WINE BUSINESS MONTHLY

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Brands of 2021



















Plus:

Growers Reflect on Best Practices in a Drought
Using the Spore Trap Network to Beat Powdery Mildew

Eugenia Keegan Discusses Leadership, Sales Management and Staying Relevant



ICON DUOMO

LO STILE ITALIANO

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I can tell you from my heart that I have never worked with better corks than the ones from Portocork. The only thing possibly better is the delightful and efficient people we get to deal with there.

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Manfred Krankl

SINE QUA NON

* 22-time recipient of Wine Advocate's perfect 100 points





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⁶⁶I started working with Prospero about 40 years ago when it was just Tony, back when there were no wine equipment companies in southern New York. Located just two hours away, Prospero was integral to the development and growth of the Long Island wine industry, and has been for almost five decades. Now, almost 100% of Long Island wine is bottled using Prospero's equipment. Tony has brought it all to the states, and most importantly to us. We predicate our success to Prospero. Fifty years later, they are one of the most important equipment supply companies for both wineries and breweries in the U.S. They know wine. They know the whole business. They're great people. Prospero is the full package. ""



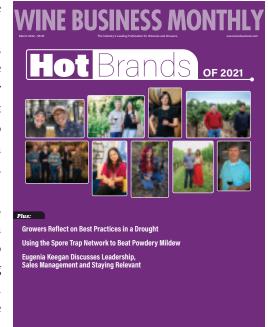
RICH OLSEN-HARBICH Winemaker • Bedell Cellars

PROSPERO 50 since 1972 5 years

Adapting in the Vineyard

AS THIS ISSUE OF *WBM* heads out to subscribers, the just released California Grape Crush Report says the 2021 wine grape crop weighed in at roughly 3.6 million tons, which doesn't tell the whole story. Grape varieties in some regions were way down in terms of tonnage. There were other contributing factors, to be sure, but an ongoing drought contributed to lower yields. A lack of winter rainfall led to dry soils, an uneven budbreak and uneven growth early in the season. Fortunately, overall quality is said to be good, and wildfires weren't a factor.

Growers are learning more about farming winegrapes in a drought. One of the takeaways of this month's roundtable on farming in a drought is simply that the task comes down to maintaining vine health as best as one can and to knowing the vineyard. Another key point is that if you are limited in the amount of available water, timing of irrigation and choice of rootstock become more critical. Decisions in the vineyard



can have positive consequences but can create other potential risks. Drought can have varying effects, depending not only on vineyard practices but on the grape variety.

Drier conditions in some vineyards means less mildew pressure, as was the case generally with the 2021 California harvest, but on the other hand, climate change is known to have the opposite effect with higher temperatures corresponding to more humidity. This issue, among other things, includes a look at the benefits of grape powdery mildew spore traps.

For wineries in most states east of the Rockies drought wasn't a factor in terms of the 2021 harvest—the issues more often were about dealing with frosts or excessive rain. Meanwhile, the East Coast wine industry continues to grow. In fact, as we report this month, the pace of new winery growth in the east has outpaced the growth of new wineries in the west for the past three years. The East now accounts for nearly 7 percent of the more than 370 million total cases of wine produced in the U.S., some 25.7 million cases, an increase of 6 percent over 2019.

Cyril Penn - Editor

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OF 2021

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Retail Wine Sales

Wines Vines Analytics

RETAIL SALES ANALYSIS

technology & business

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Industry veteran Eugenia Keegan explains

what it really takes to make-and sell-wine



winemaking

WINEMAKER TRAIL

Partial Carbonic Maceration

Virginia winemaker optimizes the process experimentally to expand future blending options on a commercial scale

Bryan Avila

Digital Wine and Grape Production Software

Richard Carey

grape growing

NDUSTRY ROUNDTABLE







Dealing with Drought

Lance Cutler

Monitoring Powdery

Winery&Vineyard

Power of Spore Traps and CVC Spore Trap Network™

Bryan Rahn and Michael Princevalle, Coastal Viticultural Consultants

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Euan Parker, head winemaker, Fallbrook Winery, Fallbrook, Calif.



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For additional information on this wine packaging breakthrough, please visit amorimcork.com.

AMORIM CORK

Lise Asimont

winemaker, Dot Wine, "Hot Brands of 2021," page 14

"We have not exacerbated our sales footprint with consumers yet because we have consistently been ignoring the people who don't normally associate their cuisine with wine."

Chris Christensen

winemaker, Bodkin Wines, "Hot Brands of 2021," page 14

"The energy people bring to the projects, I get as much out of it as I think my clients do, because it's exciting to work with people who are really passionate about it."

Eugenia Keegan

vice president, Oregon winery operations and business development, Jackson Family Wines, "Sales Call," page 64

"The executive role is really one of embracing your team or teams and pulling them into one company culture. It's way beyond business dollars and cents, which I think can be extremely rewarding. The crucial skill of a company leader is listening."

Monica Lopez

co-founder, Bacchus Landing and Aldina Vineyards, "The New Collective: How a Refreshed Approach to Collaboration is Supporting Small Wine Brands," page 72

"We're able to support these smaller brands and give those brands an opportunity to have a brick and mortar [location] and not have to be at the expense of a higher rent, like maybe on the Healdsburg square."

Morgan Twain-Peterson

MW, winemaker, Bedrock Wine Co. "Industry Roundtable: Dealing with Drought," page 50

"Some of the really old vineyards we work with used wide spacing on deep rooting stocks and have literally survived to this point because of that. They have been economically and qualitatively viable for so long that they are still in the ground, and that's what makes them special."

Nancy Gonzalez Ulloa

winemaker, Ulloa Cellars, "Hot Brands of 2021," page 14

"I love to make these obscure grapes. I think that they are unique, I think that they're fun, I think they're educational. When you're learning and you're having fun, what else can you ask for, right?"



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Top Stories from **WINE BUSINESS**.com – In Case You Missed It



Wine Shipments to Consumers Reach Record \$4.2 Billion in 2021

On the heels of 2020, a year of both record-breaking growth in direct-to-consumer wine shipping volume and extraordinary plunges in bottle prices, 2021 represents a return to relative normalcy, according to the latest *Direct-to-Consumer Wine Shipping Report* from Sovos ShipCompliant and Wines Vines Analytics. With total shipments surpassing the \$4 billion mark for the first time, and the year's relatively small increase in volume shipped coupled with an unprecedented 11.8 percent jump in bottle price, results resembled what would have been expected had the pandemic never happened.

Although the 1.4 percent increase in volume over 2020, to 8.5 million cases, represents the smallest year-over-year change in volume in the history of the report, the growth is still impressive against the huge gains that came in 2020. Plus, a record year-over-year jump in average price per bottle to \$41.16-its highest mark since the report was first published more than a decade ago-ultimately drove a 13.4 percent increase in DTC wine shipping value.

"In a reversal of trends from 2020, fewer consumers chose to ship less expensive wines to drink at home and instead returned to purchasing those wines while eating and drinking out," said Larry Cormier, vice president, general manager,

Sovos ShipCompliant. "And just as those buyers resumed what looked more like their pre-pandemic DTC purchasing patterns, 2020's first-time buyers that stayed in the channel also adjusted their buying habits upward."

In terms of value by region, it was stronghold Napa that drove the return to normalcy in DTC shipping trends. Napa shipments accounted for 45 percent of the value of the overall DTC shipping channel this past year, and the region's \$299 million increase in value of shipments over 2020 accounted for 60.3 percent of the entire increase in the overall channel's value in 2021.

Other notable findings and trends described in the 2022 Direct-to-Consumer Wine Shipping Report include Oregon's multi-year boom in shipments continuing in 2021 and Kentucky breaking out in 2021 following a new DTC shipping law.

To download the full Direct-to-Consumer Wine Shipping Report, visit *dtcreport.com*.



Constellation Brands to Partner with Coca-Cola Company on FRESCA™ Mixed Cocktails

As the lines between alcoholic beverage categories continue to blur, Constellation Brands has announced an agreement with The Coca-Cola Company in the United States to bring the FRESCA brand into beverage alcohol through the manufacturing, marketing, distribution, and launch of FRESCA Mixed – spirit-based, ready-to-drink cocktails.

"One of the core tenets of our innovation strategy is a belief in the power of extending strong and trusted brands in thoughtful ways to bring to market unique products that resonate with consumers," Mallika Monteiro, Constellation's chief growth, strategy, and digital officer said in a press release. "This is an exciting agreement that allows us to continue expanding our premium portfolio in ways that deliver distinctive consumer value propositions that include things like more flavor, different alcohol bases, and functional benefits."

In separate news, Molson Coors expanded its agreement with The Coca-Cola Company to develop and commercialize a line of alcoholic beverages under chilled juice brand, Simply. Molson Coors and The Coca-Cola Company partnered on Topo Chico® Hard Seltzer in 2021.



Vintage Wine Estates Acquires Meier's Beverage Group

Vintage Wine Estates announced the acquisition of Meier's Beverage Group in Silverton, Ohio north of Cincinnati. Meier's is a producer, bottler, importer and marketer of specialty beverage alcohol and non-alcohol products and is one of the oldest and most versatile custom beverage production facilities in the Midwest.

A provider of custom blending, contract storage, contract manufacturing, and private labeling for wine, beer, and spirits, Meier's owns a bonded winery, brewery, and distilled spirits plant with processing, blending, and bottling capa-

bilities. These operations include three bottling lines and a state-of-the-art beverage canning line that produces over 800,000 cases annually.

The central Midwest location provides more efficient access to Midwest, Northeast, and Southeast markets, allowing for rapid expansion of points of distribution for products such as ACE Cider which was acquired by VWE in November 2021.

Add a touch of luxury





HOT BrandS of 2021

Erin Kirschenmann



Erin Kirschenmann is the managing editor for *Wine Business Monthly* and has been with the company since 2012. In addition to production responsibilities for the monthly trade magazine, she writes about business, technology, sales and marketing, and also oversees content and programming for WBM's conferences. She speaks on industry trends at numerous conferences, including the Unified Wine & Grape Symposium and the World Bulk Wine Exhibition, and guest lectures on wine, media and public relations. Erin has served as a judge in the international Concours Mondial de Bruxelles wine competition since 2016 and at numerous regional competitions. She earned her Bachelor of Arts in communications with a journalism emphasis from Sonoma State University. Reach her at *erin@winebusiness.com* or @erinakirsch.

Our Hot Brands surprise us every year. We start adding wineries to the list thinking about the stories we want to tell and the wines we want to feature and, inevitably, our best laid plans go to waste. As soon as we start speaking with the winemakers, the angles we had envisioned are quickly thrown out the window, and a new story is found.

Sometimes, that's because of a hilarious anecdote the winemaker tells us, such as a quest to find a sparkling Sauvignon Blanc. Other times, it's the secrets a wife keeps from her business partner in order to save a vintage from smoke taint.

And then sometimes, almost magically, we find a common thread that unites brands we never would have expected to find similarities in. If every year we put this list together we try to encompass the trends in the American wine market, then 2021 was the year of perseverance. None of these brands were started amid a pandemic. None were childhood dreams come to fruition. Instead, they were the result of chance, persistence, and a desire for some incredible individuals to prove themselves.

In 2021, Wine Business Monthly ended up choosing several brands by winemakers that instinctively knew their careers would be hampered by the lack of a formal degree, so they decided to forge their own paths and prove the naysayers wrong. We found brands from lesser-known regions that wanted to showcase the exciting terroir and ability to grow world-class grapes to the Napas and Sonomas of the world. We found men and women who wanted to bring new wine drinkers into the fold, never imagining that they would become small business owners in the process.

But really, these stories are about persistence—the ability to keep pushing, to find a solution, to find excitement in wine and share that passion. These are some of the most inspiring stories we've heard—and they were a breath of fresh air. Dedication, even in the face of unimaginable circumstances, is the hallmark of our Hot Brands list.

The men and women you'll meet in the following pages are the embodiment of all that is great about this industry. Whittling their stories down to a page was an impossible feat, but we hope you take the chance to try a few of their wines and let the bottles tell you the rest!



















2020 - Bodega Pierce - Devium Wine - Eden Rift Vineyards - Parra Wine Co. - Sharrott Winery - Scheid Family Wines - Sokol Blosser Winery - Wade Cellars - 2019 - Andis Wines - Early Mountain Vineyard - J. Wilkes - Land of Promise Wines - Obvious Wines - Domaine Drouhin Oregon - Tarpon Cellars -Thacher Vineyards - The Hilt - William Chris - 2018 - Acquiesce Winery & Vineyards - Alara Cellars - Aridus Wine Company - Elk Cove Vineyards - Intrinsic Wine Co. - Lagier Meredith - Onesta Cellars - Sangiacomo -Sans Wine Co. - Smith Story Wine Cellars - 2017 - Alexandria Nicole Cellars - Amista Vineyards - Ankida Ridge Vineyards - Band of Vintners - Bella Grace Vineyards Winery - Parrish Family Vineyard - Stewart Cellars - Syncline Winery - Vidon Vineyard - Winery Sixteen 600 - 2016 - Amavi Cellars - Dan Cohn Cellars -Fujishin Family Cellars - Illahe Vineyards - Infinite Monkey Theorem Winery - LVVR Cellars - Mi Sueño Winery -Presqu'ile Winery - Senses Wines - Sleight of Hand Cellars - 2015 - Napanook (Dominus) - Guffy Family Wines - Kinero Cellars - Lovingston Winery - Mathis Wine - Naked Wines - Post Familie Vineyards - Savage Grace - Sonoma Collection, District 3 - Cacciatore Fine Wines - 2014 - Brys Estate Vineyard & Winery - Concrete Wine Company - Fiddlebender/Cellar 433 - Halter Ranch - Keller Estate - La Chertosa - McIntyre Vineyards -Skinner Vineyards - Treveri Cellars - Union Wine Company - 2013 - Cowhorn Vineyard & Garden - Drew Family Cellars - Frogtown Cellars - Lake Sonoma Winery - LangeTwins Family Winery and Vineyards - Matthiasson -Rack & Riddle - Riverbench Vineyard and Winery - Rôtie Cellars - Vino Noceto - 2012 - Ca' Momi - Carr Winery Hidden Ridge Vineyards
 Jefferson Vineyards
 Kunin Wines
 Milbrandt Vineyards
 Red Caboose Winery Tinhorn Creek - Troon Vineyard - Two Shepherds - 2011 - Wine by Joe - Cecchetti Wine Company - JC Cellars Truett Hurst - Barnard Griffin - Bennett Valley Cellars - Talbott Vineyards - Veritas Vineyard & Winery -Barrister Winery - Lone Madrone - 2010 - Cameron Hughes - Crew Wine Company - Dusted Valley - Twisted Oak - Black Ankle Vineyards - Salinia Wine Company - Bella Vineyards and Wine Caves - Persimmon Creek Vineyards - Willakenzie Estate - Gloria Ferrer Caves & Vineyards - 2009 - Pacific Rim - Wines of Substance - Cambiata - Abacela - Cinder - Swanson Vineyards - L'aventure - Marynissen Estates - Bartholomew Park Winery - Raffaldini Vineyards And Winery - 2008 - Graziano - Four Vines Peasant - Becker Vineyards - Red Tail Ridge - Sojourn Cellars - Domaine Drouhin - Jeff Runquist Wines - Marilyn Remark Winery - Trio Vintners -Purple Wine Company - 2007 - Willamette Valley Vineyards - Ceja Vineyards - Tangent - Clos Du Val - Kutch Wines - Coro Mendocino - J.R. Storey - L'ecole Nº 41 - King Family Vineyards - Gruet Winery - 2006 - A to Z Wineworks - House Wine - Liberty School - Shannon Ridge - Twenty Bench - Cycles Gladiator - Bedell Cellars - Artesa Vineyards & Winery - Black Star Farms - Buena Vista Carneros - 2005 - Parducci Wine Cellars -Solorosa - Cheapskate - Velvet Red - Incredible Red - Hard Core - Kunde Estate - Hitching Post - Andretti Winery - Esser Vineyards - 2004 - Red Truck - Cartlidge & Browne - Seven Deadly Zins - Oliver Winery -Angeline Wines - Rock Rabbit - Three Thieves Bandit - Sofia Mini - Screw Kappa Napa - Graceland Cellars - 2003 - HRM Rex-Goliath - McManis Family Vineyards - Sebastiani Vineyards & Winery - Castle Rock Winery - Black Oak - Jewel Coll ection - Tin Roof - Three Thieves - Jest Red - J Garcia Wines

Hot Brands OF 2021

Tech Sheet







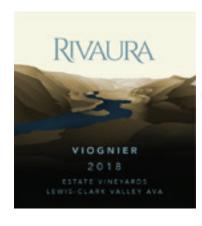




Winery	Bodkin Wines	Dot Wine	Gonzales Wine Company	La Pelle Wines
Wine Name and Vintage	Cuvée Agincourt Sparkling Sauvignon Blanc NV	Dot Brut NV	2020 Gold Vineyard Malbec	2019 Napa Valley Cabernet Sauvignon
Vineyard/Winery Location	Sebastopol, CA	Healdsburg, CA	Talent, OR/Portland, OR	Coombsville, Oakville and Saint Helena AVAs, CA
Price	\$25	\$35	\$38	\$75
Case Production	1,565	176	47	600
Blend	100% Sauvignon Blanc	50% Pinot Noir, 40% Chardonnay, 10% Pinot Meunier	N/A	96% Cabernet Sauvignon, 4% Petite Verdot
pH	3.1	3.55	3.74	3.65
ТА	9.2 g/L	0.6 g/L	5.9 g/L	6 g/L
Brix	19.4°	20.5° to 21°	22°	
Residual Sugar	2 g/L dosage	< 0.2 g/L	0 g/L	0 g/L
Alcohol	11.5%	12.5%	12.7%	14.6%
WINEMAKING DATA				
Picking Methods	Machine-picked	Pinot Noir and Pinot Meunier hand picked, Chardonnay machine harvested	Hand-picked	Hand-picked
Sorting method	N/A	Hand-sorted for Pinots	Hand-sorted	Optical-sorted
Crush Details	N/A	Champagne press to 110 gal/ ton max	Destemmed whole berries	Single- vineyard fermentation
Cold Soak?	N/A	N/A	N/A	2 to 3 days
SO₂ applications	Minimal	Added 25 ppm after press	N/A	N/A
Yeast	Laffort Spark and sponteanous	Lalvin EC-1118	Native	Native
Nutrients/Acid Addtions	N/A	Go Ferm/Fermaid O	Fermaid-K	N/A
Fermentation Temperature	55° F to 67° F	Primary fermentation <58° F, Secondary ferm <54° F	82° F	75° F to 82° F
Fermentation Techniques	Primary fermentation in stainless steel; Charmat method second fermentation	Primary fermentation in tank; Secondary fermenation in bottle with 0.5% dosage	Native ferment	21 days in stainless steel
Punch-down/Pump-Over Methods & Devices		N/A	Punch-down 1x/day during cold soak, 2x/day during fermentation	Both
Oak Regimen	N/A	N/A	Neutral oak	50% new French oak, focusing on light and medium toast
Barrel Aging	N/A	N/A/ Bottle aged 6 months	9 months	16 months
Filtration	Cross-flow filtered	None	Steril-filtered	None



Tech Sheet











2Hawk Vineyard

Rivaura Winery	SMAK Wines	Ulloa Cellars	Wine	& Winery
Viognier	2021 Autumn Rosé	2020 Verdejo	2019 Russ Mountain Merlot	2018 Darow Series Malbec
Rivaura Vineyards, Lewis & Clark Valley	Gamache Vineyard, winery in Walla Walla, WA	Coyote Moon Vineyards, Paso Robles, CA	Loudoun County, VA	Rogue Valley AVA, Medford, OR
\$28	\$20	\$32	\$42	\$49
190	240	40	525	341
100% Viognier	100% Syrah	100% Verdejo	97% Merlot, 3% Petit Verdot%	85% Malbec, 11% Cabernet Sauvignon, 3% Merlot
3.77	3.5	3.4	3.75	3.8
4.4 g/L	5.7 g/L	6.1 g/L	4.67 g/L	5.93 g/L
	20°	22.2°	24.5°	25.1°
0 g/L	0 g/L	1.2 g/L	0 g/L	0 g/L
13.8%	12.7%	13.5%	14%	14.2%
Hand-picked	Hand-picked	Hand-picked	Hand-picked, multiple passes	Hand-harvested, clusters field-sorted
Hand-sorted	None	Hand-sorted	Post-destemmer hand sort	Hand-sorted
	Bladder press	Bladder press	Destemmed, crushed to tank for fermentation	About 67% to 75% gravity-fed destemmed; rest whole berry
No	None	N/A	No	3 to 5 days at 45° to 55° F
N/A	20 ppm	32 ppm	20 ppm at the crusher, 40 ppm post malolactic conversion	Free SO ₂ maintained at 35-40 mg/L; 43-45 mg/L at bottling
N/A	X5, X16, Rosé, Rhône 4600, VL3	Fermivin TS28	Blend of ambient yeast and D254	No inoculations
N/A	Fermaid O, Fermaid K, DAP	N/A	None	Two acid adds of 0.5 g/L each
N/A	<55° F	60° F	65° F to 85° F	Low- to mid- 50°s to max low-80°s
N/A	100% French neutral barrel fermented	Fermented in stainless steel drums	Aerative during first half of ferment, 2-week post ferment maceration	85% tank fermented, 15% barrel fermented
N/A	N/A	Lees stirring once per day during fermentation	Pump-overs during first half of ferment, punch-downs for second half and maceration	Punch-down twice daily; then daily after Brix falls below 5°
30% new French oak	French oak from between 2005 to 2013	100% stainless steel	15% new oak	58% new French oak, 9% 2-year old French, 33% neutral barrels
16 months	2 months with lees stirring	7 months in stainless steel	14 months in French oak	21 months
Yes	Cross-flow filtered	Cross-flow filtered	Sterile-filtered	Cross-flow filtered



Saying Yes to Weird and Fun, One Project at a Time

Bodkin Wines

CUVÉE AGINCOURT BRUT SPARKLING SAUVIGNON BLANC

"There's so much more in the world of sparkling wine than Chardonnay and Pinot Noir."

Chris Christensen isn't satisfied with the same old boring wines. He's on a mission to bring wine to new palates, one crazy project at a time.

At the beginning of his wine career, Christensen wanted to try a sparkling wine from every variety, and kept looking for a sparkling Sauvignon Blanc in the market. He wasn't successful until he took a trip to New Zealand and found six bottles at a grocery store. Christensen quickly realized that there was a reason these wines never left the country. "My takeaway from it was that I can do better," he said. "I don't know why I thought that. It was an utterly ridiculous thought, having never made sparkling wine before."

Instead he made his first wine, a still Sauvignon Blanc that he says was pretty atypical—striking, dramatic, weird and featuring one-third skin fermented wine—and no one cared. "It was the biggest gut punch. It was like, 'Welcome to the industry, kid. You are a wine production guy. Where is your finger on the pulse of taste? You're not an arbiter of taste here.'

It was frustrating." Christensen went back to the drawing board, determined to prove them wrong. In 2012 he again harvested Sauvignon Blanc, but this time he turned it into sparkling wine. He'd always wanted an aromatic sparkling wine that was easy to drink, approachable and brunch-friendly.

