Merlot 9%, Petit Verdot 5%, Malbec 2%
<b>Elevage</b>	Aged 22 months in 80% new French oak

## Why this wine:

The OG of Pritchard Hill, a then unknown appellation, Donn and Molly Chappellet founded the winery in 1967.

Today, the hill is a who's who: Colgin Cellars, Bryant Family Vineyard, Continuum Estate, Ovid Estate, Brand Napa Valley, and Gandona

The Signature bottling is Chappellet's flagship- having been produced since 1969- and is the wine that created their (now) legacy



# WINE 7: TALLEY VINEYARDS ROSEMARYS VINEYARD CHARDONNAY

<b>Vintage &amp; ABV</b>	2014/ABV: 14.1%
<b>Provenance</b>	Arroyo Grande Valley AVA, San Luis Obispo
<b>Assemblage</b>	100% Chardonnay (most all heirloom clones)
<b>Elevage</b>	Aged on lees for 15 months in French oak barriques, 16 % new

### Why this wine:

Talley was one of the wineries whose success spawned the interest in creating SLO Coast AVA (Edna Valley + Arroyo Grande Valley)

Overlooking the Pacific Ocean, just 10 kms to the southwest, and surrounding the home of the Talley Vineyards' co-founder Rosemary Talley, Rosemary's Vineyard is the coolest vineyard site farmed by the Talley family. Rosemary's son Brian Talley is winemaker.



# PHYLLOXERA REDUX IN THE 1980'S

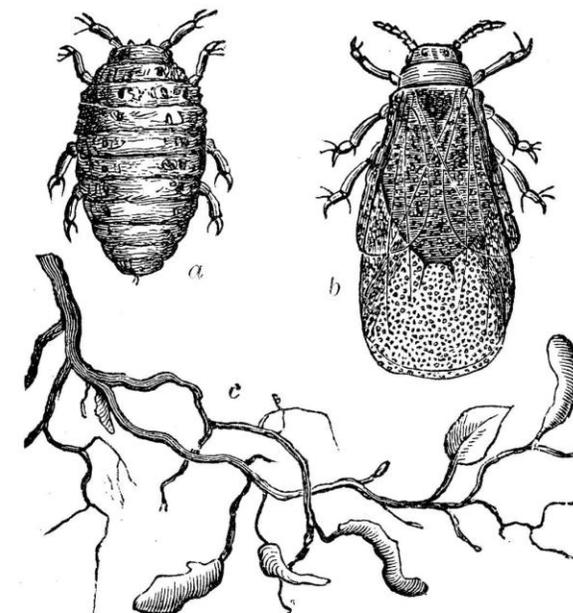
As if once was not enough.....welcome biotype B phylloxera  
AxR 1 was not the silver bullet..... In the 1980's, first in Napa  
and Sonoma, to the tune of 50,000 acres and 6 billion \$US....

The 'Rule of 15'....

And the 'good thing' about that round two of phylloxera...

A revisit, pivot, and benefit... although \$\$\$ to do it.

And today we have Red Blotch, the next wave...



# HISTORY OF CALIFORNIA WINE: MODERN LOVE

**1980:** Wine grapes are planted in more than half of California's 58 counties  
(today, winegrapes are grown in 49 counties)

**1991:** More than 50 American Viticultural Areas – distinct growing areas approved by the U.S. government – are established in California  
(today that # is 154 and counting)

**1997:** The number of wineries in California grows to more than 1,000



# HISTORY OF CALIFORNIA WINE: THE NEXT WAVE..

**2008:** U.S. wine exports, 90 percent from California, surpass \$1 billion

**2010:** The U.S. becomes the world's No. 1 wine consuming nation and the most profitable!

**2022:** Capstone California is launched!

**2023:** The 1<sup>st</sup> Capstone Educators Tour occur... 😊 and in..

**2025:** The Capstone Educators Tour v2... 😊 and Capstone's global impact grows more: 17,000 enrollments, 9,920 graduates across the three current levels including 295 in level three. In 2025 alone we had 2160 new students join- in 107 countries, taught in 9 languages!

**2026:** The Norwegian Sommeliers arrive!!



# WINE 8: ENFIELD WINE CO. WATERHORSE RIDGE CABERNET SAUVIGNON

<b>Vintage &amp; ABV</b>	2019/13.6%
<b>Provenance</b>	Fort Ross-Seaview AVA, Sonoma County
<b>Assemblage</b>	100% Cabernet Sauvignon
<b>Elevage</b>	Aged 17 months in French oak (45% new barrels)

**Why this wine:**

Waterhorse Ridge is one of the coolest climate Cabernet vineyards in California, planted on a rocky ridge deep in the Sonoma Coast. With climate change, is this a canary in the coal mine for the grape (along with changing palates for Bordelais style wines)?

John Lockwood is all about site: from this unique vineyard to Haynes (Coombsville), Shake Ridge (Amador), Brousseau (Chalone), etc..



# WINE 9: SCAR OF THE SEA BASSI VINEYARD PINOT GRIS

Vintage & ABV	2023/12.0%
Provenance	SLO Coast AVA, San Luis Obispo County
Assemblage	100% Pinot Gris
Elevage	Whole cluster; Native ferment on skins for 22 days; on lees for 7 months in neutral barriques; unfined/unfiltered

## Why this wine:

A new/exciting cool climate AVA clefted from great SLO county to delineate cool climate and potential of previously underappreciated and unique area...