"I look back at it now and go, what a ridiculous folly that could have potentially been," he recalls. "It was a full commitment, a move that can only come from me at 30." For as risky as it was, it worked out, and Christensen recognizes that while he put in the time and effort to make his plan come to fruition, there was also a little luck involved.

"The market went nuts for it. This is what people wanted. They didn't want these complex and brooding, super-intellectual wines. People just wanted easy-drinking, good time, aromatic white wines, which was cool, because that's what I'm really into myself," he said.

It set the stage for him to not only do more in the world of sparkling wine, but also with aromatic whites. He gets fired up talking about the nature and aromas of Muscat Canelli, Meunier, Gewürztraminer, Albariño, and even Barbera for its potential as a sparkling Rosé.

Like so many, Christensen's brand started when he felt his career working for others in the wine business had stalled, as he did not have a formal degree in viticulture or enology—he jokes that the wine business is the only one in which having a degree from Stanford University is a detriment. After taking a break from wine and joining the banking industry—one that lasted one year, one month and 19 days (yes, he counted)—he realized that he wanted to come back and he had to do it on his own.

"I knew the best way to really prove myself and showcase my abilities was to start my own brand," he said. "I never wanted to be a business owner, so I thought Bodkin was just going to stay small. It ended up growing at a rate that exceeded my wildest expectations."

Far from an overnight success, he says, but a success, nonetheless. By 2014 he was able to produce and sell enough wine to make a career out of the endeavor—and helped earn him a spot on *Wine Enthusiast's* 40 Under 40 Tastemakers List, thereby proving all the original naysayers wrong. The project also provided the opportunity to consult and help bring other people's wines to fruition.

Now, almost 7 years later, he's chasing the fun of winemaking, only taking on clients with projects that enthrall him. "I say yes to weird shit. I say yes to



EMMA K MORRIS

things that other people wouldn't because it's interesting and exciting," he said. "The part of me that's got to be the fish that swims upstream, the part of me that reveled in the challenge of making sparkling Sauvignon Blanc, will always be out looking for new and different things and opportunities to continue to evolve as a winemaker and make wines that are going to get more people to drink."

Christensen is behind some envelope-pushing brands, ensuring great wine goes into a package—whether it's a traditional bottle, a can, or something a little more...provocative. He's currently the winemaker behind the private label for Jenny & Francois Selections, a natural wine importer; a consultant and producer for Maker Wine, a can-only brand created by three Stanford Business School graduates; and for Martell Holt, a regional media celebrity based out of Huntsville, Ala.

Even though Holt isn't much of a wine drinker himself, he knows that his consumers—African-American women between the ages of 25 and 40—are, and they like sweet red wines. Holt tasked Christensen with developing a premium version of the style. "No judgement. Just because people like sweet red wine doesn't mean they aren't sophisticated wine drinkers. That means they like sweet red wines," he said. "So, let's give them a sophisticated wine because that isn't out there on the market."

These are the types of wine Christensen really wants to be spending his time creating: non-pretentious, easy-going, ambitious and innovative. He is also the consulting winemaker for Just the Tipsy, a fun concept for premium sparkling Rose created by a Google software engineer geared toward bachelorette parties. "It was so irreverent and so disruptive, I couldn't not get excited about that," he said. "It's such an eff you to the establishment. People get this really shocking, very evocative presentation of the wine itself, and then you hit them with wine inside that's actually good."

Bodkin Wines is in such a good place now that Christensen is focusing on the consulting side of the business, taking on projects that, in the words of Marie Kondo, "spark joy." "The energy people bring to the projects, I get as much out of it as I think my clients do, because it's exciting to work with people who are really passionate about it," he said. "That's what I'm always looking for in the projects I'm doing and the wines I'm making. It's that element of excitement because it's contagious."





A Brut Born of Necessity, With Happy Results

Dot Wine DOT NV BRUT

What happens when a classically trained grapevine physiologist and Russian River Pinot Noir winemaker is met with a smoke taint-filled year?

She develops a light, floral, citrusy and aromatic sparkling wine, without telling the one person who should know about it. "The brut was basically a wife utterly lying to her husband, a business partner withholding information from the other business partner," she said.

Lise Asimont is no stranger to tough vintages. Though she has spent her wine career working for operations with thousands of vineyard acres and with winemakers at large facilities, the brand she owns with her husband, Dot Wine, doesn't have nearly the same number of resources, just the couple's determination to make the brand successful.

"We do not have investors," she said. "We bootstrap everything. We will blow through our savings in a hard vintage to make things fly."

In 2020, Dot Wine lost about 80 percent of its production to smoke taint, just as Asimont says the brand was starting to gain traction. She knew that she

had to get creative with the small amount of acreage they did pick, but she didn't want to produce a rosé like so many others in the area. However, there was an idea that had been nagging her for years, and that was to make a sparkling wine.

Before the 2020 vintage, she presented her husband and business partner, Shawn Phillips, with the idea for a sparkling wine. Though the tide was turning and the market was more receptive to a higher-priced bottle of bubbles, producing a sparkling wine would require three times the cost, take three times as long to release and wouldn't necessarily deliver a return on those investments. So, the answer was no.

"I did it anyways. I didn't listen to him," Asimont said. "I did say 'I'm choosing to ignore you right now,' because I don't lie to my husband. He's my best friend, he's my business partner and I said that I was going to do exactly what he told me not to do—and he goes 'I swear to God, woman."

She did a small run, the smallest she could get away with to use a custom crush facility, using wine from previous vintages she had held back and buried the costs wherever she could. It paid off.

"If it weren't for my secret sparkling, we would have died. So now, he is a believer in the sparkling," Asimont said.

For that first bottling, Asimont admits she didn't get too creative with it for a few reasons, the first being simply because it was her first time working solo on the style. She'd only done two *methode champenoise* wines while she worked at Francis Ford Coppola Winery, though she was never the head winemaker on the projects. The other being that she never wanted to make a yeast-dominated wine because it wouldn't have paired well with super spicy Asian food.



"We love to push the envelope with pairing our wines with non-Eurocentric food, and the weirder at Dot Wine, the better," she said. "We have not exacerbated our sales footprint with consumers yet because we have consistently been ignoring the people who don't normally associate their cuisine with wine."

Asimont is always open to finding a new way to pair Dot Wine, with Cajun or Ethiopian dishes or even Filipino, her own culture's food.

"Filipinos. Oh my God, Filipinos are so proud of the fact that I'm a Filipino winemaker. I can't tell you the love I've gotten from my own people," she said. "And it's crazy: They're sitting there pairing Dot Wine, and they're pairing a \$100 bottle of wine with pork adobo. That's so awesome."

In the end, she admits that doing this sparkling wine exercise was worth it, not just because it helped save a vintage, but it also gave her the courage to be even more creative in smoke years. As a viticulturist, it was killing her to reject grapes because of smoke taint concerns, knowing how much work went into growing them.

Now, she really would love to expand into Pet-Nats and big, bold reds, but that is still a few years off.

"I'm really, really married to my day job. I love what I do," she said. "When I work for other people, I get to load onto a rocket ship and take programs to the Moon. And I work with amazingly brilliant people who are always better than me. I'm not willing to let go of that."

Thankfully, she says, Phillips is there to bring her back down to Earth and keep Dot Wine thriving. "Shawn is the businessman that keeps us grounded," she said. "He is truly this company. He keeps it running. Many times, he's the face."





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Forging Her Own Path When None Existed

Gonzales Wine Company

2020 GOLD VINEYARD MALBEC

For so many in the wine industry, there comes a moment when you realize that there is no further upward trajectory in your career. It can be dispiriting, to say the least, and while some may choose to leave or remain dissatisfied but employed, there are others who say, "I'll just do it on my own."

Cristina Gonzales is one of those go-getters, and when she realized that there weren't any opportunities for advancement, she decided that she would do it herself.

Her path toward owning and operating her own wine brand and consulting company started as she backpacked through South America in college. A Mexican-American who did not grow up speaking Spanish, Gonzales was determined to learn it—and what better way for a wanderluster to gain fluency than by immersing herself in the culture?

It was while she was living in Chile that she first tasted wines. Like any college student, boxed wines were more in her price range and she found some great examples. The spark to start making her own wine, however, happened while wine tasting in Mendoza, Argentina, where she was required to venture to renew her student visas.

She was hooked and made it her goal to become a winemaker. Upon arriving back in the United States, Gonzales found herself a job pouring wine at the tasting room of Moshin Vineyards in the Russian River Valley. "I just started bugging them to see if I could get into the cellar because I was just so curious and really wanted to learn," she said. "I didn't have any formal education in wine, but I just worked my way up through the ranks."

From there, she landed a cellar job at White Oak Winery in Alexander Valley, but the travel bug soon bit her. She harvest hopped across Australia, Oregon, Tasmania and California. She finally put down some roots with a job at A to Z Wine Works, Rex Hill in the Willamette Valley, spending time in the cellar, warehouse and bottling line. It was here that inspiration struck.

"I was in the warehouse, actually, doing inventory and it was cold and I was slightly miserable at the time, sitting there and counting dry goods. And I was like, 'This is not what I want to be doing. This is not what I signed up for. I want to be making wine."

At the time, she knew that her lack of a degree from UC Davis, Fresno State University or Oregon State University would bar her from any winemaking position she applied for. "It has always been my aspiration to make wine. I knew it wasn't going to happen for me in that kind of environment." Gonzales said.

Instead, she went out, bought a ton of Malbec and fermented the 2010 vintage in her friend's garage. From then on, she started working at custom crush facilities around the state, even producing some wine in Santa Rosa, Calif., always looking for varieties she liked at a reasonable price point.

It was in Southern Oregon where she found the right grapes at the right price. "Malbec has always just been that grape that really allured me to the wine world. And so that was the first thing that I thought about making," she said. "Every year I make a Malbec, and that's to honor how I fell in love with wine all those years ago in Argentina."

Her 2020 Gold Vineyard Malbec is a testament to everything she and her brand stand for: a beautiful wine made from grapes lovingly tended to in the vineyard, even in the hardest years. The owner, Randy Gold, is well-known in the Southern Oregon wine industry and consistently grows high-quality grapes.

"2020 was quite the year up here. Not only did we have the pandemic, but we just had those horrible, horrible fires and Talent, Ore., the actual town, was decimated by those fires," Gonzales said. "Fortunately for me and for Randy and his vineyard, yes, those fires were super, super close, but did not



affect his vineyard at all. While it was intense and very present for a short time, the smoke did not actually sit so much in the vineyard."

Her luck continued, and the vintage turned out to be one of her favorites. With such a limited amount of Tinta Cão from Gold Vineyard that vintage, she decided to co-ferment it with her Malbec, knowing there wasn't enough to ferment on its own.

"I'm just one of those people and winemakers who is like, 'Well, that sounds interesting. Let's just try it and see what happens, and hope I don't mess it up," she said. "It just added to this beautiful, beautiful wine, and it's supple and just rich in color and complexity and in flavor. It just was one of my best wines, I think. I'm really, really proud of that wine."

Since then, she's continued to expand her production, is looking to grow her business, and pays it forward in her role as secretary and education committee member for Ahivoy, a local nonprofit working to increase education and opportunities for the Latinx and Hispanic vineyard workers in the Willamette Valley.

"We put a lot of emphasis on terroir, but I believe that it also comes down to the people who are working with the vines and the energy that is going to that," she said. "It's really important to see that the people who are out there tending our vines are being treated with respect and with equity, because those who are out in the vineyards...that's the beating heart of our industry and it doesn't work without them."

L'ESSENCE DE L'ART







A Fresh Perspective on Napa Cab, With a Nod to the Past

La Pelle

2018 CABERNET SAUVIGNON

As part of his day job as the director of winemaking and general manager for Atelier Melka, Maayan Koschitzky gets to work with some of the most acclaimed vineyards around the world, consulting with clients to ensure the wine used for their brands is the best it can be. He takes their visions and brings them to fruition, helping them find the right grapes, make wine and even create business plans.

But with La Pelle Wines, he's making Napa Cabernets for himself.

Born in Israel to a farming family, Koschitzky had every intention of staying in the agriculture business, but as an engineer. At university, he ended up writing his thesis about sorting winegrapes and that was when he fell in love with the industry. He decided to switch careers, worked a harvest with a producer in the Judaean Hills, and then never looked back.

Koschitzky went back to school to study viticulture and landed a position with Margalit

Winery, arguably Israel's most famous. But after three years he thought it would be fun to find more schooling and gain some international experience.

He and his wife packed their bags and came to Napa Valley after landing an internship with Screaming Eagle in 2011. Koschitzky said he loved getting out from behind a desk and into the vineyard, like when he first started. Once harvest was over, he was offered the chance to stay and work under Nick Gislason.

It was through his position at Screaming Eagle that Koschitzky met Phillipe Melka and in 2014 Melka offered him a full-time position at the consulting company with the chance to grow. It was an opportunity he couldn't pass up and thankfully, Koschitzky says, his wife was learning to become a pastry chef at the Culinary Institute of America and didn't want to leave either.

Nearly a decade later, he's still here, having moved up the ranks within Atelier Melka and has enjoyed spending time with clients and traveling the world to do so—since 2009, he has also owned a winery in Israel, and flies back to check on the progress and guide the process. But he also felt that something was missing, and he wanted to showcase his love for the Napa Valley.

"I decided I want to do my own project just to have," he said. "I wanted to see other aspects of the business, learning about how to sell wine. If you're consulting and you're making wine for other people, you might as well do it for yourself and really understand every stage."

And thus, a new brand was born. To create the wine, Koschitzky teamed up with Silverado Farming Company, specifically viticulturist and partner Miguel Luna and founder Pete Richmond. But first, they had to come up with a name.

In the end, the three wanted to focus on the shovel, the one thing that represents each partner well. "In the end, we are farmers. We are growing grapes and making wine from grape to bottle," Koschitzky said. "The shovel is pretty much the only tool that you use to plant vines in the vineyard and



SUZANNE BECKER BRONK

Maayan Koschitzky (left) and Miguel Luna (right)

all the way to the winery when the fermentation is over, and you have to dig the skins out of the tank. That was closing the whole cycle of winemaking and vineyard."

La Pelle is the French translation of "the shovel."

"The name...it's kind of funny because I'm Israeli, Miguel is Mexican-American and Pete is a local, but the name is in French. We tried it in Hebrew, and we tried it in Spanish and English, but we felt like everything sounds better in French. So, that's the joke."

Where the three don't joke around, however, is in the vineyard. Koschitzky wanted to make a fresher, more vineyard-reflective Napa Cabernet, and that is one of the driving forces behind the brand.

"We put a very simple goal for the brand. We wanted to, first, only make wine from vineyards that we have 100 percent control of and we farm," he said. "The other goal was to make wine we love to drink and wines that we really think can age well."

To do that, he had to go back to the vineyard. Picking early wasn't the right solution. Koschitzky, Luna and Richmond wanted the right tannins and the right fruit profile, but also more restraint and structure so that the wine could age. Their first wine to launch was the introductory wine—a Napa Valley-appellated Cabernet Sauvignon blend that features fruit from all the vineyards they farm across the valley. Koschitzky said it reflects not only Napa, but the vintage as well, as they used "very basic" winemaking techniques. It's a more refreshing take on wines from the region.

"We're getting away from some of this overripe and big bomb wines, and we're trying to create something a little bit more nuanced and complex without losing the Napa personality," he said. "Maybe because I'm biased, but I really like to say that we're the new Napa, the younger generation coming here and trying to tell a different story from the huge success that Napa had in the last 20 years, with a lot of respect to what's been achieved, and the wines people have been making here."



Diam Bouchage Continues Environmental Advancements

Diam Bouchage, a French cork manufacturer and global leader in technological cork solutions, updates its commitment to the environment and measures its progress in meeting its goals.

The company established a comprehensive environmental policy that was launched in 2009. The policy was built upon its innovative Quality & Food Safety Management program that has been in place for many years. As part of this effort, Diam Bouchage committed to control its

consumption of energy, reduce its carbon footprint, increase its recycling programs and develop more environmentally friendly products focused on eco-design. Here are some of the highlights of this successful effort:

Diam Bouchage has committed to reducing the company's total carbon footprint by 15% by 2025.

- Since cork is a renewable resource that contributes to CO2 sequestration, Diam Bouchage's use of cork contributes to the sequestration of more than 300,000 tons of CO2 every year.
- All of Diam Bouchage's closures are FSC certified and all of the company's facilities have completed accreditation and received FSC certification.
- Diam Bouchage offers its **Origine by Diam closures which are produced by using cork flour and natural bio-based materials like beeswax** instead of petroleum-based materials.
- Since 2020, the Diam Bouchage production facility in San Vincente de Alcantara, Spain, has been solely reliant on green electricity.
- Diam Bouchage contributes to reforesting and sustaining French cork oak forests. Through these efforts, more than 200 tons of cork are carefully harvested annually in France for use by local winegrowers in the cork producing regions of Pyrenees-Orientales, Maures Massif and Corsica.

- Origine by Diam has a prestigious 4-star accreditation, the highest level of certification, and validation that 80% of the carbon contained in each closure is only of organic origin.
- In fact, the company has developed innovative processes and procedures
 from the cork oak forests all the way through production, that have
 resulted in Origine by Diam closures having a manufacturing
 carbon footprint of only 5%—10% based on the product line,
 compared to traditional cork closures.
- By powering 100% of the facility with renewable energy sources, the company has cut 11,000 tons of CO2 and reduced the company's carbon footprint at that facility by 16%.
- Diam Bouchage powers its production facilities through heat generation instead of using fossil fuels by recycling cork dust, which is produced during the production process, into a fuel source.

Diam Bouchage has committed to reducing its direct emissions from energy and processing by 55% by 2025.

These and other environmental achievements make a difference for all of us which is why Diam Bouchage is moving towards ISO 14001 certification at all its production facilities before 2023. Diam Bouchage

is proud of its environmental success as a company and the commitment of its employees to lead with positive action in meeting the company's environmental goals.

To learn more, visit *Diam-closures*. com or contact **G3 Enterprises**, their exclusive distributor in the United States, Canada and Mexico, at *G3enterprises.com*.





Family Finds Success in Lewis & Clark Valley

Rivaura

2019 VIOGNIER

Nestled along the Clearwater River in southeastern Idaho lies a property that the Hewett family has called home since the 1950s, but their history in the area is much longer. The first generation of homesteaders moved to the Lewis & Clark Valley more than 100 years ago, finally settling in Arrow (near Juliaetta, Idaho) in 1959, purchasing what would become the Webb Ridge and Hewett River Ranch properties.

The land wasn't immediately converted to vineyard. Instead, the family used the property to log, grow hay, and raise cattle. The ranching and farming businesses still operate, but it was a desire to build and create a way for the next generation to become involved that led to the planting of vineyards and the creation of a winery, Rivaura.

Ron Hewett, Sr. and his sons Ron Hewett, Jr. and Reece Hewett founded the winery in 2014, and have brought their children, Vince (Ron Jr.'s son) and Lane (Reece's son), into the venture. Both were interested in joining the family business, working alongside their fathers, uncles and grandfather to help plant, harvest and crush before looking to some formal viticulture and enology education and experience at other wine businesses.

Vince attended Washington State University, earning his bachelor's in integrated plant sciences in 2019, and worked at Muret-Gaston Winery, Sagemoor Vineyards and Artifex. Lane graduated from the viticulture and enology program at Walla Walla Community College with an associate's in applied sciences. He, too, gained outside experience as the cellar master for Vale Wine Company and Hat Ranch Winery, as well as time at Saviah Cellars.

Today, they both serve as assistant winemakers to consulting winemaker Billo Naravene, MW. Naravene is best known for his brand, Rasa Vineyards, which he co-founded with his brother in Walla Walla, Wash.

"He is one of 300 Masters of Wine in the world, so he brings a lot to our table, a lot of really cool things and the connections he has to help us out," Lane said.

Like so much else the family does, they wanted to focus on doing the best by the land and by the wines produced.

"We pride ourselves in our vineyards. We have an awesome little microclimate here, we're literally right on both sides of the Clearwater River, so we get some constant air flow from that river that really makes some cool stuff," said Lane in a virtual tasting.



Left to right: Reece Hewett (founder), Lane Hewett (Reece's son), Ron Hewett, Sr. (founder), Vince Hewett (Ron Jr.'s son), Ron Hewett, Jr. (founder)

Cool breezes have allowed them the ability to avoid insecticides or sprays, instead just planting grass between rows rather than spray for weed removal. "We really believe in trying to make our vineyards as pristine as possible," he said.

"We have really hot days paired with cool nights—and the really nice thing about the vineyard and the river is that we don't have to worry too much about being too cold or having frost problems" Lane added.

It is from these 27 acres of vineyards that the Hewetts grow Cabernet Franc, Cabernet Sauvignon, Grenache, Merlot, Syrah and Viognier to make ultra-premium Rhone- and Bordeaux-style wines, including varietal-specific bottles and blends.

The Viognier is grown on a cooler site within the property, and the Hewetts let it ripen a bit later into the year, giving it riper notes of banana alongside the more expected notes of orange blossom, honeysuckle, and even saffron. To complement the aromas, they ferment in 50 percent new French oak, and then age the wine in half of that new oak for 16 months, with batonnage conducted every two weeks to create a softer, rounder mouthfeel.

"It's really silky and broad on the palate," said Lane. "You get a little bit of lemon, some pear, and the texture on this wine is very cool."



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Proving Once and For All That Rosé is For Any Season, Any Occasion

SMAK Wines

2021 AUTUMN ROSÉ

"I wanted to show people that you can drink Rosé all year round."

Fiona Mak, owner and winemaker for SMAK Wine out of Walla Walla, Wash., is on a mission to further define the Rosé category and show wine lovers that Rosé does not need to be limited to the summer months. More than just a porch pounder or beachside refreshment, she believes Rosé is an important part of meals or occasions in any season.

"I'm adopting the French mentality—having Rosé only in the summer is such an American market thing," she said. "It's more of a lifestyle. In France, when the sun is out, even if you're skiing, you would sit outside and drink a Rosé."

Her first line of Rosés—the seasonal series—proves just that and includes four bottles: Spring, Summer, Autumn and the newest release, Winter.

Launching a Rosé-only brand was the only option for Mak, but winemaking wasn't initially a passion or career she had envisioned for herself. Her wine journey began at a steakhouse in New York City where she worked as a sommelier. The group she worked for provided training and she passed any exam they put in front of her, but she knew she wanted to leave the restaurant business—she just wasn't sure what to do next. At the time, a friend had just toured the campus and enology facilities at Walla Walla Community College, and her enthusiasm for the program convinced Mak to take a leap of faith and see if winemaking was the right fit.

"It just made a lot of sense to complete the whole wine training and bring it full circle," Mak said. "I just wanted to see whether I would like it or not, so I just came out here for this program. In the end, I loved it, and so I just stayed."

The "aha moment" for her brand SMAK (a combination of the first initial of her Chinese name, Suiwah, and her last name) came as she rode the train from Paris to Champagne with her older sister, who lives in Paris and works in fashion. The two were floating ideas around, spitballing really, when Mak realized that she didn't want to make red or white wine—she wanted to focus exclusively on Rosé.

Mak returned to the U.S. in February 2018, started building the foundations for the business and that year's harvest was her first vintage. She quickly leased a building to house her tasting room and opened her doors in February 2019.

While her passion for pink wine means she's open to producing all kinds of Rosé, she started out with the seasonal series to challenge the myth that it's only good in the summer. "It feels so limiting because there are so many different types of Rosé that you can make and you can always change the winemaking technique to yield something different."

Her Autumn Rosé is made of 100 percent barrel-fermented Syrah from Gamache Vineyard, inoculated with a combination of yeast to add layers and complexity to a wine meant to be opened when the weather has started to turn chilly. She adds weight by barrel fermenting—which she readily admits is not "typical"—and by putting the wine through partial malolactic conversion. "It gives you a little bit of a rounder mouthfeel as well, so that you feel like you're wearing a cashmere sweater. That's what I want people to feel when they drink it," she said.

Mak's Summer wine is made from Pinot Gris and meant to appeal to white wine drinkers who wouldn't otherwise consider a Rosé and features big peach character. Her Spring wine, made from Sangiovese grapes to capture its high natural acid, is meant to be very refreshing, like stepping outside on the first sunny day after a rain. She will launch her Winter wine, a Syrahbased sparkling Rosé, this year and will market it as the celebration wine.



RICHARD DUVA

As an homage to her sister, and to drive the concept home with her consumers, Mak hired a fashion illustrator to create her labels, which feature a woman decked out in the appropriate (and trendiest) clothing for the season. "What I'm trying to do is equate Rosé to fashion, so that it's easy to understand as well, because in fashion you go through all the seasons. Even if you live in a tropical climate, like Hong Kong where I grew up, you still get the four seasons. You understand what that means," she said.

When the weather changes, it's not just the wardrobe that does as well. In her tasting room, she reflects the new season with a new layout and decorations. "When we transition, everything goes," Mak said. "All the art comes down, new art goes up, the tables, chairs and sofa move around, and a fireplace comes out for the winter months." Last summer she even created a pebble beach on the back patio to let guests enjoy the sun when it wasn't too warm. "I just want something that people can easily understand and to see themselves inside of that season."

Her end goal is to help flesh out the category, one line of Rosés at a time. "Rosé is just a very wide category right now, and there are definitely a lot of myths surrounding it; that it's a lesser quality product, that it's very sweet," she said. "There's still a long way for us to go to push high-quality wine into the marketplace."

Mak hopes that one day, drinkers won't ask for Rosé, they'll ask for a specific variety or style in much the same way that Americans learned not to order "white wine" but rather Chardonnay or a high-acid, unoaked blend. She'll start looking at other ways to make pink wine, like varietal only, blends or vineyard-designate. "The end game for this is to be almost like a Rosé library," she said.











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Learning and Having Fun, Without any Constraints

Ulloa Cellars 2020 VERDEJO

If there were no limitations, no boundaries, what would you do with your life?

This was the question Nancy Gonzalez Ulloa asked herself after she left an abusive relationship, one that made her feel trapped and unable to do anything for herself. As she sat down to ponder, one thing kept coming back to her: she wanted to learn how to make wine.

At the time, she was living in San Jose, Calif., working in fine dining. The self-proclaimed foodie was naturally curious about wine, as pairings were common, and she wanted to create magic with each coupling she provided. When she decided that she wanted to expand her knowledge of wine production, she knew that the next natural step was to move to wine country.

Priced out of Napa and Sonoma, she eventually made her way down to Paso Robles at the recommendation of a friend, mentor and manager, who had taken on a position as wine director at Thomas Hill Organics and promised to give Ulloa a job.

"So, I decided I have nothing left to lose," she said. "I came with that mentality: I'll come out here, ask for knowledge, volunteer, use whatever opportunity I can get and I'll go from there."

And that's just what she did.

Right after Ulloa moved down, her friend decided to move back to San Jose, and promoted Ulloa to wine director—a fortuitous experience for the budding wino. "It was such an incredible start to my move and my career to be able to fulfill my thirst for knowledge by trying all these wines through my wine buying experience," she said. "I discovered all these amazing wines that I had no idea existed. I developed a curiosity and also a passion for discovering obscure varietals."

Passion led to the pursuit of winemaking knowledge and she took courses at the local community colleges—viticulture at Cuesta College and enology at Allan Hancock—and found a cellar position at Seven Oxen Estate Wines, where she continues to work to this day.

Ulloa Cellars is her side hustle, a project she completes in her spare time to build her winemaking prowess and quench that thirst to know more. Currently, she focuses on white wines made from obscure varieties. In addition to her Verdejo, she also produces a Grüner Veltliner and an Albariño. With the 2021 vintage she's also included a Semillon and a Pinot Blanc.

"When I look at a wine list, I will try something I've never tried before. It makes me feel like a student every time. That's why I love to make these obscure grapes," Ulloa said. "I think that they are unique, I think that they're fun, I think they're educational. When you're learning and you're having fun, what else can you ask for, right? Life is too short to drink Chardonnay the rest of your life."

Paso Robles suits this ambition well. "We're so freaking lucky that we have all these different obscure, unusual wines that we could drink here, and we don't have to travel all across the world to find them," she said. "We have them here, and that's something that could not be said in Napa."

Mentorship has been an important hallmark during her time in Paso Robles. Ulloa has found friends willing to help her not only in winemaking, but also to find the right grapes to source, custom crush space, and even



the right URL to tell the brand story and sell her wines. It is this support that has helped her find her confidence and realize her potential.

"When I made my first wine in 2019 and the wine was done fermenting, I started to think of what I wanted the label to look like, what I want the name of the brand to be. At that point, I realized I was becoming a business owner," she said. "It was terrifying because I do not have anyone in my family who's a business owner. I come from very, very, very humble beginnings."

Born and raised in Mexico, she immigrated to the United States at 12 years old and recalls living paycheck to paycheck for a while. The opportunity to run her own business and be her own boss was one she had never considered for herself, and wants to encourage other Latinas to pursue their own winemaking passions.

"Wine is not something that is commonly drunk in our culture because there hasn't been enough education for people to understand wine," Ulloa said. She often hears from others expressing their support, who tell her that it's wonderful to see a Latina in the wine business. "That's because I think that there isn't that much representation for Latinas," Ulloa said.

She is very active within the local Latinx community and is always looking to create more opportunities to learn and build wine knowledge, even leaning on them when things aren't going well.

"I feel like being super transparent and vulnerable and honest about the good, the bad, the ugly, by being able to show people what it's like to be an entrepreneur and to continue to grow and experience these changes, helped me develop a connection with people, and that connection with people is what made my business successful," she said.

"I never thought I would be able to reach people that way, but I honestly feel so blessed and so humble," she added. "It's such a blessing to know that I actually made it happen. I think about it and it feels so surreal."





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Telling the Story of Virginia Wine, One Vineyard at a Time

Walsh Family Wine 2019 RUSS MOUNTAIN MERLOT

For those who have been in long-term committed relationships, you know that sometimes you just need to trust your partner. If, perhaps, your partner calls you from the middle of a vineyard to tell you that though you've never discussed starting a brand he's found the vineyard the two of you will start one from, you just have to trust him and say "Yeah, let's do it."

This was the case for Nate and Sarah Walsh, two wine industry veterans who married in 2012 and started Walsh Family Wine just two years later. Nate, knowledgeable in wine production and vineyard management, met Sarah while she was working for a wine wholesaler and importer. Though the two had never spoken about starting their own business or brand, he said it was a 4-acre site in Northern Virginia that blew the normally more cautious vineyard manager away.

"I just thought, 'Look, we can make some really special wine from this vineyard; it's an amazing site," he said. "It made me, I think, a little more confident to go out on that whim."

Sarah was completely onboard, and a longterm lease was signed. The site, Bethany Ridge

Vineyard, was planted to Sauvignon Blanc, Viognier, Tannat and Cabernet Sauvignon, though the Walshes and the property owners have since expanded the area to 25 acres and planted additional varieties. For the first three years, the duo only made a Sauvignon Blanc from the site, and it remains their most popular wine.

One of the reasons that the venture has paid off so well for them is that they see eye to eye on the type and style of wines they want to produce: vineyard-designates from Northern Virginia.

In this state, site selection is one of the most important decisions a grower or winemaker can make, as the weather tends toward humid, tumultuous and unpredictable. "We're making wine in a difficult and underdog area. If you don't have a very, very, very good site here, the deck is stacked against you," he said.

As difficult as it can be, Nate knows that it's worth the effort and can be a great way to showcase Virginian wines. "We're not the only ones doing it, but Virginia is so young that it's not like you come across a lot of specific vineyard-designate wine," he said. "But that was all we wanted to do, either through blends or varietal specific wines and then, over time, figure out what was either special or not so special about these different sites that we think are really good."

One of those sites was Russ Mountain Vineyard. As part of his work with some of the regional and statewide grower associations, Nate is frequently called out to help develop or troubleshoot vineyards. He knew about Russ Mountain Vineyard, a 20- to 25-year-old Merlot vineyard that sits at a relatively high elevation in the Blue Ridge Mountains and was farmed by an independent grower who sold the fruit to just three or four other wineries.

"Every year I would find three varietal Merlots that I thought were really killer-and they always came from Russ Mountain."

As someone who wanted to make world-class Virginia vineyard-designate



wine, Nate knew he wanted to produce a Merlot from Russ Mountain. He tried several times to purchase fruit but it never transpired—until the owners decided to retire, and he was called in to take over its management.

"It's always one of the most expressive reds that we grow any year, and certainly the most expressive Merlot."

The 2019 vintage was a rare standout for the region, he said: markedly dry through the whole season, with an early harvest, high sugars and, because of a faster ripening period, good acid retention, which can be difficult to achieve on a regular basis. "Of the past 10 years, it's probably my favorite or second favorite vintage," Nate added.

Today, the Walshes are committed to helping other winemakers and brands find their footing. The two are building an entirely new facility to be able to increase production space, as custom crush is a significant, and exciting, part of their business.

"We always thought it would be smart and fun to be a place where all these independent growers could start bottling wines from these really interesting vineyards. We view it more like an incubator, the way tech companies do, where we give people space to do their thing," he said. "It's been tons of fun and we've been able to get a number of brands going in the area that are making really cool and interesting wine."

As the brand and the business move forward, Nate wants to continue developing his knowledge of the area and sharing it with the next generation of growers and winemakers.

"Five years from now, I'd like to see us have a better understanding of how we should be farming these sites to get really interesting and expressive wines out of them-it's more of a qualitative goal," he said. "On the incubation end of it, we want to see that grow and hopefully have it be a place to let some other producers get started with lines and projects that would be good for the region and push the region forward."

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2Hawk Vineyard & Winery

2018 DAROW SERIES MALBEC

Quite often, if you ask a winemaker what their philosophy toward their craft is, you'll hear something about being committed to showcasing terroir, or making a wine that consumers want to drink. Every so often, you come across an operation that finds the process more intriguing than the result.

That is the case at 2Hawk Vineyards & Winery, based out of Medford, Ore.

"We're not comparing ourselves to anybody else because that's not the point. The point is to just be as good as we can be," said winemaker Kiley Evans. "If we focus on being as good as we can be every day and try to be better every single day, everything else will take care of itself. All these other little benchmarks, these little milestones, they'll all happen. We just have to be focused and resilient and keep trying to move forward."

This is the guiding philosophy at 2Hawk. In 2014, Ross and Jen Allen purchased the property, which featured 24 planted acres. Ross Allen, a third-generation farmer, has been farming for more than 35 years. As Evans puts it, Allen knows as much about sustainability and other hot-button agricultural issues as anyone.

"He is dedicated to sustaining the viability of the vineyard because he realizes that the best way to make his job easier is to keep the vineyard healthy and make it even healthier," said Evans.

Part of keeping a vineyard healthy is knowing which grapes grow best. Since the vineyard and winery are located in Oregon, it's not an uncommon occurrence to have a visitor request a Pinot Noir, even though it's too warm in Medford to grow the grape variety.

"Can we make good Pinot Noir? Sure. We can make decent Pinot Noir," said Evans, who has made a Pinot Noir from their vineyards in 2016, 2017 and 2019. He joined 2Hawk full-time in 2015, and the fact that he hasn't made a Pinot Noir in half of the vintages hasn't gone unnoticed.

"When you've only made wine half the time that you've been here, something tells me that that's probably not what you should be focusing on because you're trying to put a square peg in a round hole," he said.

What can they produce exceptionally well? Sauvignon Blanc, Tempranillo and, of course, Malbec. And once he gets the consumer to try it, well, they never turn back: "To see the reaction on people's faces when they taste something that is completely out of what they normally would expect based on where the wine is from, there's a lot of satisfaction in that. I just love that."

Ever humble, Evans said that 2Hawk owes some of its success to the fact that New Zealand and Argentina have popularized Sauvignon Blanc and Malbec within the American market. If it weren't for the increased imports of Argentinean Malbec shaking up the Cabernet Sauvignon- and Pinot Noir-dominated market, it wouldn't have gained national recognition and interest.

"People are more interested in wine than ever before. People can research wine more easily and more thoroughly than ever before. Chances



Left to right: Owners Ross and Jen Allen, winemaker Kiley Evans

are 90 percent of wine consumers may not like Malbec, but they at least can say it and they know that it's red," said Evans. "I think we owe as much to the places that have popularized Malbec as a great variety as we do to anything else."

So how does the 2Hawk Malbec compare to its imported counterpart? Evans says that while there are similarities between the two (both are higher elevation within their respective countries), the Argentinean Malbecs are a bit more floral, tend toward red and blue fruits and an almost saline-like minerality. On the other hand, the intense sunshine that Southern Oregon sees means that its wines are much riper at a lower sugar level and showcase more black and blue fruit, though they do retain some of the same salinity inherent to the grape.

"Our wines tend to be a bit, I feel like they're a bit more muscular whereas the Argentinian wines tend to be a little bit finer grained," Evans said.

And the 2018 vintage was the perfect comparison between the two, according to Evans. "It was just...it was an unbelievable vintage. We had some of the most beautiful summer ripening that I have ever seen in Oregon," he said.

With consistent highs in the mid to high 80°s, and lows in the 50°s and even mid-40°s at night, Evans and 2Hawk couldn't have asked for better weather during the critical late-season ripening period. Even though he said it was one of those vintages that makes themselves, it was still an incredible learning experience.

"We want to be in a position to where we can look back and evaluate what we do today and how it is either working or not working five years from now," he said. **WBM**

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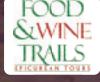






























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WINEMAKER TRIAL

Partial Carbonic Maceration in Merlot

Virginia winemaker optimizes the process experimentally to expand future blending options on a commercial scale

Bryan Avila

Bryan Avila is a formally trained enologist, seasoned commercial winemaker and wine production educator. He teaches best practices to the industry workforce and advises on advanced winemaking subjects to vintners via his company, Avila Wine. He is the trials liaison for *WBM*'s Winemaker Trials section and would love to hear what you are doing in your vineyard and winery to overcome challenges, grow better grapes and make better wine. Contact: bryan@avila.wine



Trial Lead: Kirsty Harmon, winemaker, Blenheim Vineyards, VA



Born in the Netherlands, Kirsty has spent a majority of her life in Charlottesville. After graduating from the University of Virginia in 1998 with a degree in biology, Kirsty developed an appreciation for wine through a job that allowed her to apprentice with famed Virginia winemaker Gabriele Rausse. After making wine for several years in Virginia, Kirsty moved west to pursue

formal training at the University of California at Davis, where she graduated with an M.S. in Viticulture and Enology. Kirsty then spent six months at Domaine Faiveley in Nuits St. Georges, France as a recipient of the 2007 Confrerie des Chevaliers du Tastevin Scholarship. In 2008, she worked as a harvest intern at Craggy Range Winery in New Zealand as a recipient of the Doug Wisor Memorial Scholarship. Kirsty officially joined Blenheim Vineyards as winemaker in 2008.

Coordinator: Dr. Joy Ting, research enologist and exchange coordinator, Virginia Winemakers Research Exchange



Joy Ting is the research enologist and exchange coordinator for the Winemakers Research Exchange. The WRE is a non-profit organization of winemakers funded by the Virginia Wine Board to promote innovation and experimentation in the wine industry. Each year, Joy works with winemakers around Virginia to conduct practical experiments on a production

scale in their wineries. She also produces a small line of wines under her own label.

BACKGROUND:

On the third Thursday of November, the Beaujolais wine-growing region celebrates the end of its growing season by producing a wine made in a very specific style called Beaujolais Nouveau. This red wine touts a very light tannin structure accompanied by a vivid array of aromatics. Since the 1800s, Beaujolais vintners have produced Beaujolais Nouveau in a process called carbonic maceration. As defined by the Australian Wine Research Institute, "Carbonic maceration describes a red winemaking whole-bunch fermentation technique in which the first phase of fermentation is conducted in a completely anaerobic atmosphere, which transforms a small amount of malic acid and sugar in grapes to ethanol, along with traces of many flavourful aromatic compounds, without the intervention of yeasts." In other words, the grape makes its own ethanol, up to about 2 percent, while encapsulating all the aromas within that berry. After the berries die, they begin to break down, and their juices seep into the container they are piled in. On the way to the bottom of the vessel, this juice collects and nourishes native microbial passengers on the surface of the grape. From aerobic organisms, such as Gluconobacter, to infamous anaerobes, such as Brettanomyces, native microbes are hungry and waiting for an opportunity to take hold of the fermentation and leave their aromatic mark, which can quickly mask the ethereal fresh red fruit aromas with those of gym socks or nail polish.

Once the vessel is filled with clean grapes, gassed with carbon dioxide and sealed, the anaerobic conditions that surround the grape cause it to switch its metabolism from respiration to fermentation. Enzyme activity is driven by temperature and substrate concentrations rather than the presence of food. A period of incubation is required to speed up enzymatic activity. Warmer temperatures (30-32°C for five to eight days) will accelerate the grape's alcohol production, and cooler temps may delay the process for up to three weeks. The unique benefit of this process is that the dissolved CO₂ itself triggers a series of intracellular events that cause the grape's pectin structure to break down and the creation of new aromatic pathways to release more of the grape's potential. Using damaged grapes means that these microbial populations get a head start and will likely yield higher volatile acidity (VA) levels. Once the tank is sealed, assuring that no oxygen can get in, it is difficult to

pull samples, which causes anticipation to soar towards the end of the incubation period, begging an answer to the question: Did carbonic maceration or the native microbes win?

Once carbonic maceration is completed, any number of stylistic choices can be made with the clusters. They can be pressed and fermented, similar in process to white wine fermentation, or they can be destemmed and fermented as a red by using cap management techniques to coax out the remainder of the anthocyanins in the skins to yield a red wine. Based on the winemaker's assessment of the carbonic maceration, the native microflora may be allowed to finish the fermentation or inoculating with a Saccharomyces bayanus strain may power through the ferment to dryness.

TRIAL OBJECTIVE

Virginia winemaker Kirsty Harmon of Blenheim Vineyards shared her journey of experimenting with carbonic maceration in Merlot. This project was supported by Dr. Joy Ting, wine research coordinator for the Virginia Wine Research Exchange. According to winemaker and WRE trial report author, Kirsty Harmon, "The purpose of this study was to build upon experiments completed in 2016 and 2017 to develop a protocol for the partial carbonic maceration of Merlot in a small winery that does not have specialized equipment for this technique. The winemaking goal for this wine is to be used as a blending tool to fill out the mid-palate and lend complexity to Blenheim's varietal Merlot product."

TRIAL DESCRIPTION:

Approximately 1.5 tons of Merlot from the same vineyard were used for the experiment. Fruit was processed into a 1,000L stackable stainless-steel tank for carbonic maceration, and the remainder was destemmed to two T-bins as traditional fermentation controls. Once the carbonic maceration process was completed, its contents were destemmed to T-bins as well.

The carbonic maceration lot filled a 1,000L stackable stainless-steel tank with 0.61 tons of un-chilled whole-cluster Merlot. While filling, it was gassed continuously with carbon dioxide then sealed for seven days and placed outside to stay warm. Seven days later, once carbonic maceration was assumed complete, the grapes were destemmed to a T-bin and inoculated with 5 liters of fermenting must from the traditional fermentation. Fermenting must was punched down twice daily, along with daily Brix and temperature measurements. The wine was pressed at the completion of fermentation.

The control lots split the remainder of the grapes into two T-bins with a 50 ppm sulfite addition. Each T-bin was inoculated with EC1118 yeast the day after processing without additions of sugar, nutrients or acid. Cap management involved two punch-downs per day, along with daily Brix and temperature measurements. The wine was pressed at the completion of fermentation.

Once dry, both lots were inoculated with Scott Labs MBR process, fermented to malic acid dryness in barrel before being sulfited and topped for aging and sample collection.

- 1. CONTROL: Traditional Red Ferment Bin 1
- 2. CONTROL: Traditional Red Ferment Bin 2
- 3. **TREATMENT:** Carbonic Maceration Tank 1 (later destemmed to Bin 3, Bin 4 to finish fermentation)



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Partial Carbonic Maceration in Merlot

CONCLUSIONS:

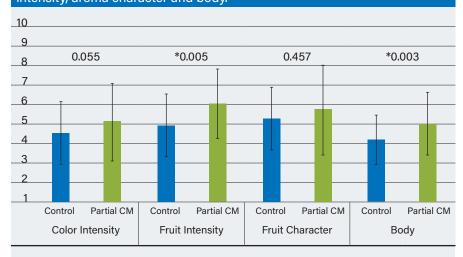
As summarized by Harmon, "Post-inoculation fermentation progressed smoothly for both lots, with the traditional lot fermenting slightly warmer than the carbonic lot. Both lots reached the temperature range recommended for Beaujolais-style fermentation. At the completion of fermentation, both lots had comparable malic acid and pH levels. The finished wine chemistry was also very similar between the lots."

Finished wine chemistry of wine from two fermentation techniques															
(ICV labs, Jan	(ICV labs, Jan 28)														
	Volatile Acidity (g/L)	рН	Titratable Acidity (g/L)	Alcohol (%)	Lactic Acid (g/L)										
Traditional B1	0.45	3.84	4.39	12.42	1.42										
Traditional B2	0.47	3.85	4.45	12.46	1.42										
Carbonic B1	0.48	3.84	4.24	12.49	1.35										
Carbonic B2	0.63	3.87	4.47	12.62	1.38										

TABLE: On the whole, this table demonstrates that both lots produced a wine with very close chemistries and are of sound quality fit for sensory evaluation.

The following bullet points highlight some of the conclusions of the WRE project report:

This chart demonstrates the results of a blind sensory evaluation of the control and treatment for important attributes: color intensity, aroma intensity, aroma character and body.



Descriptor	Treatment	Mean	St Dev	F	Р
Calan Interacity	Control	4.6	1.6	2.0	0.055
Color Intensity	Partial CM	5.2	2.0	3.9	0.055
Fusit Intensity	Control	4.9	1.6	0.0	0.005
Fruit Intensity	Partial CM	6.1	1.7	8.8	0.005
Fruit Character	Control	5.3	1.6	0.6	0.457
Fruit Character	Partial CM	5.8	2.3	0.6	0.457
Dady	Control	4.1	1.3	101	0.003
Body	Partial CM	5.0	1.6	10.1	0.003

TABLE: Descriptive scores from blind sensory analysis for two fermentation techniques. Participants were asked to score each characteristic on a scale from 0 to 10.