As of 2024, the vineyards is certified biodynamic.

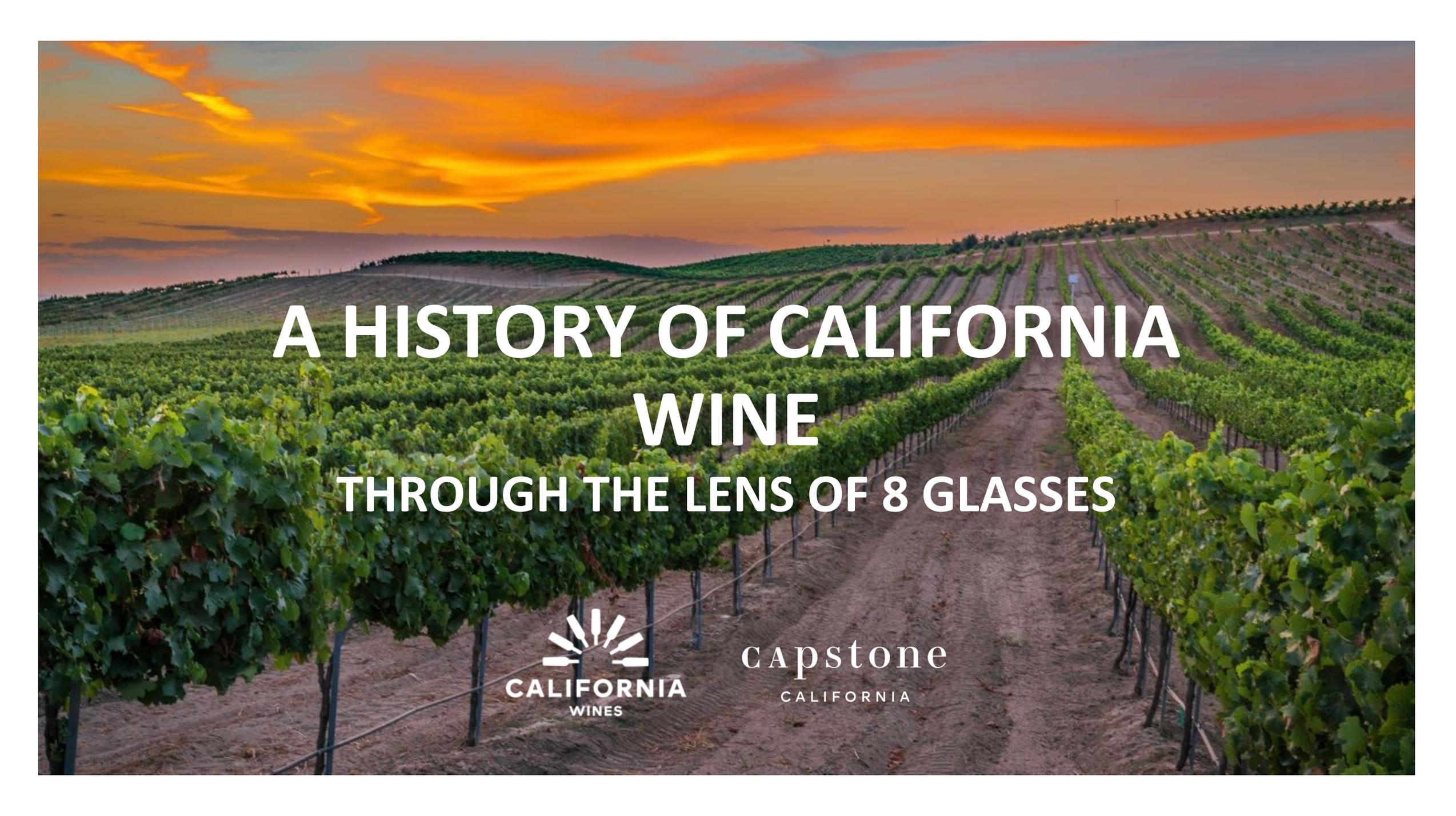


# A HISTORY OF CALIFORNIA WINE

## THROUGH THE LENS OF 8 GLASSES

Learn more about California





# A HISTORY OF CALIFORNIA WINE THROUGH THE LENS OF 8 GLASSES



capstone  
CALIFORNIA

# Wine 3: Talley Vineyards Rosemarys Vineyard Chardonnay

Vintage and ABV: 2014/14.1%

Provenance: Arroyo Grande Valley AVA, San Luis Obispo

Assemblage: 100% Chardonnay (most all heirloom clones)

Elevage: Aged on lees for 15 months in French oak barriques, 16 % new

**Why this wine:** Talley was one of the wineries whose success spawned the interest in creating SLO Coast AVA (Edna Valley + Arroyo Grande Valley)

Overlooking the Pacific Ocean, just 10 kms to the southwest, and surrounding the home of the Talley Vineyards' co-founder Rosemary Talley, Rosemary's Vineyard is the coolest vineyard site farmed by the Talley family. Rosemary's son Brian Talley is winemaker.