Harmon noted: "In a triangle test of control versus partial carbonic wines, 24 out of 35 respondents were able to distinguish which wine was different, indicating the wines were significantly different. When asked to list descriptive terms that helped distinguish the wines from one another, participants described the control wine as 'earthy' and as having 'less color' while the wine treated with partial carbonic maceration was described as 'fruitier,' with 'more volume, structure, fruit on palate' and 'slightly more color."

Color metrics for wine from two fermentation techniques (ICV labs)													
	A420 (AU)	A520 (AU)	A620 (AU)	Intensity	Hue								
Traditional B1	1.58	1.72	0.44	3.74	0.92								
Traditional B2	1.72	1.86	0.47	4.05	0.92								
Carbonic B1	1.94	2.21	0.6	4.75	0.88								
Carbonic B2	2.11	2.44	0.67	5.22	0.86								

TABLE: This table corroborates the elevated color data from the sensory analysis, showing spectrophotometric results that demonstrate improved color extraction from the carbonic maceration process.

Harmon also said that "the wine that experienced partial carbonic maceration bound more SO_2 at the initial stage, and the wine aged with less free SO_2 as a result. Differences in color intensity between the wines are likely affected by this difference in SO_2 . The wine that experienced carbonic maceration had higher measures of tannin but lower measures of anthocyanins than the traditionally fermented wine."

All in all, carbonic maceration is a double-edged sword. At its extreme, filling a CO_2 gassed tank with your grape clusters may provide the most dramatic fruit expression, but it comes with a high risk of microbial spoilage. Dialing in this process at the small scale is strongly recommended for anyone looking to implement this process. Winemakers often opt for less risky options that simply add a percentage of whole clusters to a fermenter and, simpler yet, make the proverbial "whole berry sandwich" where the crusher rollers are slid out of the way, while filling the middle third of the fermenter, to allow better mixing and monitoring.

Post-Mort Q&A

Why are you trialing carbonic maceration? Did you consider any other enhancement options beforehand (i.e., enzymes, saignée, sacrificial tannins or concentrate addition)?

Harmon: I love the wines of Beaujolais and was curious to try some of the techniques used in Beaujolais on my wines here in Virginia. I want to deliver fresh, fruity and approachable wines, and Beaujolais is my standard. I'm a bit of a purist when it comes to making wine so I really don't like to add anything but the bare necessities, like yeast, some sulfites and bentonite as needed. I know that there are a lot of great products out there and great winemakers that use them, but I am more interested in building my style through figuring out winemaking process rather than using products. Carbonic maceration is one of the oldest tricks in the book for gaining this level of fruitiness and juiciness in a wine. It can also help with the mid-palate.





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What variety/varieties are you working with for this experiment?

Harmon: Merlot, predominantly. We need more help in Merlot than we needed in Cabernet Franc. I used Cab once and was not thrilled with it. The skins were just too thick.

What are the experimental parameters that you have chosen for the trial? How did you decide the range?

Harmon: I've been experimenting with carbonic maceration for a while now. Each year I run these experiments against a standard red fermented control, just destemming the grapes into a fermenter, sulfiting and inoculating them. My experiences are as follows:

- 2016 was a color problem. It was too cold and pressed without traditional red wine fermentation. We went straight into a press, after the first phase of carbonic, instead of fermenting on skins. This wine was interesting but too stemmy and pale to make it into a blended red wine.
- In 2017 we warmed up lots in the sun, and this time we destemmed the lots, after carbonic, to allow it to finish fermentation on the skins. These wines had better color and riper aromas.
- For this 2020 trial, we loaded the fruit into the tank while gassing continually, did carbonic maceration, destemmed and fermented.

Destemming went really well because fruit was still intact. Fruit did not degrade like they thought it would. Also, the very first year, we were concerned that we did not have enough CO_2 in tank, so we made sure we had plenty this year. We're just looking for enzyme-driven aromas and not so much the native yeast character at this point.

Have you encountered any complications or difficulties?

Harmon: The Cabernet Franc, in the first year, VA was through the roof. Not enough CO_2 and fruit was not as clean as preferred. We have not had as many issues with the Merlot. As a general caution, when setting up these trials, it is important to think through this process based on the conditions of your own winery. For example, it was pretty easy for us to seal the small, 1000L tank we decided to use for this project, but they were a real pain in the butt to get the pomace out. We had to get creative with our adaptations, but at least it wasn't on the same day we were pressing.

Who else is working with you on this trial?

Harmon: Michael Attanasi of the Virginia Winemakers Research Exchange (VWRX) helped during the first year; then later Joy took over as the coordinator during years two and three where we made adjustments based on prior year data. Joy and I brainstormed a lot. The folks on the crush pad thought I was doing something crazy. After all, these grapes aren't free.



Did you or your colleagues have any predictions about the conclusions?

Harmon: We didn't really know what to expect beyond what we got from the first year. We made some changes, but we didn't know if it would just be "bubble gum" aroma or something more complex. Was fruit going to be too broken down? Felt like we had our potential hazard points under control but you never know until you take that first look in the tank.

What are your conclusions for this trial?

Harmon: I want to do more of it! The wines smell good, fill in mid-palate nicely and finish well, using semi-carbonic maceration. I want to scale-up though. Three-quarters of a ton is not enough for a commercial-scale production, so I'd like to scale it to a 3-ton tank, but I don't have facilities to gas a 3-ton tank just yet. These experiments will help me decide exactly what technology I need to implement this properly in the future.

Did you learn anything new or interesting that you didn't know before? Or have proven a theory that you may have had?

Harmon: The coolest thing was opening the tank and having fizzy berries, popping one in my mouth and having it be completely fizzy...and there was no juice at the bottom. Seeing the proof of concept, knowing that carbonic maceration was actually working was pretty cool.

Based on your results of the experiment, do you foresee making any changes to your winemaking program? To what benefit?

Harmon: Absolutely, I would like to scale-up our capacity to perform carbonic maceration at the production scale. The goal is not to make a 100 percent carbonic-styled wine but to create an aromatic blender for other wines.

Will you conduct a follow-up trial next year? If so, would you work with different or the same grapes? Would you replicate this trial exactly or make a few adjustments?

Harmon: I would like to repeat the experiment with Merlot and would not mind trying another variety, like Petit Verdot. If we are going to do something else, we'll see how the grapes come in this vintage. We will need to get the Merlot pressed and out of tanks first, so timing is everything. **WBM**



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Digital Wine and Grape Production Software

Richard Carey

winery and vineyard production software is an important part of a grape grower's and winemaker's ability to run a business efficiently in today's technology driven world. With the complexity of their businesses, these operations require software that can handle many needs in a manner that satisfies their varied day-to-day business uses. This article provides a single location for all software vendors in the WineVinesAnalytics.com Buyers Guide to present their products in a way that you, as part of the wine industry, can review the many varied ways each vendor has chosen to present their work. Readers can compare the different business and technological solutions to find a company that meets their unique requirements.

The information from 12 vendors is contained in this table. However, the Wines & Vines Directory & Buyers Guide has additional vendors that offer significant software options designed primarily for wineries, including well-known companies such as Parsec, ProcessBotz and Wine Grid. The software provided by these companies, for the most part, manages the production processes for winery operations but does not have the detailed production requirements that regulatory reporting and business operations require. There is a similar situation for vineyard production software. One example is Pellenc, whose Pellenc Connect software provides data for the functionality, management and control of growers' equipment but without a regulatory component.

The main table contains the important contact information, as well as an overview of the software structure, billing model, subscription type and support options. This information can help narrow a winery's focus on where to look for more detail, which is provided in the second table. Some wine companies prefer to have their data held within their company's network, and several software companies are included that provide that functionality. There are some software companies that have only Cloud-based software while others provide both.

The more important aspect of the table is the modules that each company offers. Some software packages come in two types. For example, in order to accommodate small- to medium-sized wineries, some companies offer two levels of software, one with the basics of wine production and reporting but not the more complex capabilities that larger businesses would like to have. This recognition of different software needs can provide a significant cost savings for smaller-sized businesses. There are two companies that offer software that is a one-size-fits-all but with fee structures based on the level of production.

This review of wine industry-oriented software offers a variety of products available for growers and winemakers, but it does not cover new advances that are gaining traction by software developers. For many years, the functional basis of wine production software has been the relational database model provided by Microsoft's SQL Server and other similar variants of

this database type. In addition, several companies use some version of low code to no code software development that is sometimes called Enterprise Resource Planning or ERP. There are enough differences between these two approaches that another article will discuss those developments in an upcoming edition.

Thank you to the staff and management of the following companies for their participation in this article: BarrelWise, Crafted ERP, Ekos, Flowmation, KipTraq, Nuverge, Orion Software, vinoEZ, Vintegrate, Vintners Advantage, Vintrace, Winemakers Database. **WBM**

BarrelWise Technologies

Vancouver, BC, Canada | 778-986-3187 | barrelwise.ca

SOFTWARE OVERVIEW: BarrelWise is a cloud database for precision management of wine quality parameters, powered by data collected by the BarrelWise FS1 sensor.

BILLING MODEL: Subscription

SOFTWARE OWNERSHIP/SUBSCRIPTION TERMS: Comprehensive Hardware + Software package

TARGETED SECTORS: Wineries

UNDERLYING SOFTWARE OF PACKAGE: AZUre

MODULES OFFERED: Wine quality tracking, barrel history tracking

SUPPORT OPTIONS: A warranty and regular servicing is included.

NEW FEATURES: The BarrelWise FS1 sensor and database will launch in 2022.

Crafted ERP

Denver, CO | 720-699-0200 | craftederp.com

SOFTWARE OVERVIEW: Crafted ERP is a Cloud-native business management platform built for craft beverage producers. It helps wineries, distilleries, breweries and other beverage producers take control of their software ecosystem and simplify with a single business management platform.

BILLING MODEL: Monthly Subscription

SOFTWARE OWNERSHIP/SUBSCRIPTION TERMS: Annual subscription

TARGETED SECTORS: Beverage alcohol companies

UNDERLYING SOFTWARE OF PACKAGE: NetSuite

SUPPORT OPTIONS: Proactive & Reactive Support & Optimization Options Available

NEW FEATURES: Dynamic Cellar Orders, VIP Integration, Commerce 7 Integration, Shopify Integration

Ekos

Charlotte, NC | goekos.com

SOFTWARE OVERVIEW: Ekos' winery management software helps you make more wine, make more revenue and make more of your data by streamlining processes, saving time and discovering insights to grow your business. It integrates with Square, Commerce7, Arryved, Quickbooks and Xero.

TARGETED SECTORS: Breweries, wineries, cideries and seltzer

Flomation Systems

Oakville, ON, Canada | 905-849-1910 | flomation.com

SOFTWARE OVERVIEW: Flomation Systems offers a complete encapsulated production and inventory control system.

BILLING MODEL: Cost is proportional to production level

SOFTWARE OWNERSHIP/SUBSCRIPTION TERMS: Subscription/support only

TARGETED SECTORS: Breweries and wineries

UNDERLYING SOFTWARE OF PACKAGE: Microsoft Access

MODULES OFFERED: Vineyard Package, Winery Package, Lab Package, Finished Products Package, Wine Library Package

SUPPORT OPTIONS: Subscription/support only

KipTraq

Salinas, CA | 831-789-2900 | kiptraq.com

SOFTWARE OVERVIEW: KipTraq (Keep-Track) is a mobile data collection platform built for use in the field/winery. It's a combination of two tools: a customizable data collection app and an integrated BI/reporting tool. Cconsultants work closely with teams to understand business processes and get the most out of KipTraq. KipTraq will help you manage your processes better, ensure tasks are done on time, and present clean and accurate data to management, auditors and customers.

BILLING MODEL: Software is billed monthly. A small one-time implementation fee is required for configuration. The company offer unlimited users, reporting, consulting, pictures, customer service and software upgrades, all for a flat monthly fee.

software ownership/subscription terms: Software-as-a-service, billed monthly

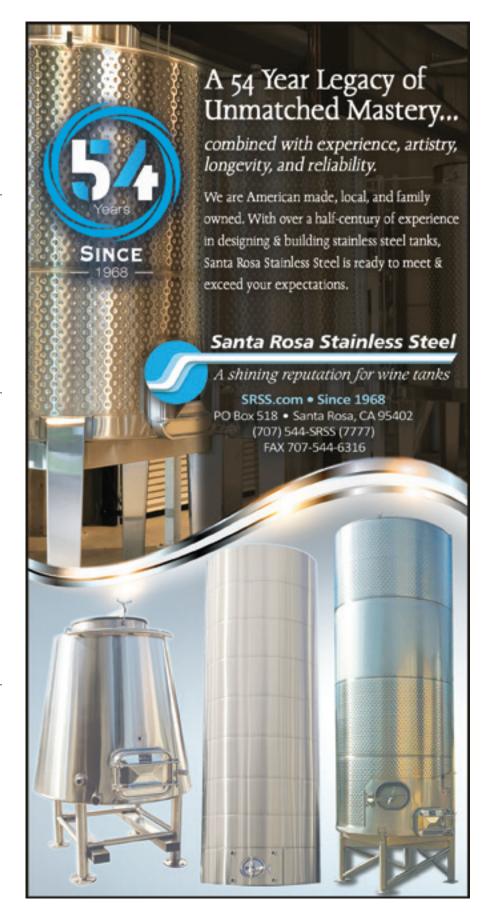
TARGETED SECTORS: Agriculture and other related industries: including growing/harvesting/field inspections/food processing/equipment maintenance/fleet management

UNDERLYING SOFTWARE OF PACKAGE: KipTraq is an SaaS solution built from the ground up. The mobile solution can be loaded on any Android/Apple device or on a PC. The reporting tool is accessed through a web browser.

MODULES OFFERED: KipTraq is a completely configurable platform. Existing work processes can be converted into KipTraq or new processes created based on client requirements.

SUPPORT OPTIONS: Unlimited support and consulting are included in the monthly sorvice.

NEW FEATURES: Integration with the client's existing systems, wireless label printing and custom dashboards.



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Nuverge

Longmont, CO | 303-324-3246 | nuverge.com

SOFTWARE OVERVIEW: Nuverge offers enterprise-grade technology framework, business logic separated from technology logic, is cloud optimized and features single-page architecture for fast dynamic, interactive applications, new feature upgrades with zero down time and auto-merge from new release of sustainable customizations.

BILLING MODEL: Software billed monthly; Business Growth billed by case volume

software ownership/subscription terms: Software-as-a-service

TARGETED SECTORS: CPG (Agriculture, Digital Farming, Wineries)

UNDERLYING SOFTWARE OF PACKAGE: Nextworlds No-Code ERP and NextWorlds Nextbot No-Code platform

MODULES OFFERED: Viticulture: Block Management, Harvest Management, Harvest Planning and Scheduling, Growing Degree Days, Intelligent Weather Notifications, Contract Management, Pricing and Payment

Wine/Blending: Vessel/Barrel Management, Configured Operations, Vessel Viewer, Scale/Weighbridge Viewer, Spirits and Distillery, Trial Blending, Ready to Bottle, Quality Management

SUPPORT OPTIONS: Two support options are available: Application and platform managed services; No-code development

NEW FEATURES: Features scheduled for June 2022 include digital farming, contract pooling, pay on proceeds, planning and forecasting, block chain, chatbots, additional visualizations

Orion Software

Santa Rosa, CA | 877-632-3155 | orionwinesoftware.com

WiPS Software Package

SOFTWARE OVERVIEW: WIPS is a leading enterprise-scale production solution, ideal for managing multiple wineries with complex operations.

BILLING MODEL: Annual contract, billed quarterly or annually

SOFTWARE OWNERSHIP/SUBSCRIPTION TERMS: Annual

TARGETED SECTORS: U.S., New Zealand, Australia

UNDERLYING SOFTWARE OF PACKAGE: Cloud-hosted, robust IBM server, data stored in U.S. or co-located in client's country

Data owned by client; database can be integrated with leading BI tools and automation

MODULES OFFERED: Core wine production management (vineyard to bottling), contracts, barrel management and scanning, document management, grape intake and scheduling, package goods, multi-company and DSP.

SUPPORT OPTIONS: Unlimited support via phone, email, yearly user conference

NEW FEATURES: Improved analysis entry, robust APIs and a new Android-based barrel scanner app.

Blend Software Package

SOFTWARE OVERVIEW: Blend is a leading winery production management solution for small- to mid-size wineries.

BILLING MODEL: Annual contract, billed quarterly or annually

SOFTWARE OWNERSHIP/SUBSCRIPTION TERMS: Annual

TARGETED SECTORS: U.S., Canada

UNDERLYING SOFTWARE OF PACKAGE: On-premise or cloud hosted, SQL server based solution

MODULES OFFERED: Core wine production management (crush to bottling), barrel management and scanning, work order, vineyard, packaging

SUPPORT OPTIONS: Unlimited support via phone, email, yearly user conference

vinoEZ

Napa, CA | 707-266-8795 | vinoez.com

SOFTWARE OVERVIEW: vinoEZ is advanced planning software tailored for the wine industry, and provides provides a central location for winemakers, the cellar team, viticulturists and management to track and facilitate work.

BILLING MODEL: Monthly or annual subscription

SOFTWARE OWNERSHIP/SUBSCRIPTION TERMS: Software-as-a-service

TARGETED SECTORS: Wine sales, winery operations, growers

UNDERLYING SOFTWARE OF PACKAGE: Web-based planning application, with an iOS (iPhone and iPad) companion application

MODULES OFFERED: Modules include sales forecasting, blend planning, harvest scheduling, barrel work planning, bulk wine distribution planning, long-term bulk wine supply planning, and long-term grape supply and demand planning.

SUPPORT OPTIONS: VINOEZ offers implementation support, data integration development and business process integration seven days a week during harvest or Monday through Friday outside of harvest.

NEW FEATURES: New features include sales forecasting, enhanced long-term bulk wine supply planning, grape supply and demand planning (grower perspective).

Vintegrate

Santa Rosa, CA | 888-596-2050 | vintegrate.com

SOFTWARE OVERVIEW: When it's time to manage all the aspects of your wine business in one system, it's time for Vintegrate. Vintegrate is built on the solid foundation of Microsoft Dynamics-Business Central and .NET technologies. Vintegrate is built specifically for the wine industry. Manage your business from the office or on your mobile device with the Vintegrate Cloud solution.

BILLING MODEL: Monthly subscription

SOFTWARE OWNERSHIP/SUBSCRIPTION TERMS: Varies by product offering

TARGETED SECTORS: Wine Business

UNDERLYING SOFTWARE OF PACKAGE: Microsoft Dynamics - Business Central MODULES OFFERED: Winemaking manages all aspects of winemaking and production

Back Office is a robust integrated solution that has been customized to manage all the finance and accounting required to operate a winery

Vintegrate 360 is a direct-to-consumer suite of modules that include: club processing, point of sale, e-commerce, reservations and loyalty

SUPPORT OPTIONS: Hourly as needed, or through monthly contracts

NEW FEATURES: New features include warehouse management with handheld device support and enhanced reservations.



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Vintners Advantage / Miscorp.

Eugene, OR | 866-647-3757 | vintnersadvantage.com

SOFTWARE OVERVIEW: Vintners Advantage Winery Software provides integrated modules for vineyard, winery cellar operations, grower contracts, bulk wine purchase and sales contracts, barrel tracking, case goods sales and distribution, spirits, bottling and financial management.

BILLING MODEL: Billing can be monthly, quarterly or annual for SaaS customers. Each module has a SaaS monthly fee. An example would be the Winery Operations module which has a monthly cost of \$100.

SOFTWARE OWNERSHIP/SUBSCRIPTION TERMS: Software can be purchased as a software license with a license fee per user. An annual software license and annual maintenance fee apply. License fees differ by module.

Software is also available in our Express Software as a Service (Saas) pricing model.

TARGETED SECTORS: Wineries

UNDERLYING SOFTWARE OF PACKAGE: Windows server with Rocket Software Universe database, available as a server license purchase or a cloud subscription.

MODULES OFFERED: Harvest operations including grower contracts, winery cellar operations, barrel tracking, and brandy and spirits

Bulk wine sales contracts, bottling, casegood sales and distribution, financial management, compliance, and data reporting through ODBC

SUPPORT OPTIONS: Support is included for all customers as part of the pricing model. Support response times depend on criticality and business impact factors. Custom programming and training are available for additional costs.

NEW FEATURES: Sustainably harvested fruit composition views, improved yield reporting, roadside freight costs.

vintrace

We are virtual! Working in Oregon, Napa, Sonoma, Paso Robles, New Zealand and Australia. | 888-240-4860, x104 | vintrace.com

software overview: vintrace is an intuitive Cloud winery software and grape-tobottle system that allows you to plan, monitor and cost, from fruit to finished goods with complete traceability.

BILLING MODEL: Monthly fee includes all support and upgrades

SOFTWARE OWNERSHIP/SUBSCRIPTION TERMS: 1 year subscription

TARGETED SECTORS: VINTrace offers plans for wineries and custom crush providers of all sizes, from 10 tons to 10 million cases and beyond.

UNDERLYING SOFTWARE OF PACKAGE: Our cloud based system runs on AWS assuring word class performance and reliability

MODULES OFFERED: Harvest and crush management, bulk wine production, barrel and vessel tracking, additive lot tracking (FDA, HACCP), TTB and FDA compliance reports, comprehensive reporting, online help center and community, android and iOS app, partner integrations, rollback feature for error corrections, work orders (paper or digital), and sales and purchases.

Lab management, cost tracking, bulk wine allocations, grower contract management, bottling and packaging, bottled and dry-goods inventory, sparkling wine management, price lists for contract billing, installment billing support, bill clients for additions, jobs, labs, man hours, fruit and more, client billing invoice integration to Quickbooks and Xero.

SUPPORT OPTIONS: Email and phone with interactive screensharing assistance is available. All support is included in the monthly fee.

NEW FEATURES: vintrace is now available in Spanish and Italian and French will launch in Q2 2022. Each user selects the language they in which they wish to work.

Winemaker's Database

Soquel, CA | 408-688-1819 | wmdb.com

software overview: The Winemaker's Database is wine production software that integrates all aspects of the winemaking process from grape receipt to final bottled product. Winery operations made simple with the software's features, such as dry goods inventory with batch tracking capabilities; data correction. WMDB provides flexible and customizable solutions because every winery has its own processes and needs. WMDB can go beyond the final bottled product with the case goods and packaging modules, as well as the various accounting interface options.

BILLING MODEL: Monthly SaaS subcriptions start at \$250/month or full installation of software on client's local server for a one time fee. For full installation clients, support fee is a percentage of installation price.

SOFTWARE OWNERSHIP/SUBSCRIPTION TERMS: Single user mode and multiuser modes available. Add SaaS modules \$+, Full software install available

TARGETED SECTORS: Boutique to large wineries with possibility of customization UNDERLYING SOFTWARE OF PACKAGE: .NET/SQL Server architecture/Cloud and local versions

MODULES OFFERED: Alternating proprietorship, bills of lading, case goods, cellar maps, commitments (multiple ownership per tank), costing, custom crush, fermentation graphing, grower contract management, and a full accounting interface with Microsoft business.

Central and Oracle NetSuite, packaging, reverse osmosis, scale house, sparkling, tank gauging, TankNet interface, trial blends, vineyard management, wireless barrel barcoding, work order, lab equipment interface, and scale house equipment interface.

SUPPORT OPTIONS: Regular business hours tech support is standard, and emergency service is available. Support is not completed through an automated system, and the team has previous winery operations experience.

NEW FEATURES: New features include 702 (5120.17) reporting made easy, scheduling tools and email alerts, customizable screens and reports, increased security with ability to set extremely specific user access levels, cloud/SaaS and full install versions, simple data correction, oftware available in any language, and Metric or English units. WBM

See page 84 for the

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INDUSTRY ROUNDTABLE

Dealing with Drought

Lance Cutler

CONDITIONS FOR THE 2021 harvest can be summed up in one word: drought. The 2020-2021 rainfall season was the driest ever recorded going back to 1895. While some growing regions, like the North Coast, usually receive more than enough rainfall for healthy grapevines, others, like the Central Coast, have been dealing with a general lack of water for more than a decade. Given the severity of this drought and the likely occurrence of more frequent drought conditions due to climate change, we thought it would be a good roundtable topic for discussion. For this first roundtable in more than two years, we were able to get three experienced and knowledgeable people to attend.



Sam Coturri is managing partner of Winery Sixteen 600 and works in the family's Enterprise Vineyards business. He has a background in marketing and public relations but came back to work with the family business. Winery Sixteen 600 currently produces 2,500 cases annually.



Mark Greenspan is president and senior viticulturist of Advanced Viticulture, Inc. in Sonoma County. He started the company in 2005 as a consultant and now provides vineyard management services, vineyard consulting, and sensing and automation technology for growers in the Central and North Coast of California.



Morgan Twain-Peterson MW is owner/ winemaker for Bedrock Wine Company, a winery dedicated to preserving and rehabilitating old vineyards across the state of California. He started the company in 2007 and currently produces 30,000 cases per year.

How would you sum up the effects of this drought?

Greenspan: It has multiple effects, both long-lasting and short-term. The short-term effect was probably a benefit for the vintage this year, not for the yield, so much, but for the quality. A lot of vineyards had less water available to them than normal, which improved phenolic development of red fruit specifically and created better quality. The long-term effects are not as simple. We're learning how to manage vineyards in the North Coast better from a water perspective. The North Coast is usually blessed with an abundance of rainfall, more than we need. The tendency for growers is to irrigate too much. This year they didn't have that water, which was a good thing for quality.

The problem is that the vines have suffered, not only from last year to this year, in that they didn't have enough water available to produce a full canopy, but they also had the potential for long-term carbohydrate reduction in the storage parts of the vine, which can lead to long-term health and longevity problems.

Twain-Peterson: Not all droughts are equal. Last year, we had so little rainfall immediately after harvest, which really affected fall root flush and carbohydrate load capacity for the following year. Even compared to previous drought cycles, this drought was more difficult. Buds wouldn't push. There was no spring pop because the vines had no carbohydrates. We have shorter reduced crops this year, but on top of that, we had so little carbohydrate uptake last year, coming into this season, that we are now pruning back to weaker wood. It will take a few years to work our way out of the damage.

Coturri: Drought in vineyards is incredibly dichotomous, especially in the North Coast. Having dry years improves quality. In the short-term, in a vacuum, a drought year isn't the worst thing for a grape grower or a winemaker. It is impossible to look at drought as just a larger symptom of climate change in general. If you couple drought with increased temperatures and more weather instability, that increases the stress on the vine, the farmer, the land, your erosion control, fire susceptibility and all factors that are part of a larger issue. It is not just the drought.

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Are there differences in the effect of drought on organic, Biodynamic or traditionally farmed vineyards?

Twain-Peterson: I wouldn't say there is a difference among those, but there is a difference in how you farm your organic matter in the soil. If one of those lends itself to holding higher amounts of organic matter, then you will have more water holding capacity.

Greenspan: I know you have to do more with floor management practices. People, using pre-emergents, have nothing growing under the vines, which reduces competition, but we are finding that cover crops are less competitive than we used to think. I don't think herbicide spraying is a good thing in general. The customary practices of organic and Biodynamic farmers tend to take better care of the soil traditionally.

Coturri: There is a time release element to having a rich cover crop breaking down over the course of the growing season, releasing nutrients and holding moisture. Whether you are farming organically or not, having organic matter on the floor of the vineyard will help keep things moist and happy, but in a way that is not over-supplying early in the season and cutting it off later.

Greenspan: Generally, growers on the coast are becoming aware of floor management practices, using reduced tillage or non-till. Overall, that will benefit organic matter stability of the soils and mitigate some of the drought. Bottom line: it is a matter of the water. If you don't have the water, the soil has nothing to store, regardless of its quality.

Do dry-farmed vineyards fare better in drought situations?

Coturri: Our dry-farmed vineyards were OK this year.

Twain-Peterson: Some of our dry-farmed vineyards did fine because they have built root systems and been exposed to so much stress already that they managed the additional stress of the drought better. But even within those vineyards, there are pockets of heavier soil or swales where they did worse. We also had vineyards with the ability to irrigate but saw the same types of variability. Sometimes dry-farmed vineyards seem to self-regulate better, but at the same time, it is not the situation in every case. There are certainly dry-farmed situations where I wish we had the capacity to throw them some water.

Greenspan: The term dry-farming is a misnomer. It doesn't mean you have no water. It means you don't irrigate. Non-irrigated is a more accurate descriptor. I think dry-farmed vineyards are dry-farmed because they can be. In back-to-back drought years, like we just experienced, those vineyards did not necessarily perform well. If they had the ability to irrigate, then they were okay, but a lot of them suffered if they didn't have water available. Sometimes you just have to irrigate, not a lot but to foster canopy growth.

Twain-Peterson: One of our estate vineyards in the Alexander Valley has very shallow soil and a lot of shale and had been heavily cultivated over the years. We moved it to organic non-till and raised organic matter from 0 percent to over 4 percent. For a few years we got away with not irrigating, but this last year two irrigations saved our lives. The fact that we had the capacity to put water on really helped.

What can growers do during drought that will have the most effect?

Greenspan: I like to learn from my counterparts down on the Central Coast. This was a typical year for them. They just don't get much water down there. I like to look at them for guidance. If we have water, vineyards need to be irrigated in the wintertime if they don't get rainfall. They may not be transpiring water, but there is an equilibrium between the vine and soil. If the soil is very dry, then it is going to remove water from the vines. The vines need to stay hydrated. You are just building up moisture content in the soil so the vines can use it for the initial growth phase, using stored carbohydrates. Central Coast growers typically irrigate in January and February, and sometimes in March. Most importantly, you need moisture around bud break to push shoots out. Initial shoot growth, up to 14 inches, is primarily from stored carbohydrate assisted by water.

Twain-Peterson: In Australia, they are on hard water allocations and have to choose the timing of their irrigations very precisely. They advise that the absolute critical times to irrigate are post-harvest going into winter and then again coming out of bud break.

Greenspan: This year's rain in October really got us out of a bind.

Coturri: We got that rain while the leaves were still green. When the crop is all harvested, the vine is doing nothing but storing carbohydrates for growing next season, and it doesn't happen without water.

Twain-Peterson: From a broader standpoint, the vineyards we have the hardest time with were the ones that went in on 101-14, 3309C and 420A: shallower rooting stocks were really built to correspond with regular irrigation. Deep rooting stocks buy you a little more insurance in situations where you might not have as much water. At Bedrock, we're putting everything going in right now on 110R or 1103P. We are also starting to use some of the deeper-rooted Andy Walker stocks.

Are there differences in a vine's ability to deal with drought, depending on the varietal?

Greenspan: I suppose, but I think it is more of rootstock-adaptability. The rooting patterns vary from very shallow, like 101-14, to very deep, like 110R. To take that out of the picture is impossible. The rootstock will determine the response more than the grape variety. I would expect Burgundian varieties are most affected by drought as opposed to Rhône/Bordeaux, but that is because the latter are grafted onto more drought-tolerant rootstocks.

Coturri: I saw that larger berry varieties tended to look better this year. Berry size was smaller than normal. Grenache, Zinfandel, Mataro have bigger berries to begin with. Your losses will be less, and your quality is going to go up because you have this extra phenolic stuff happening. Cabernet has tiny berries. You already have enough intensity; now you are looking at volume. We filled up bins this year with the exact same amount as bins last year, but they weighed 300 pounds less.

Twain-Peterson: I have a different perspective. We work with a lot of incredibly old vineyards, and most of them are on St. George rootstock, and a lot of them are field-blended. It is interesting to see the drought response within that context. Zinfandel berries were tiny. They didn't throw wings. It was the smallest, most petite clusters I've ever seen. Mataro just didn't want to set crop. Grenache shattered like mad, which probably had to do with fall carbohydrate up-take but also some sensitivity at flowering.

Coturri: The two resources we need the most are water and soil. All your choices, from the moment you bring a tractor onto a property, are how

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to best use those resources in a way so that you have them for as long as you possibly can. Drought mitigation means hitting all your marks farming-wise and farming that much better to make sure you have the soil and vine health, along with the water resources, to grow the best possible winegrapes you can.

It could mean redeveloping a vineyard to make sure it is on the right rootstock with the right varietals and the right row direction with a modern irrigation system with two lines of irrigation down each row so you can spot water where you need it and not use too much water if you don't have to. The future for many vineyards in California depends on redesigning to allow for climate change.

Twain-Peterson: A lot of our 30- to 40-year-old vineyards need that type of redevelopment, but some of the really old vineyards we work with used wide spacing on deep rooting stocks and have literally survived to this point because of that. They have been economically and qualitatively viable for so long that they are still in the ground, and that's what makes them special.

Greenspan: We need to remember that with climate change, we are not just getting warming—we are getting increased variability. When it is wet, it is really wet. When it is dry, it is really dry. In dry years we will have trouble with some of these rootstocks. Some years will be perfect, but others will be either too wet or too dry, so we must shoot for the average. That said, to hedge your bets, I see growers using more drought-tolerant rootstocks, like 110R or something in the middle. I like to use Schwartzman a lot. It can work in a wide variety of dry or wet soils. In the Central Coast, a lot of growers are moving to 1103P. It matches their conditions, and their conditions are very dry.

Twain-Peterson: I feel like 1103P is becoming the rootstock du jour in a lot of places. History would suggest we should be skeptical of that in the same way that 101-14 and 3309C were used too heavily and in too many situations. As Professor Andy Walker points out, we are working with 100-year-old rootstock technology in many circumstances. It would behoove research institutes to look at new rootstocks and perfect what the options are in a changing environment.

Greenspan: We can't just go to deeper rootstocks. Wetter years are going to be wetter, and dry years are going to be drier. In wet years, if you have a deep-rooted rootstock, you won't be able to control vigor, and those rootstocks are not tolerant to water logging. But for dryer soils, deeper roots would be more appropriate.

Coturri: The rootstock alone isn't the solution to the problem. You still need the right rootstock for the right site and the correct variety for a vineyard. It just puts added pressure on the rest of your farming practices to make sure that in a site in a wet year, your top-soil management and your soil erosion control and drainage are the best they can possibly be. Water storage needs to be in line. Rootstocks are a piece of that puzzle, but you can't use a deeprooted, vigorous rootstock if you are going to grow Pinot Noir in a wet place.

How do vines acquire nutrients and how does drought complicate matters?

Greenspan: Nutrients naturally come up through the roots unless you use foliar applications. Ninety-nine percent of us are drip irrigating when we irrigate, and we are putting moisture on a small pocket of soil. That little

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pocket gets quickly depleted of nutrients. The nutrients in the dry soil outside of that irrigated pocket aren't getting taken up because there is no water to move them into the vine. All the dry soil we did not irrigate is not providing available nutrients to the vine. Those who fertigated or used foliar sprays were able to avoid deficiency symptoms for the most part, but the deficiencies were still there. They required more frequent applications of fertilizer then they had done in the past. Most people didn't do that, so people had trouble ripening the fruit.

Coturri: One of our favorite things to do, early in the season around bud break, is to fertigate with organic fertilizer, compost tea or fish emulsion to deal with nitrogen deficiencies. After harvest, pre-rain we add calcium for the soil to add something back to the soil that is bio-available to the

vines. The condition and health of the soil are directly related to the nutrients available for the plant to take up in the irrigated and non-irrigated zones. If you are farming in such a way that you are taking more out than you are putting back in, then you will run a deficit that is only magnified by drought. If you are putting more in than your plant is taking out, then you have capacity to withstand deficits better.

Twain-Peterson: That rain window closed on us early this year. We were unable to get cover crop seed out in time. We looked tightly at petiole samples over the year, running soil samples. As we put compost out, we made sure to also make any additions of lime or gypsum or anything else we had to do for the health of the soil. We were extremely focused in on our analysis, and we fertilized where we had that option.

Are vines self-regulating in drought conditions or is it imperative to manage crop size?

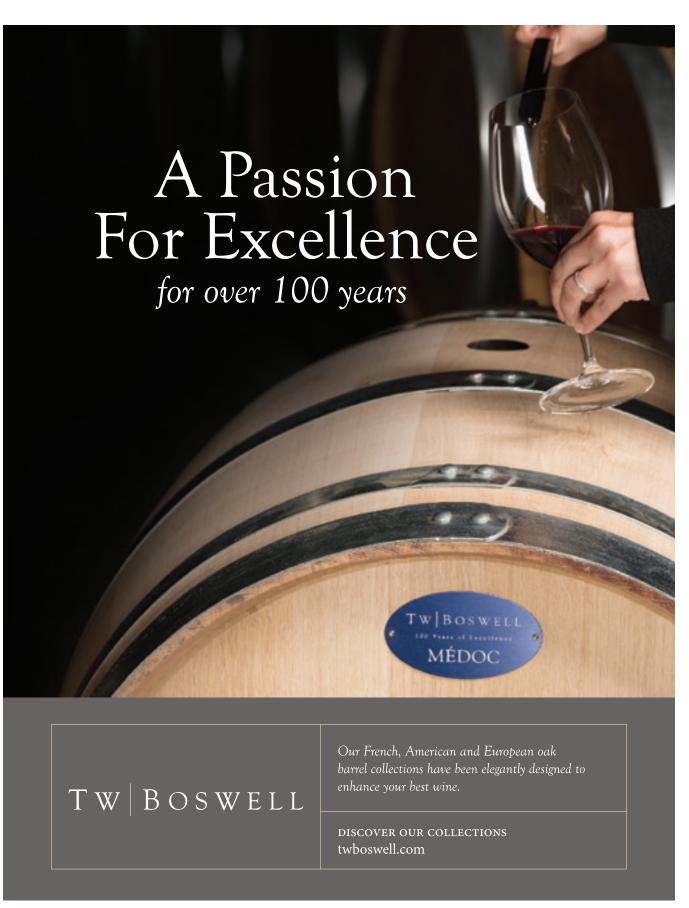
Greenspan: If the vine doesn't do it, then you better get out there and do it.

Coturri: The vines will self-regulate in many cases, but in a year where you are struggling to get ripe because the canopy isn't growing and you are trying to get even ripening, then you have to get out there and drop a lot of fruit.

Twain-Peterson: It is just a function of finding vine balance. Beyond just dropping fruit, we had some old vines on our estate that were really struggling. We made the decision that we wouldn't push them to ripen

for red wine. We picked that fruit at 20° Brix for Rosé rather than trying to force the canopies to push those last few weeks. Four or five days after we picked, the vines were pushing new green leaves. You could almost feel the relief of getting that crop off them. I hope that helps with carbohydrate uptake and positions them better for going into next year.

Greenspan: For canopies that don't fill out like normal, then fruit drop will help. This year, it was a moot point. We had to drop fruit anyway because fruit development was so uneven. We also had a heat wave in June that fried a lot of fruit, so we had to thin anyway. Fruit thinning is a given, regardless. I always find reasons for thinning besides lack of canopy. This year was one of those years where we thinned heavily anyway.



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How did the fruit from this drought year differ from other years?

Coturri: Berry size is the first thing that comes to mind. There were practical problems, like hoses clogging because there wasn't enough juice to push skins through, especially with Bordeaux varieties. On the flip side, with larger berry varieties, we had smaller than normal berries, which led to amazing color and extraction.

Twain-Peterson: It was like nature did saignée for us. The thing about small berries and concentrated fruit is that you must mitigate structure in how you approach punch-downs, pump-overs and those kinds of things. We performed more pump-overs than punch-downs, especially on Bordeaux varieties and those varieties we tend to do extended macerations on. We shortened the time. We ran rapid phenolic panels just to track where we were. Phenolics were through the roof this year.

The other key factor was with nitrogen and potassium deficiencies; then we really looked at our YAN numbers and made sure that fermentations were getting plenty of air but also getting enough nutrient additions. We used a lot more nutrient than we typically do.

Coturri: The maceration time is more the thing that got adjusted. In 2018 we picked Grenache on October 18th and pressed it December 9th. That same vineyard was harvested October 8th this year and pressed on November 3rd. We cut our extended maceration protocols almost in half. We didn't need more extraction. We already had the phenolics and tannin resolution sooner.

Twain-Peterson: There was so much tannin in solution that things polymerized quickly. We saw colors stabilize quickly. Nitrogen was low because of drought conditions but so was potassium. That meant pH stayed healthier, and we didn't see the buffer up in the middle of fermentation that usually occurs.

Coturri: For the most part, our fermentations are spontaneous, and our temperature intervention is minimal. We had some cold October mornings, and fermentations took three or four days to start. Some lots in September were fermenting after just a day or two.

Twain-Peterson: Like Sam, we don't inoculate, so we do get three to four days of ambient soak time. It is a proxy for cold soak, but I suspect there is only so much stuff in solution, and you are going to get it one way or the other. On lots that were super-structured, we lowered our average ferment temperature. One of the strongest correlations we've seen, when we run phenolic assays, is that fermentation temperature is one of the best ways to decrease your solvency effect during fermentation. If we have two tanks of the same Cabernet, something we ferment 5 degrees lower with the same maceration time will typically give us 20 to 25 percent less finished phenolics.

Do you ever give winemakers advice on how to deal with grapes affected by drought conditions?

Greenspan: I don't give advice to winemakers on winemaking. They don't listen to advice, and they shouldn't. It is more a matter of deciding when to harvest. They need to pay attention to phenolic ripeness and other chemistries more than Brix only. Watch acids, flavors and astringency. Things ripened really fast this year, so waiting for 27° Brix was not a good idea. Irrespective of drought, lately the ripening window seems to have shrunk. The ripening period is shorter. It is not all about Brix, and good winemakers know that.

I did notice that the drought exacerbated virus and virus symptoms, especially Red Blotch. Red Blotch symptoms were worse than usual this year, and we really had problems getting fruit ripe. There was insufficient canopy that was also unhealthy, and therefore, less sugar was available. Even big rain may not bring those vines back to what they were.

Coturri: If you are talking virus, the vine had it before it was planted. Drought, in particular, is the great exacerbator of any flaw or issue in your vineyard, whether it is virus or nutritional vine health in general.

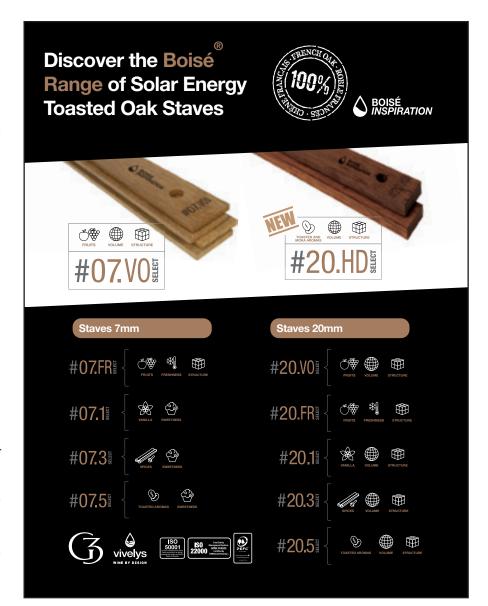
Greenspan: It depends on when rain is received. We usually get spring rain here. We didn't get any in 2021. That has a lot to do with the vine's ability to access nutrients. Nutrition mitigates some of the effects of virus.

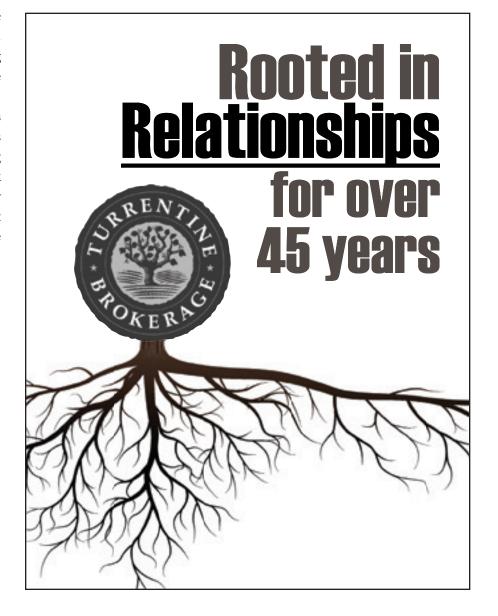
WHAT BECAME APPARENT, as this roundtable discussion played out, was that these growers and winemakers simply viewed the drought as another issue to deal with as they tried to coax the best quality fruit from their vines. Grape growers always face adversity, whether it be frost during bud break, smoke and ash from wildfires, summer heat waves or rain during harvest. Each year presents a unique problem that must be solved, but that's part of grape farming.

The panel had varying views of drought, but they all agreed that the task at hand boiled down to maintaining vine health as best as you can. Water is critical to keeping vines healthy because it allows them to take up nutrients from the soil and produce carbohydrates that, in turn, allow for a healthy canopy and enough energy to ripen fruit. If you are limited in the amount of available water, then timing becomes crucial. Irrigating post-harvest and coming out of bud break are the most important times to irrigate.

Climate change is here to stay, and that means we will have more severe drought years, but it also means we will have more heavy rain years. Rootstock may be the most important choice growers make. Selecting the rootstock best suited to your site, climate and grape variety helps vine health and grape quality.

The bottom line, like almost everything else involved with winemaking, is that every decision you make can have positive consequences but also creates a risk for problems. While deep-rooted rootstocks may be great during drought years, they won't fare too well in wet ones. Drought may shrink large berry varieties, thus improving intensity, but it can make small berry varieties difficult to pump through hoses and likely loaded with astringent tannins. The best you can do is know your site, make your choices and hope for the best. wbm







Monitoring Powdery Mildew Presence

Power of Spore Traps and CVC Spore Trap Network™

Bryan Rahn and Michael Princevalle, Coastal Viticultural Consultants

Bryan Rahn is the president of Coastal Viticultural Consultants

Michael Princevalle is a soil scientist/viticulturist

Growing Technology for Agriculture

Advances in research and technological devices have become integral parts of viticulture, such as field devices and related programs. These devices can provide viable information that can allow viticulturists to make important decisions based upon reliable data.

Applicable, data-based decisions and skillful implementation of field actions can improve crop performance (i.e., yields and/or quality) and, importantly, make more efficient and effective use of resources (i.e., water, pest treatments, etc.) to enable sustainability and enhance the bottom line.

A Technology to Enhance Viticultural IPM

One particular technological device that has become more notable and very useful in viticulture Integrative Pest Management (IPM) is a Powdery Mildew Spore Trap. This type of device has been around since the 1950s. However, thanks to the innovative work of Dr. Walter Mahaffee, Coastal Viticultural Consultants, Inc. (CVC) and others, as well as advances in laboratory analysis, this device has evolved into a reliable tool for monitoring grapevine powdery mildew (GPM) presence. CVC collaborated with Dr. Mahaffee and was the first company in the United States to provide commercial GPM spore traps. CVC has provided GPM spore trap services for more than 10 years with great success for its clientele.

Spore Traps: How They Operate

The mechanics of a GPM spore trap device are straightforward. The trap consists of selected electronics, encased within a protective shell, which sample air flow within the vineyard, particularly in and around the canopy. The spore trap technology that CVC employs is the same used by university researchers. The device operates and samples 24/7, and is typically placed in the vineyard in early spring and is continuously recovering air samples in the vineyard until the end of the GPM treatment season. Proper placement of the device within the vineyard is critical and determined via discussions with the grower and CVC's experienced professional team.

The purpose of the device is to collect dispersed, aerial spores (specifically, GPM) that enter the vineyard. Trained field technicians collect the spores that are trapped on a specialized spore collection medium attached to the device. Samples of the spore collection medium are gathered, at minimum, weekly.

The sample spore collection medium is submitted to a laboratory for a qPCR test to identify the presence and quantity of GPM spores based on their unique DNA profile. Lab work is performed by PhD plant pathologists. The GPM spore data are delivered to the clients in a graphed format within 24 to 48 hours of field collection. All data are stored in CVC's database and plotted on a graph (See **FIGURE 1**) that shows the status (i.e., presence or absence) of GPM spores, field temperatures and the GPM Mildew Risk Index (UC Davis, Gubler-Thomas). The data are available for client review throughout the growing season. Additionally, vintage to vintage comparison graphs of the GPM data are available to CVC clientele at www.coastalvit.com.

The spore trap results are presented in both a graphical and mapped format within the CVC Ag app. The results are reviewed by experienced CVC-certified crop advisors and agronomists. Using this technology, CVC has found that growers have sufficient time to respond with GPM fungicide applications. Conversely, if GPM spores are not found, then fungicide application intervals can be lengthened. Spore traps can improve sustainability and lower the vineyard's carbon footprint. The "greenest" fungicide applications are those that are not needed.

Benefits of Spore Traps

This technology can identify and quantify GPM spores that enter into or within a vineyard. The data can better quantify overall GPM infection risk and identify GPM "hot spots" before visual symptoms and damage occur. It is very important to note that visual assessments for GPM require inspection of 1,000 leaves per acre at an incidence level of 1 percent or lower (Mahaffee, et al. 2014).

The visual inspection process is very time-consuming and somewhat impractical. Additionally, Disease Forecasting Models (Gubler-Thomas) assume that the GPM pathogen is present, which can be a false assumption and could result in needless fungicide applications. For those reasons, spore trapping has proven to be an effective tool to improve GPM mildew monitoring and treatment needs.

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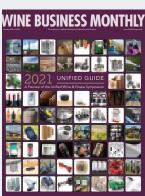








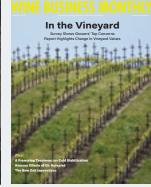




















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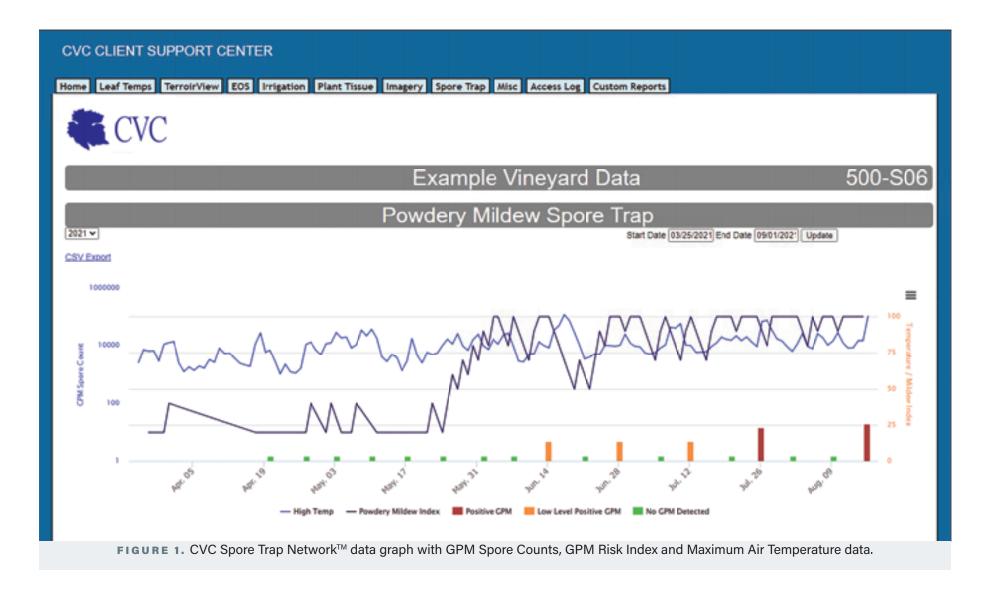
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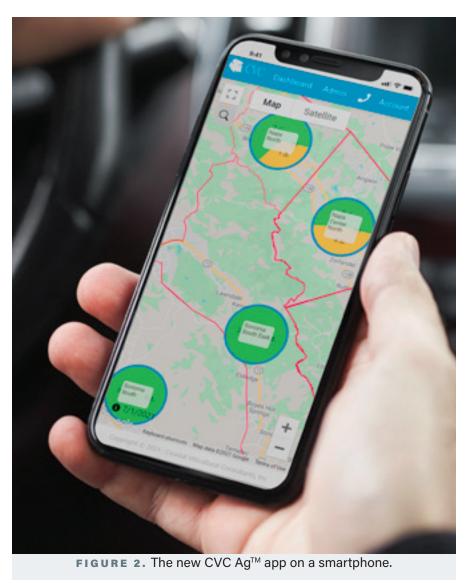


Further Benefits of Spore Trap Technology

GPM resistance to treatments or materials is a particular concern in viticulture. Data from the GPM spore trap can provide a heads-up if treatment or material resistance is occurring in a vineyard.

Grape powdery mildew spore traps will also benefit soil health by eliminating needless treatment passes through the field. Less passes, particularly in wetter soils, can reduce the occurrence of soil compaction. Reducing soil compacting activities improves soil and vineyard health.

In addition to the aforementioned benefits, data from the GPM spore trap can assist in prioritizing the areas that need GPM fungicide applications, as well as scheduling vineyard activities (i.e., shoot thinning and leafing) that have an impact on GPM. This can provide for more efficient movement of equipment and personnel. Further, spore trap data can help evaluate the effectiveness of existing GPM treatment programs and provide possible solutions for corrective field actions.



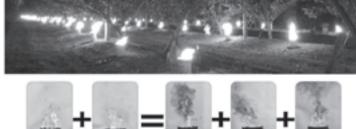


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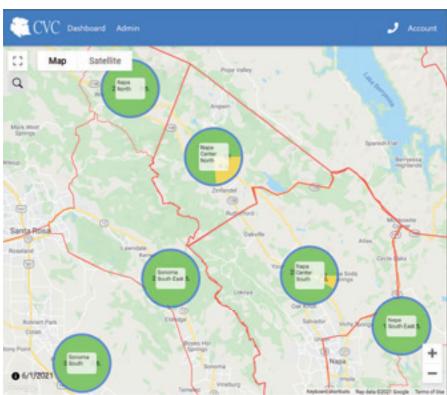


FIGURE 3. Partial view of the Network map that shows low GPM spore presence in May 2021.

Power of the CVC Ag[™] Network Map: Tracking Regional and Local GPM Presence

In January 2022, Coastal Viticultural Consultants, Inc. launched the CVC AgTM app, a data presentation platform for agriculture. The app is available now for download (spelled CVCAg) for Android and Apple mobile devices. The app brings the CVC Spore Trap NetworkTM data and maps to growers' mobile devices. (See **FIGURE 2**)

CVC Ag app users can view updated GPM detection data from their own spore traps and a graphical display of the data. Additionally, utilizing the app provides users the ability to view regional GPM presence throughout their county or region. The CVC Ag app Network map is updated daily with any new GPM spore trap data collected within the spore trap network.

The Network map covers 11 counties in the wine growing regions of California. Further, CVC has mapped subareas within each viticulture region, using climate data, vineyard experience and GPM spore trap data. Since many viticulture growing regions have nuanced microclimates, more granular parsing of data is important to better track GPM movements within better defined areas.

An example can be seen in a portion of the Network map in Napa and Sonoma counties with data from May 1, 2021 (See FIGURE 3). Subareas are outlined in red. The pie charts represent a summary of the cumulative data collected within one subarea for a one-week period. Green color in the pie charts represents the relative number of spore traps that did not detect GPM spores. Yellow color indicates low GPM spore detection (less than 10 spores), and a red color represents high GPM spore detection (more than 10 GPM spores). There is only one subarea in the region with positive detections for Grape Powdery Mildew spores (yellow color in one pie chart).

In contrast, the CVC AgTM app Network map from August 1, 2021 (see **FIGURE 4**) shows a significant increase in the number of subareas positive for Grape Powdery Mildew spores and an increase in the number of GPM spore counts (red color in one pie chart). The combination of regional and more localized data enhances the growers' powdery mildew treatment strategies and leverages the power of data from other growers within the Network.

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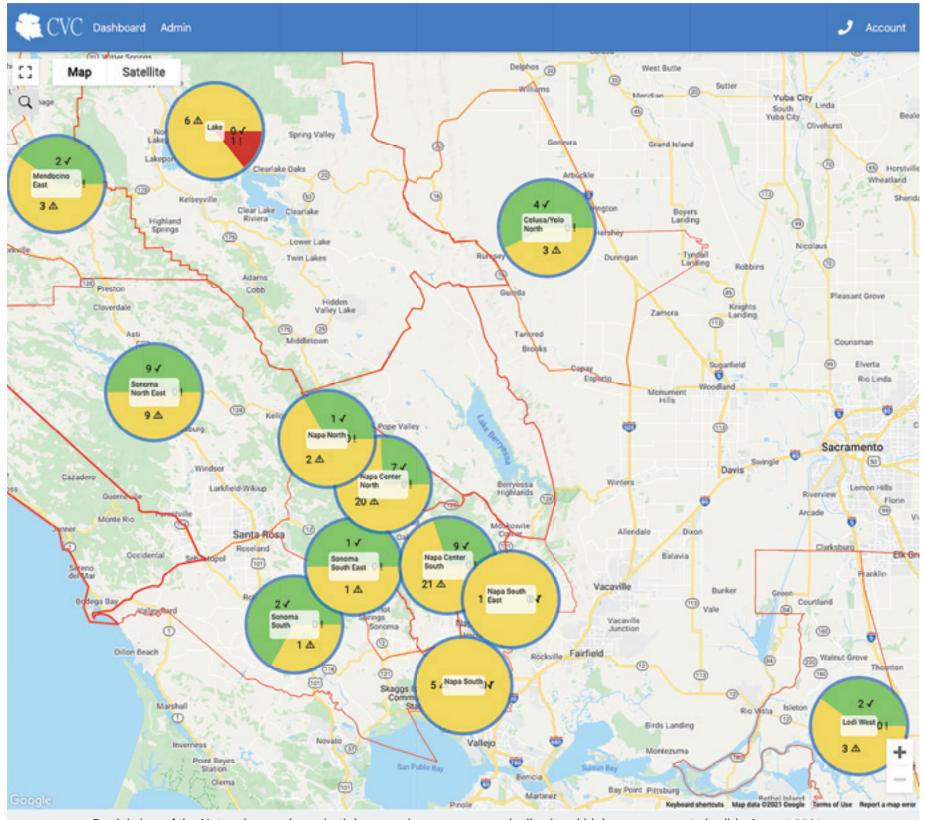


FIGURE 4. Partial view of the Network map shows both increased spore presence (yellow) and higher spore counts (red) in August 2021.



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Sales Call

Industry veteran Eugenia Keegan explains what it really takes to make—and sell—wine





PHOTOS BY CAROLYN WELLS-KRAMER

AS THE OLD SAYING goes, "If you want something done, ask a busy person to do it," so it would stand to reason that if you wanted a job completed in the wine business, you should find someone who wears all the hats in a company. With more than 40 years in the wine business—as a winemaker, a marketer, a salesperson, a vineyard manager and an executive—Eugenia Keegan is your busy person.

Currently the vice president of Oregon winery operations and business development for Jackson Family Wines, Keegan has an extensive résumé (shortened for space here), beginning in 1976 as a cellar and vineyard worker at Joseph Swan Vineyards. After a half-dozen years spent at different wineries in France, she returned to California to hold executive roles at Hop Kiln Winery in the Russian River Valley, Bouchaine Vineyards in Carneros and Vine Cliff Winery in Napa Valley. She even started her own label in the Russian River Valley.

By 2003 she had relocated to Oregon to handle wine distribution for a small wine distributor that then merged with the Henry Wine Group, where she

became co-owner and president until 2009. After a series of winemaker and management positions in Oregon, she joined Jackson Family Wines, first as a consultant then winemaker for Gran Moraine and finally general manager for all winemaking programs for JFW's Oregon wineries. Concurrent with all her JFW responsibilities, Keegan has served on the board of directors of the Oregon Wine Board, was president of the Oregon Winegrowers Association and president of the Willamette Valley Wineries Association Board. [Whew!]

Her well-rounded career, from the vineyard to the cellar, and from board-rooms to advisory directorships of regional winery associations in Oregon and California, translates to a wealth of knowledge about all aspects of the wine industry. But she has also always held the belief in paying it forward; so, when *Wine Business Monthly* asked her to share some of her extensive knowledge on marketing and sales among other wine business topics, she was quick to do just that. Here's what she had to say:

Winemakers Make More Knowledgeable Marketers

"There is a level of authenticity and credibility that comes from winemaking. When you take that to market, right from the get-go, that really tells a different story to the consumer or the trade person than the marketing and sales team can; it's just a depth of understanding and knowledge. The more places you work, the more regions of the world you see, the more ways you see grapes being grown, how grapes are being treated in the cellar, the different styles of winemaking...all of that brings a level of credibility and knowledge that is really well-received in the marketplace."

The Wine Executive's Role Can Evolve and Grow by Listening to the Winery Team

"I think that the term 'executive' has really changed over my 40-plus years in the wine business. In the early days, an executive's role was very business-oriented, was very much about maximizing profits, giving a strong ROI to shareholders and stakeholders. That role has really evolved, and you're now very much responsible for creating a company culture, and that culture is really created by your team and your ability, as an executive, to listen to them.

"We use this term, lean in. I'm not sure if that's the term I'd want to use, but it really means to listen to all these varied points of view and, right now, particularly younger points of view as the world will continue to change. So, the executive role is really one of embracing your team or teams and pulling them into one company culture. Your job is to guide that. It's way beyond business dollars and cents, which I think can be extremely rewarding. It's the human capital—it's the strength of the human part of what an executive does. The crucial skill of a company leader is listening."

Respecting the Value and Talents of Each Team Member Delivers Excellence

"I think respect is the first thing. For instance, people often look at our vineyard workers, and they think of them as laborers. I can assure you that I just wouldn't hand anybody a pair of pruning shears and send them out to my vineyard. Those people in the vineyards are very, very skilled and talented individuals, and they're not replaceable. You can't just substitute one for the other, not for their incredible knowledge. Some of these people have been working on these vineyard properties for 20, 30, 40 years.

"If my job is to deliver an incredible bottle of wine to a consumer, there are a lot of hands, from growing those grapes to putting that wine in the bottle and then getting it into the marketplace. With Jackson Family Wines, we have these incredible salespeople that are real experts, and they are a part of a whole process. It takes the whole chain to take that bottle out to the marketplace. It's not one person or five people—it's everybody."

Winery Management Practices Have Actually Improved Because of COVID

"I think the adoption of Zoom and the virtual management and sales process are a huge boon to small wineries. The cost in money and time to travel and sell wine is enormous, and it is taking you away from that primary process of growing grapes and making wine. And if, at the end of the day, you can sit down for an hour with your distributor salespeople on video, it is invaluable. You've sent them the wine. You're tasting the wine with them. You're



looking at each other over a screen. And yes, it's less personal but just think of the time, the money, the sustainability and everything that you've advanced without adding anything negative.

"Juggling your wine inventory between allotments to on-premise accounts and direct-to-consumer (DTC), following the on- and off-again COVID closures, gave wineries of all sizes an eye-opening lesson: Don't put all your eggs in one basket. So, as an example, if you were exclusively DTC and you had to close your tasting room, and people couldn't come visit you, what happens to your business? We saw the same thing in the three-tier. If you were doing 50 or 60 percent on-premise in the higher end of the business, and then, boom, 50 percent of your business was gone overnight with COVID, there went the bulk of your income.

"It's really important to remember that there are multiple channels to sell wine, and it's very important to take advantage of those multiple channels so that if there is a business interruption, it's not 100 percent or 90 percent business interruption. The small wineries that were DTC exclusive—which of course is a nice business model from a profit point of view—can be hit hard when suddenly nobody is able to come to tasting rooms.

"So many resilient wineries shifted to e-commerce, and that became its own channel. It used to be an afterthought, and now it's an assertive channel. And a side benefit is e-commerce sales are a boon to sustainability. You don't have to get on airplanes or spend money on hotels to make sales calls to reps or club members. While there is nothing like being in the vineyard or at the winery, we know now there are alternative ways to enjoy wine and enjoy the people who are involved in the business, and I think all of that has come out positively from this odd COVID period."

Adapting to COVID Has Advanced New Methods of Winery Hospitality

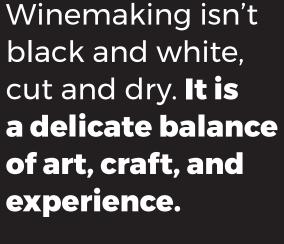
"Even when we got back to business, we could only use a percentage of our tasting room's square footage, and then it went to 50 percent capacity and social distancing. The DTC business, even now, is still limited in how many people you can put through your place. One of the great hospitality practices that has come out of it is the much more tutored tasting, rather than the 'belly up to the bar.'

It's increased the sales value per guest, and the response that we get back on Yelp and other social media is one of truly positive feedback about their experiences. I think that's been a blessing in disguise for the wine business, a real plus."

Don't Manage People, Support Them

"Before COVID, I went to every winery almost every day; and during harvest, I went seven days a week. I noticed right away that they do all have very distinctive personalities, which are led by their winemakers, who have very distinct personalities. So, although I oversee the four JFW Oregon wineries, each one has a winemaker, and that individual's personality comes out hugely, not just in the wines but in the culture and even the music that's played in the cellar. When you go from one to the other, you get rap over here or Grateful Dead over there.

"Part of my job is not just to allow that, but to support it and try to enhance it because I want that personality in that bottle. That's part of what makes these wines unique—the individual who's in charge of that style. I just need to give them the resources and the space to be themselves and create their own, individual facility culture.

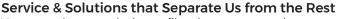




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"It is that individuality, and that's part of the Jackson Family Wines' mantra. In fact, we don't cross-taste a lot internally. We really push employees to go taste and have a wine community externally, so they're learning from everyone else. What we don't want to create is any kind of insular, in-house thinking, so we tend to really let everybody create their own lane. And we take that personality and that story right out to the marketplace."

The Eugenia Keegan Approach to Winery Management Success

"Wineries are essentially a one-figure business. I like to remind people that if you're a painter and you don't like the painting, you scrape it off and paint over it or go get a new canvas. As a chef, if you don't like that chicken dish,

you throw it in the compost and cook it again. You can try it 10 times in one day; but when it comes to winemaking, you get just one opportunity a year to exercise your craft and your art. And it's important that you really take your experience and hold onto it. I used to write it all down. I don't do that anymore.



"Hold onto what you learn along the way because it's going to give you the guidance to go into any vineyard anywhere in the world. I can look at

anybody's financial sheets and tell them exactly where it's working and where it's not working. That just comes from years of experience.

"Another essential part of successful winery management is taking part in community service—getting out of the insularity of company activities. For example, when I worked in Napa as the head of Bouchaine Vineyards, I started working with the Napa Valley Vintners and the California Wine Institute—and began having about 20 percent of my time spent in community service. That is a big part of the Jackson Family Wines' ethos I was attracted to. The company is community-oriented and very supportive of all the local charities, which are usually focused on family and food security. I think that that was a very important piece of the role that I bring and which they encouraged."

What Skill Sets Should a Winery Look for in its Next CEO?

"It's not easy to find someone that has an impact and is very involved in the community, but also comes with an experienced production background. Often when a winery goes looking for a CEO, the candidates come out of sales teams. However, they're really handicapped because they can sell what they have, but they don't know how to make it a better product. They don't know where the weaknesses are in the grape-growing portion or the winemaking portion, and they can't take it to the next level. And when I talk to young people and mentor young people, I tell them, all the time, 'You need to learn every part of this business.'

"If you're going to be a truly successful executive or CEO, you literally need to be able to talk about how grapes grow and then what the business accounting looks like. At the same time, you must have a marketing hat on. That's the exciting part for me because I think I get bored easily, so being able to wear all these hats has always been the joy of my job. But I find that as the industry gets more sophisticated, we get more specific. There was a time when they were called winemakers. Now they're called Pinot Noir winemakers or Cabernet winemakers. So, I keep trying to remind people, when they say, 'I want your job,' I respond, 'Okay, then you need to start being a generalist, and you have to learn everything. Get to work in all parts of the winery." **WBM**



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PACK DESIGN SHOWCASE

Small Format Delivers Big Impression

Pelee Island Winery & Vineyards

Kingsville, Ontario | www.peleeisland.com
ANNUAL CASE PRODUCTION: 350,000

AVG. BOTTLE PRICE: \$13

PELEE ISLAND IS SITUATED about 53 miles southeast of Detroit, Mich., and 26 miles due north from the Ohio shoreline in Lake Erie. Part of the province of Ontario, the island encompasses 16 square miles and is the largest in Lake Erie and the southernmost populated area of Canada.

The island's unique location provides for a moderate climate that has fostered agriculture since the first European settlers came to the site in 1788. The first vineyard was planted in 1854 and ruins of the fist winery, Vin Villa, which was built in the 1860s, can still be found on the island. Today, Pelee Island Winery & Vineyards produces a wide range of wines from more than 700 acres of sustainably farmed vineyards.

First launched in 2016, the LOLA brand debuted as a sparkling Vidal and was one of the most successful new brands offered through the Liquor Control Board of Ontario (LCBO) stores. The brand has since expanded to include a range of sparkling and still table wines produced from both vinifera and hybrid grapes. Many of the LOLA wines feature the Pelee Island Ontario VQA designation, which connotes a wine that is 100 percent sourced from Ontario vineyards.



Packaging Vendors

DESIGNER: In-house **LABEL VENDOR:** Trivium Packaging

CONTAINER VENDOR: Trivium Packaging

The 2021 Pack Design Awards entry featured here is a LOLA Pinot Grigio in a 250ml aluminum bottle that was entered in the "alternative/non-glass format." The bottle and printing were supplied by Trivium Packaging, which was formed in 2019 through the merger of aluminum packaging supplier Exal and Ardagh Group's Food & Specialty Metal Packaging division. Based in the Netherlands, Trivium employs nearly 8,000 people at more than 60 global locations with annual revenues of \$2.7 billion. Ardagh holds a 42 percent share of the company while the rest is owned by Exal's owners the Ontario Teachers' Pension Plan and private equity group Stonebridge Partners.

When LOLA debuted, the winery opted for a colorful, floral label to match the bubbly rosé inside and pop on social media posts. That strategy was a success, and the expanded brand, which is also packaged in a 250ml slim can and traditional glass bottles, continues to feature the vibrant full-wrap pattern that contest judges described as a "showpiece" and: "Vibrant, modern (and) easy to read." **WBM**



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RETAIL SALES ANALYSIS

Retail Wine Sales Down 5 Percent in December

Wines Vines Analytics

Produced by **Wines Vines Analytics**, the *Wine Analytics Report* is the industry's leading source of market insights, objective analysis and data.

Sales Value Down 5 Percent in December

Off-premise table wine sales fell 5 percent versus a year ago in the four weeks ended Jan. 1, NielsenIQ scan data showed, totaling nearly \$1.6 billion. Sales for the latest 52 weeks totaled \$16.2 billion, down 7 percent from the previous year. Holiday sales supported a more moderate decline than in recent fourweek periods, but spending continues to establish a post-pandemic norm following the dramatic increases reported in 2020. Sales remain about 8 percent above two years ago but growth in 2022 versus last year is likely to reprise the moderation in spending seen prior to the pandemic taking hold in March 2020.

Sales Volume Down 10 Percent in December

Off-premise table wine volumes dropped 10 percent versus a year ago in the four weeks ended Jan. 1, totaling nearly 14.3 million 9L cases. Volume fell at twice the rate of value, reflecting an ongoing trend towards premiumization intensified by more expensive holiday purchases. The decline in case volumes during the latest period contributed to a contraction of 11 percent in the latest 52 weeks versus a year earlier to 163.1 million 9L cases.

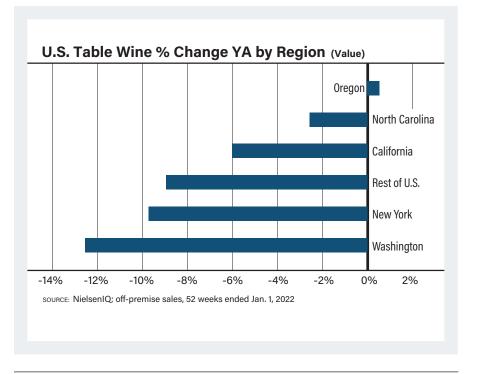
Sales Growth Turns Negative Nationwide

Strong sales growth in 2020 was going to be hard to beat, and now NielsenIQ data for the 52 weeks ended Jan. 1 shows just how dramatic the drop was for wine regions across the U.S. in 2021. Domestic table wine sales declined 6 percent in the period to \$11.8 billion. Just one region saw table wine sales maintain their value during the period – Oregon, where growth was flat on sales of \$310.1 million. All other regions saw sales decline, with North Carolina seeing the smallest loss of 2 percent on sales of \$45.4 million and Washington taking the worst hit with a 12 percent decline to \$613.6 million. California was middling, with sales off just 6 percent to \$10.6 billion. Sales outside of the major regions were down by an average of 9 percent.

The declines weren't enough to affect the rankings of the three key West Coast regions, with California holding the top spot for sales, followed by Washington and Oregon. California was also notable as the only region to see a consistent paring of sales declines in recent periods. California table wine sales during the latest four weeks were down just 4 percent. The dominant producer of domestic wines, it claims an outsized share of wines sold through the outlets NielsenIQ tracks and moved its share of sales value closer to 90 percent over the past year.

With sales stabilizing following the pandemic, the year ahead should see less dramatic shifts versus the previous year than those reported in recent periods. **WBM**





Methodology

Sourced from NielsenIQ, these figures represent off-premise retailer wine sales to the consumer aggregated across a variety of channels nationwide, including grocery, drug, mass merchandisers, convenience, dollar, military, as well as a selection of warehouse clubs, and liquor channel geographies and liquor channel retail chains. NielsenIQ figures are updated and released every four weeks.

NielsenIQ Table Wine Category Segments MARKET: Total US xAOC+Conv+Military+Liquor Plus PERIOD: Week Ending January 1, 2022

		Dollar Va	lue	Dollar Valu	ıe % Chg YA	9L Equivalent	Volume		ent Volume hg YA	Avg Equiv Per 7	alent Price 50ML
`	NielsenIQ	Latest 52 Wks - W/E 01/01/22	Latest 4 Wks - W/E 01/01/22	Latest 52 Wks - W/E 01/01/22	Latest 4 Wks - W/E 01/01/22	Latest 52 Wks - W/E 01/01/22	Latest 4 Wks - W/E 01/01/22	Latest 52 Wks - W/E 01/01/22	Latest 4 Wks - W/E 01/01/22	Latest 52 Wks - W/E 01/01/22	Latest 4 Wks - W/E 01/01/22
>	TOTAL TABLE WINE	16,241,713,928	1,573,442,234	-6.9	-4.8	163,120,703	14,265,086	-11.0	-10.0	8.30	9.19
	BOX	1,585,956,999	124,861,919	-9.9	-8.8	35,930,760	2,837,429	-10.7	-9.1	3.68	3.67
(0	\$0-\$3.99	567,774,124	43,916,754	-12.8	-11.6	19,057,757	1,479,120	-12.8	-11.4	2.48	2.47
ER	\$4+	1,018,182,699	80,945,165	-8.2	-7.2	16,873,000	1,358,309	-8.1	-6.4	5.03	4.97
PRICE TIERS BY CONTAINERS	Total Table Wine Glass	14,316,039,747	1,422,719,903	-6.7	-4.5	123,410,904	11,142,954	-11.4	-10.3	9.67	10.64
000	Value Glass \$0-\$3.99	500,120,601	39,261,677	-19.0	-17.7	12,387,893	974,892	-19.8	-18.0	3.36	3.36
S BY	Popular Glass \$4-\$7.99	2,789,338,405	234,602,092	-15.8	-13.7	41,522,210	3,499,519	-16.4	-14.2	5.60	5.59
IER.	Premium Glass \$8-\$10.99	3,312,146,833	299,937,370	-12.0	-10.9	30,639,188	2,618,606	-11.7	-15.2	9.01	9.55
Œ	Super Premium Glass \$11-\$14.99	3,570,819,256	349,816,242	-4.1	-2.7	23,449,751	2,312,521	-4.4	-3.2	12.69	12.61
P.B.	Ultra Premium Glass \$15-\$19.99	1,956,133,929	206,290,276	2.2	2.9	9,497,775	1,002,294	1.5	2.0	17.16	17.15
	Luxury Glass \$20-\$24.99	772,059,029	87,073,741	1.9	2.7	2,986,986	339,641	2.9	3.4	21.54	21.36
	Super Luxury Glass \$25+	1,405,130,307	204,272,116	12.0	9.2	2,876,008	389,381	8.9	7.3	40.71	43.72
	IMPORTED	4,447,055,783	419,551,584	-8.6	-5.8	42,719,961	3,795,284	-11.7	-9.1	8.68	9.21
	ITALY	1,470,299,945	159,912,472	-6.8	-4.0	11,753,089	1,208,594	-9.5	-6.6	10.43	11.03
	AUSTRALIA	685,166,922	56,214,003	-14.6	-15.0	10,968,729	876,459	-14.7	-14.0	5.21	5.35
	FRANCE	625,460,228	53,582,165	-4.5	-2.9	3,411,557	268,743	-8.6	-8.5	15.28	16.62
RE	CHILE	365,347,089	31,033,560	-14.5	-11.1	6,274,050	524,926	-13.5	-10.2	4.85	4.93
IMPORTED	SPAIN GERMANY	153,424,148 80,513,555	15,502,293 8,784,667	-9.7 -11.2	-6.0 -5.1	1,103,814 689,509	103,446 74,738	-16.2 -13.5	-13.0 -7.2	11.58 9.73	12.49 9.80
=	NEW ZEALAND	637,741,365	54,023,086	-11.2	3.8	4,402,616	368,637	-13.5 -4.0	1.7	12.07	12.21
	ARGENTINA	314,307,966	29,859,563	-14.4	-11.7	3,176,998	284,674	-17.4	-14.3	8.24	8.74
	SOUTH AFRICA	26,597,939	2,368,140	-8.5	-10.7	220,047	19,198	-8.2	-11.3	10.07	10.28
	PORTUGAL	49,857,058	4,521,094	-9.5	-6.8	492,157	43,609	-10.5	-8.1	8.44	8.64
	DOMESTIC	11,794,658,145	1,153,890,650	-6.2	-4.4	120,400,741	10,469,802	-10.7	-10.3	8.16	9.18
	CALIFORNIA	10,596,837,085	1,040,918,663	-6.0	-3.8	111,249,674	9,630,828	-10.7	-10.1	7.94	9.01
	WASHINGTON	613,585,414	54,123,058	-12.4	-13.8	4,869,508	416,638	-13.6	-15.5	10.50	10.83
2	OREGON	310,130,464	29,840,170	0.3	-3.6	1,523,741	140,492	-1.7	-5.9	16.96	17.70
DOMESTIC	TEXAS	32,259,482	2,854,715	-12.0	-13.9	351,412	28,841	-13.6	-18.8	7.65	8.25
DO	NEW YORK	42,675,620	3,584,662	-9.7	-3.7	457,209	41,845	-14.4	-13.2	7.78	7.14
	NORTH CAROLINA	45,361,505	5,082,816	-2.4	-3.9	460,634	49,052	-3.6	-6.6	8.21	8.64
	INDIANA	25,769,633	2,896,178	-6.5	-7.4	278,085	31,388	-6.0	-6.3	7.72	7.69
	MICHIGAN	26,604,141	2,918,150	-8.5	-12.0	266,296	28,637	-11.0	-14.5	8.33	8.49
S	RED	8,454,516,788	911,918,347	-6.8	-5.4	73,655,356	7,078,182	-11.9	-10.5	9.57	10.74
TYPES	WHITE	6,557,863,589	567,404,185	-6.3	-2.9	73,756,572	5,944,165	-9.4	-8.6	7.41	7.96
ļ.,	PINK	1,223,834,323	93,085,677	-10.7	-9.3	15,662,677	1,232,865	-14.0	-13.5	6.51	6.29
	TOTAL CHARDONNAY	2,744,553,699	232,333,711	-6.3	-2.9	31,355,766	2,368,273	-9.0	-11.4	7.29	8.18
	TOTAL CABERNET SAUVIGNON	3,190,024,690	360,480,089	-4.3	-1.5	25,813,924	2,501,242	-10.6	-8.1	10.30	12.01
	TOTAL PINOT GRIGIO/PINOT GRIS	1,471,976,073	125,458,857	-5.9	-1.5	18,194,850	1,488,830	-8.4	-4.5	6.74	7.02
	TOTAL MEDI OT	1,338,837,678	143,343,243	-3.7	-2.8	9,172,259	914,335	-8.6	-6.9	12.16	13.06
	TOTAL SALIVER ANG / ELIME	648,463,084	61,570,864	-13.1	-10.9	8,223,507	713,254 881,745	-16.5 -3.7	-14.1	6.57 9.98	7.19 10.24
\sqrt{o}	TOTAL SAUV BLANC/FUME TOTAL MUSCAT/MOSCATO	1,287,983,598	108,319,605	-1.3 -14.9	3.0 -13.2	10,752,965			-0.2 15.0		6.25
VARIETALS	TOTAL WHITE ZINFANDEL	633,599,225 238,610,411	62,355,028 19,547,735	-14.9	-15.2 -15.4	8,907,957 4,641,552	831,402 378,894	-17.3 -16.0	-15.9 -15.6	5.93 4.28	4.30
ARII	TOTAL MALBEC	247,243,163	24,138,536	-14.6	-11.3	2,191,197	204,052	-16.0	-13.1	9.40	9.86
-	TOTAL RIESLING	237,559,777	23,709,128	-12.5	-9.9	2,369,728	231,053	-15.4	-12.3	8.35	8.55
	TOTAL ZINFANDEL	222,702,279	21,659,772	-11.4	-11.4	1,453,563	132,263	-14.9	-14.9	12.77	13.65
	TOTAL SHIRAZ/SYRAH	117,028,506	10,630,535	-15.7	-16.1	1,210,369	101,942	-20.1	-19.1	8.06	8.69
	WHITE BLENDS (ex. 4/5L)	252,764,775	23,453,166	-8.2	-7.5	2,726,378	236,167	-12.2	-10.7	7.73	8.28
	RED BLENDS (ex. 4/5L + CHIANTI)	2,204,271,383	239,071,308	-7.2	-8.3	18,168,669	1,820,620	-11.3	-12.2	10.11	10.94
L	ROSE BLEND	704,907,087	48,554,469	-7.7	-3.8	5,475,750	382,796	-11.2	-8.9	10.73	10.57
	750ML	12,120,131,526	1,235,314,546	-5.3	-3.5	87,255,071	8,123,423	-9.5	-9.3	11.58	12.67
ES	1.5L	1,906,652,316	161,217,024	-15.1	-11.6	31,433,543	2,627,493	-15.9	-13.1	5.06	5.11
GLASS SIZES	3L	52,466,946	4,348,114	-17.4	-15.3	1,228,852	100,493	-17.4	-14.7	3.56	3.61
ASS	4L	68,835,496	5,754,789	-14.4	-11.8	2,108,397	175,438	-15.3	-12.6	2.72	2.73
5	187ML	93,597,873	7,377,411	-11.2	-9.4	1,054,355	84,018	-12.8	-9.8	7.40	7.32
	375ML	51,329,274	5,107,123	33.3	5.8	199,804	19,622	38.5	7.3	21.41	21.69
	ex. 4/5L	1,111,227,003	88,072,254	-8.9	-7.6	19,355,211	1,548,784	-9.2	-7.0	4.78	4.74
ES	1L	33,641,609	2,703,666	-5.9	4.4	477,687	38,598	-6.3	3.9	5.87	5.84
BOX SIZES	1.5L	19,521,302	1,451,672	-24.9 11.7	-23.7	365,255	26,389	-27.8 10.5	-28.5	4.45	4.58
RO	3L 5L	825,444,792 474,726,186	66,012,614 36,789,392	-11.7 -12.2	-10.3 -11.5	15,660,069 16,575,456	1,264,017 1,288,638	-10.5 -12.4	-8.3 -11.4	4.39 2.39	4.35 2.38
											6.65
	TETRA rce: NielsenIQ	266,893,832	20,662,978	2.8	3.8	3,336,292	258,920	1.0	3.1	6.67	

The New Collective: How a Refreshed Approach to Collaboration is Supporting Small Wine Brands

The traditional winery collective gets a makeover for the modern age.

Jess Lander

IF THE THOUGHT OF a collective tasting room elicits a groan, you're not alone.

"With traditional collective tasting rooms, there are like five wineries, one big, long bar or five different stations, and the owners of those wineries are staring at you, begging you to try their wines and join their wine club," said Kerry Thedorf, co-founder of Region, a wine bar in Sebastopol, Calif. "It's super awkward and just kind of broken, and it never felt fun or enjoyable to just go and relax."

Thankfully, "that's totally changing," assured Thedorf, who is part of a growing trend to modernize the antiquated tasting collective concept.

Due to the rising costs of renting and running a tasting room, exorbitant winery building costs and time constraints (because many boutique winery owners have day jobs), small producers will always need alternative venues to reach new customers and sell their wine. But wine consumers are also seeking new experiences that are friendly, fun, chic and elevated, and the old tasting collective approach simply can't compete.

That's why a handful of businesses are reimagining what it means to be part of a collective and small producers are reaping the rewards.

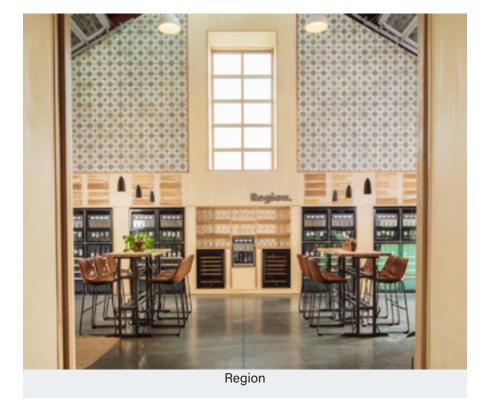
A Collective Refresh

Region

At first look, Region, set within Sebastopol's pedestrian marketplace The Barlow, is a wine bar. Yet on closer observation, it's really a refreshed take on the traditional wine collective, representing 25 small-production wineries throughout Sonoma County.

Twenty-five may sound like a lot, but Region winery partners have found so much success that word has gotten out. The dorf said there's a 30-winery waiting list.

Each winery partner gets to choose two wines to pour via Region's wall of self-serve wine stations, where patrons pay per pour by scanning a card that's linked to their credit card (this is what Thedorf refers to as the introductory wall, a point of exposure for potential new customers). In addition, each brand also gets two weeks a year as Region's featured winery. This involves



full access to a tasting bar inside Region where they can pour any wines they choose, bring in food pairings, new releases and even entertainment to sell wine, get club signups and tell their story.

In return, wine brands pay a membership fee, and Region collects a percentage of sales from the wine stations, which are priced at by-the-glass margins. According to Thedorf, typically each producer sells 20 cases of wine a quarter through the wine stations alone, and many wineries make enough to cover their yearly rent during one featured week.

"We really wanted to be collaborative, like a cooperative. We're bringing 25 wineries together and making it a fair and equal opportunity for all 25," said Thedorf, who is working on opening Region's second location in San Luis Obispo this spring.

"We've been open almost 18 months now, and on average, wineries have had 5,000 people try their wine. That's astronomical. That wouldn't be possible if you just focused on trade shows, wine events and pouring at hotels."

Bacchus Landing

One of the newest tasting collectives to open is Bacchus Landing in Healdsburg. Located one mile from Healdsburg Square, Bacchus is a classic, Mediterranean-themed wine village centered around an open piazza and is currently home to six small-production wineries. None of the wineries is really in direct competition with another, for a large diversity of grape varieties, wine regions and styles are on offer.

Outside of one building that features three wineries (with separate stations), other brands have their own tasting room, patio and get full design control.

They can also use the on-site event space to host larger gatherings, like a winemaker's dinner or pick-up party. While the success of Bacchus for wineries is still to be determined, the owners hope to make it a must-visit destination for Healdsburg tourists that stands out from the square and the many urban winery districts that have popped up in recent years.

"We're able to support these smaller brands and give those brands an opportunity to have a brick and mortar [location] and not have to be at the expense of a higher rent, like maybe on the Healdsburg square or elsewhere," explained Monica Lopez, co-founder of Bacchus Landing and Aldina Vineyards, which is one of the Bacchus wineries.



BACCHUS LANDING

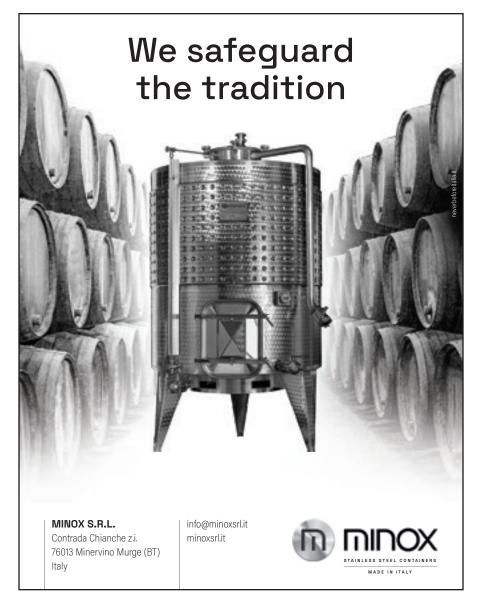
"We're all kind of working together to ensure, from a marketing perspective, that we're all on the same bus and all going the same direction. We're collectively working to ensure that we're bringing the right consumers on property, and we're making recommendations and referrals to one another versus sending people off-site."

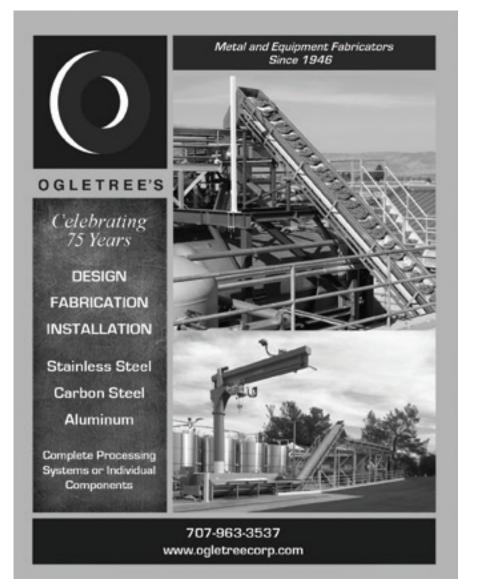
In addition to the tasting rooms, there is a large courtyard with seating, picnic grounds, a market and bocce courts, and Bacchus hosts community events, like food trucks on Sundays and live music on the piazza, to bring more people in. "We wanted people to feel like they could stay here all day, not necessarily in one winery, but they could stay on property," said Lopez.





The New Collective







Feast it Forward

Feast it Forward

On the opposite end of the design spectrum from Bacchus, Napa's Feast it Forward, set in the buzzing Oxbow District, has switched out vineyard views and classic wine country architecture for a whimsical and eclectic experience.

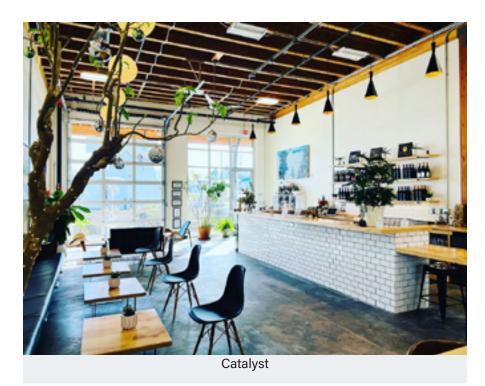
Just over a dozen boutique vintners, all producing under 5,000 cases, have signed on at Feast it Forward, and in addition to always having their wines available by the glass or bottle, they can host customizable tastings in a myriad of one-of-a-kind indoor and outdoor spaces, from repurposed shipping containers and a military vehicle to a TV studio or guitar lounge. But most unique about Feast it Forward is that the wine collective is just one part of its business model.

Feast it Forward is also a live TV studio, "experiential showroom" and philanthropic venue. Last fall, they expanded to create The Yard at Feast it Forward, a music festival-themed space that hosts a wide range of events, including concerts, movie nights and holiday markets. Customers can shop, while they sit and sip, for everything within the space: countertops, furniture, even the artificial grass at The Yard have been donated by major national sponsors and can be purchased, right down to the paint.

"How many places have you visited where you really like something and think, 'That would be really cool in my house,' or 'Hey, I'm redoing my kitchen and need that,'? Visitors can shop the look while enjoying a tasting flight, glass or bottle," said Feast it Forward founder Katie Hamilton Shaffer, who charges her partners a monthly rent and takes a 33 percent commission on sales through the tasting room (this is exclusive of sales from vintner-hosted tastings).

"They can also attend a live filming or event while sipping on one of our boutique brands. It's an immersive space that offers experiential marketing, unlike any other collective."

Shaffer believes her collective partners see value in her unconventional approach. "I think the unique exposure and platform are what draw [vintners] in. They say a large percentage of wine sales come from the customer experience; and while the quality of the wine is also crucial, people associate their surroundings and overall aesthetic, which translates to sales," noted Shaffer. "I don't think wine should be intimidating; and while we have incredible wine brands with high standards, they also want to be a part of something fun and easy for their guests to enjoy and understand."



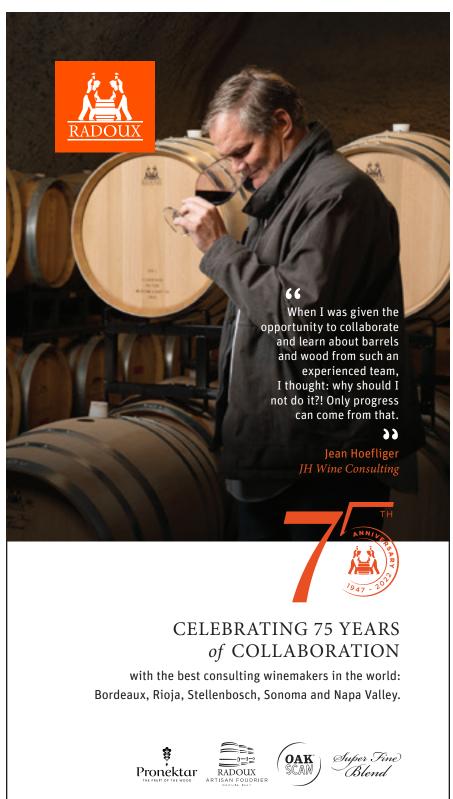
Catalyst

Operating on a much smaller scale than Region, Bacchus or Feast it Forward, Catalyst opened last April as a new tasting collective in Phoenix, Oregon, which is located just outside of Medford in the Rogue Valley. It's a partner-ship between three like-minded, small-production brands that fall under the 1,000-case mark: Ryan Rose Wines, Goldback Wines and Sound & Vision Wine Co.

"We're all winemaker/owners. We all also have day jobs working for other wineries, so we have lots of responsibilities, and being tied to a retail space is tough—but we all wanted to pour for the public," said Andy Myer, co-founder of Catalyst and owner of Goldback Wines, explaining that this way, both the financial and time burden is shared.

Catalyst is taking an especially innovative approach when it comes to tastings. Instead of featuring flights or even tasting setups from each brand, there's one flight on offer, which highlights all three brands at once (two wines from each). Every few weeks the flight changes with new wines rotated in.

"There's a fair amount of equity in what we're doing. It's not like you walk in the door and each winery is pouring independently, or like there are five people behind the bar selling five brands," stated Myer. "We're not necessarily in there competing with each other. We produce a lot of different varieties, different styles, and so it's more about inclusion and showing the diversity of the area we're making wine in versus 'Come in and taste 50 wines."





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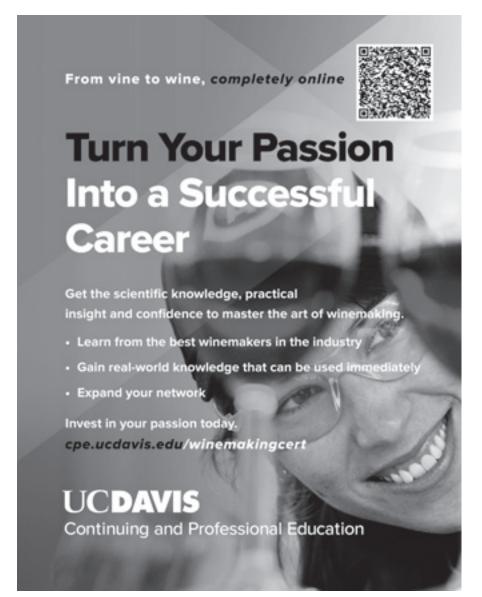
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"We understand what it's like to be small producers and how hard it is to get in front of the public and pour wine, so we use the space as an opportunity for other people in our position to have the ability to pour wines and have a tasting room, even if it's just for a weekend."

Andy Myer, Catalyst

Tasting Room Pop-Ups

Every once in a while, Catalyst will invite another wine brand to do a pop-up tasting, something many wine bars and shops have also begun doing to bring in new customers and help small wineries increase their exposure. In Napa, Cadet Wine & Beer Bar hosts a different producer every Wednesday. Bay Grape, a newer Napa wine shop that also allows sipping on their outdoor patio for a corkage fee, features one producer each month that's available by the glass and flight. On weekends, winemakers can choose to come in-house and connect with customers in-person.

These temporary tasting rooms are an easy and affordable alternative to joining a traditional collective full-time, and wine brands, in theory, can hop around from different venues throughout the year.

"We understand what it's like to be small producers and how hard it is to get in front of the public and pour wine," said Myer of Catalyst's pop-ups, "so we use the space as an opportunity for other people in our position to have the ability to pour wines and have a tasting room, even if it's just for a weekend. It allows both people in this area to experience wines from other places, and it's a leg up for small producers, who don't have tasting room exposure."

Carboniste, a Napa-based sparkling wine brand, was the first featured producer of Bay Grape when they opened last year and approached the shop about partnering up again to host their wine club pickup. "We have wine members who have never been to Bay Grape before, and that provided Bay Grape a great opportunity for our customers to discover them. There's a lot of these sorts of collision spaces in the industry. I've got a list of people, you've got a list of people, and it's definitely a great opportunity for us to collaborate," observed Daniel Person, Carboniste's co-founder and winemaker.

Added Person, "As small producers, if we don't have our own tasting room, it's hugely helpful to discover these new paths for customer acquisition, especially pre-qualified customers. These customers are already wine-curious and more inclined to be interested in our product."

Not only are the customers wine-curious, they're also coming in via a strong endorsement from their favorite wine bar or shop, which gives producers a head-start at these pop-ups.

"The wine shop staff is acting as a referee or an endorser to say, 'Hey, these guys are doing interesting stuff; you should check it out. We selected these wines: trust us because you've trusted us in the past," explained Person. "I think all of these collaboration opportunities are ways of using social capital and creating value for the consumers and, ergo, creating real value in your company. People should do it as much as possible."



Custom Crush-Plus

Many small wine brands enlist custom crush facilities to make wines, and most of these facilities are exclusively for production purposes. But these brands need an outlet for selling wine just as much as they need a place to make it, and some custom crush facilities are catching on, by tossing in hospitality access to sweeten the deal.

At Wheeler Farms in St. Helena, Calif. for instance, custom crush clients—which are officially referred to as "alternative proprietors"—obtain access to a high-end hospitality center (one that's right on par with many neighboring wineries) to host private, seated tastings, as well as events, lunches and dinners. While, most of the time, representatives of the brand play host, Wheeler Farms does offer that as a service for an additional fee. Wheeler Farms also charges a set tasting fee per head, but it's up to the winery if they will pass that fee onto the guests or cover it themselves, and these fees are often waived with significant purchases. The facility is even expanding its offerings to include interactive experiences, like cooking classes and demos.

Outside of a collective environment, some of the few options for small brands that don't have a tasting room are to host at home or take clients out to lunch. But with that, "there's a grey area of what and how they can sell," said Nigel Kinsman, winemaker at Wheeler Farms, who also uses the facilities for his brand, Kinsman Eades.

"It's important to have a home. The space has to be welcoming, where it can be an extension of your brand. That's what Wheeler Farms does really well." **WBM**





Eastern Winery Growth Outpaces U.S.

Andrew Adams



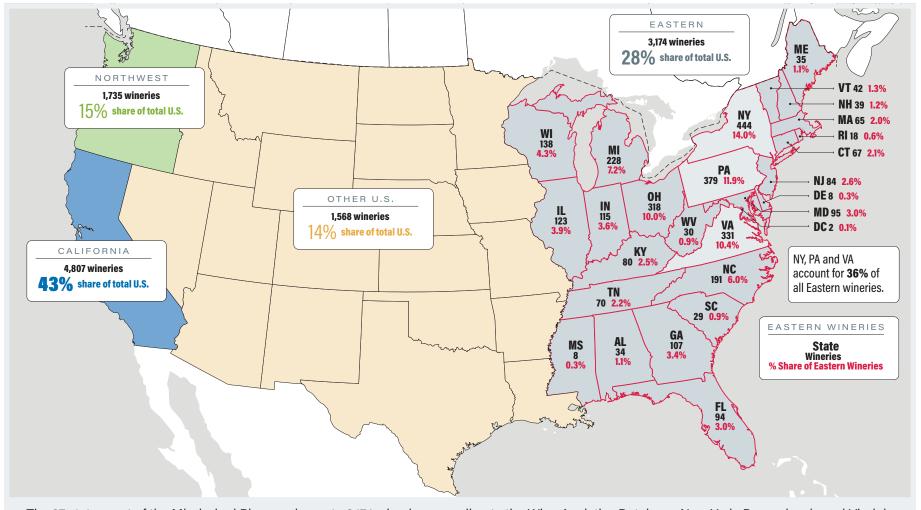
Andrew Adams is the editor of the *Wine Analytics Report* and was a writer and editor at *Wines & Vines* magazine for nearly a decade. Adams grew up in the city of Sonoma, Calif. and graduated from the University of Oregon with a degree in journalism. In addition to working at daily newspapers for more than a decade, Adams worked in the cellar and lab at the former Starmont winery in Napa Valley.

AS THE NUMBER OF U.S. wineries continues to grow despite the challenges from the pandemic, the wider Eastern region has enjoyed larger growth in wineries than the entire United States, California or the Pacific Northwest. Between 2019 and 2022, the number of wineries in the east grew by 13% to 3,174 from 2,807. In that same period, the number of U.S. wineries was up 10% to more than 11,200 while California saw 7% growth to 4,807 and the number of wineries in the Northwest grew 10% to 1,735.

The February edition of *Wine Business Monthly* featured a detailed breakdown on the number of wineries in every US state. The data for this report is focused on the Eastern United States and comes from the Wine Analytics Database, which launched in 2019 and provides time series analysis based on the Wines Vines Analytics Winery Database. Within the analytics database, the Eastern Region includes all states east of the Mississippi River, and this 27-state region includes a wide range of growing regions and winemaking styles.

Since 2019, nearly every single sate in this region enjoyed an increase in the number of wineries there and that has helped Eastern wineries account for a slightly larger share of total US wine production. The East now accounts for nearly 7% of the more than 370 million total cases of wine produced in the United States. While the Eastern region is home to almost twice as many wineries as in the Northwest that region still produces about 1.3 million more cases per year. According to the Wine Analytics Database, total production in the East came to 25.7 million cases, an increase of 6% over 2019.

Just as in the total US wine industry, the largest wineries account for the largest share of that total production, and in the East most of those wineries are in New York. The state is home to the massive Canandaigua Winery, which produces around 8 million cases and is now part of E. & J. Gallo Winery, as well as Mogen David, Brotherhood and Pleasant Valley that all produce more than 500,000 cases.



The 27 states east of the Mississippi River are home to 3,174 wineries according to the Wine Analytics Database. New York, Pennsylvania and Virginia account for 36 percent of these wineries. The entire Eastern region accounts for 28 percent of the more than 11,200 total US wineries.

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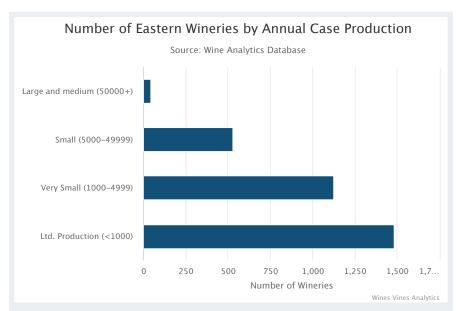
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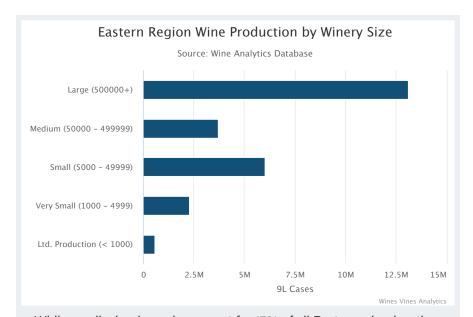
Eastern Winery Growth Outpaces U.S.



Nearly 1,262 Eastern wineries, or 40 percent of the entire region, have an average bottle price of between \$15 and \$19.99.



There are eight large wineries (producing more than 500,000 cases a year) in the East and most of those are in the state of New York. More than 80% of all the wineries in the East produce fewer than 5,000 cases of wine a year.



While small wineries only account for 17% of all Eastern wineries, they still produce nearly a quarter of the 25.7 million cases of wine made in the East every year.

The database segments wineries by annual production with large wineries defined by producing more than 500,000 cases. Medium wineries are those producing between 50,000 and 499,999, and the Eastern region is home to 36 of these wineries, compared to 35 in the Northwest and 172 in California.

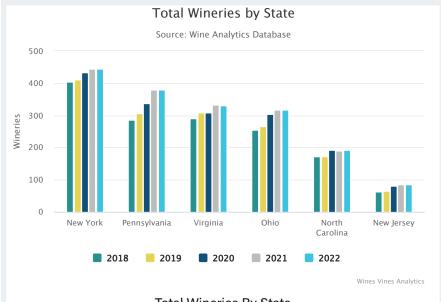
Nearly half (47%) of the 3,174 wineries in the Eastern U.S. are defined as "limited production" or producing fewer than 1,000 cases a wine a year while 35% are "very small" making between 1,000 and 4,999 cases and 17% are "small" wineries producing between 5,000 and 49,999 cases.

While the handful of large wineries accounts for 51% of the region's total wine production, the next highest share, 24% or 6 million cases, is claimed by the 526 small wineries. Even combined, the total production of the very small and limited production accounts for just 11% or 2.8 million cases.

Most of these wineries are selling wines priced less than \$20. The database can also segment wineries by average bottle price and 40%, or 1,262, of the wineries in the Eastern region have an average bottle price between \$15 and \$19.99, while 26% or 818 wineries have an average bottle price between \$11 and \$14.99. The upper range, in terms of price, was more than \$35 and only 87 wineries or 3% have an average bottle price at this level.

Focusing in on the leading states in the Northeast and Atlantic Coast reveals similar aspects to the wider Eastern region but some differences as well. The states of New York, Pennsylvania, Virginia, Ohio, North Carolina and New Jersey account for 1,747 wineries or 55% of the entire Eastern region.

In addition to accounting for the most wine production, New York state also claims the most wineries of these leading Eastern states with 444. The number of New York wineries grew 10% from 2018, but the most significant winery growth has been seen in Pennsylvania where the number of wineries grew 33% to 379.



Total	Wineries	By State
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	2018	2019	2020	2021	2022	% Chg 18-22
New York	404	411	434	444	444	10%
Pennsylvania	285	305	338	380	379	33%
Virginia	291	307	307	333	331	14%
Ohio	255	265	303	318	318	25%
North Carolina	171	171	191	190	191	12%
New Jersey	62	64	80	84	84	35%
total	1,468	1,523	1,653	1,749	1,747	19%
	Source: Wine Analytics Database					

The leading Eastern wine producing states all have enjoyed strong winery growth since 2018, but the disruptions of the past two years slowed that growth with none seeing significant gains in 2021.

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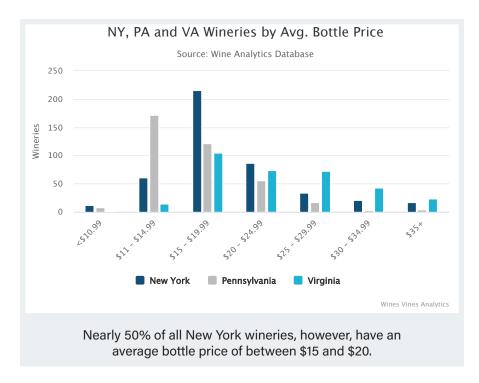
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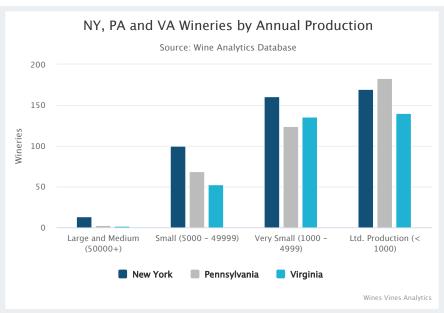
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Eastern Winery Growth Outpaces U.S.





Virginia and Pennsylvania do not have any large wineries, and there are just three medium wineries producing 50,000 cases or more in Pennsylvania and just two in Virginia.

In the same period, the number of Ohio wineries jumped 25% to 318 and while New Jersey saw the biggest increase, 35%, that's coming off of the smallest base of just 171 wineries in 2018. Overall, the number of wineries in these key states grew 19% to 1,747.

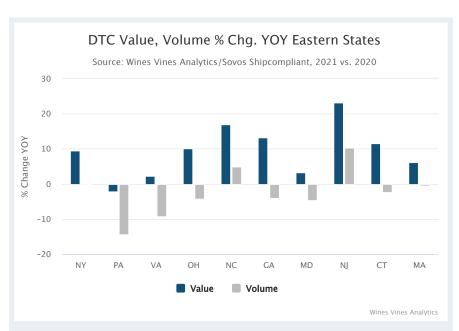
The three leading states — New York, Pennsylvania and Virginia — show clear differences when sorted by average winery price. Pennsylvanian wine appears to be slightly more affordable with 45% of the state's wineries having an average bottle price between \$11 and \$14.99, while 48% or 215, New York wineries have an average between \$15 and \$19.99.

New York and Virginia wineries also have a much wider range of prices with 4% of all New York wineries having an average price of more than \$35 and 7% of all Virginian wineries in this higher range. In Pennsylvania, 93% of the state's 379 wineries have an average bottle price of less than \$25.

By production, the three states are more aligned aside from the outlier of New York's large wineries. New York also has a larger share of small wineries, 100 compared to Virginia's 69 and Pennsylvania's 53. Pennsylvania has the largest number of limited wineries and these wineries accounted for 48% of the state's total wineries.

As the number of Eastern wineries has grown, so too has their sales in both in off-premise and winery direct-to-consumer (DTC) shipments. According to NielsenIQ off-premise sales data for the 52 weeks ended Jan. 1, 2022 total sales of domestic wine came to \$11.8 billion. NielsenIQ provides sales data on the leading U.S. states and while California is No. 1 at \$10.6 billion — followed by Washington and Oregon — sales of wine from New York totaled \$42.7 million in the period followed by North Carolina at \$45.4 million and compared to \$32.3 million for Texas and \$26.6 million for Michigan.

DtC shipments, however, remain the fastest growing sales channel for smaller wineries and that has been true across the entire United States. In 2021, shipment volumes for the key Eastern states mostly declined compared to the record number of shipments by wineries during the COVID-19 lockdowns. The DTC data comes from the partnership between Wines Vines Analytics and Sovos ShipCompliant, which recently released the 2022 annual report on the channel finding it had grown to 8.5 million cases worth \$4.2 billion and accounting for 12% of the entire off-premise wine market.

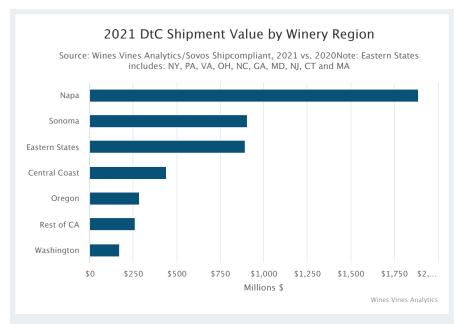


In the past year, direct-to-consumer (DTC) shipments by Eastern wineries bounced back in total value but declined in volume. The wineries of New Jersey were an exception in seeing strong value growth of more than 23% while volume rose by more than 10%.

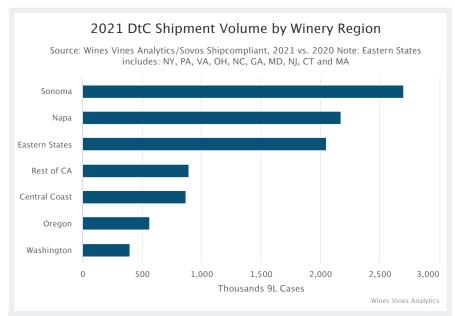
But as shipment volumes fell in 2021, shipment value for most states increased significantly. North Carolina enjoyed both a shipment value increase of 17% and a volume increase of 2.2% while Pennsylvania was the one state that saw shipments decline in both value (2.1%) and volume (14.5%). As winery DTC shipping was approved by Pennsylvania lawmakers in 2018, the state saw explosive growth in shipments and so the recent declines are likely more a result of the channel stabilizing rather than declining.

All of the leading Eastern states saw robust gains in the average bottle price of DTC shipments as well with New Jersey enjoying a 12% gain over 2020 giving that state the highest average bottle price of \$50.81.

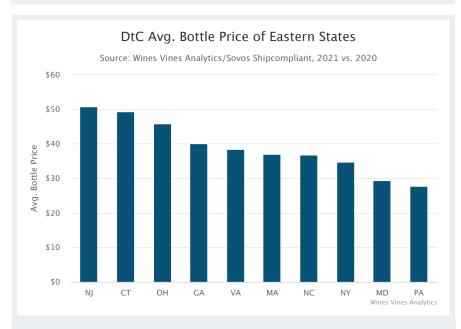
The total value of shipments by these ten leading states came to nearly \$900 million putting them right among the leading regions of the United States behind Sonoma County's total shipment value of \$907 million and the \$439 million of California's Central Coast. By volume, the Eastern states shipped more than 2 million cases behind only Napa and Sonoma counties. **WBM**



New York, Virginia, Pennsylvania and seven other leading Eastern states accounted for nearly \$900 million worth of DTC shipments in 2021 or 21% of the \$4.2 billion DTC market.



In 2021, the shipments by ten leading Eastern states totaled more than 2 million 9L cases, which was more than what was shipped by wineries in the Central Coast of California or either of the two Northwestern states.



New Jersey wineries not only saw DTC shipment grow in value and volume in the past year they also had the highest average bottle price of more than \$50. All the average bottle prices here were from significant year-over-year increases with Georgia leading at 18%.





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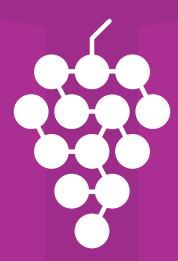
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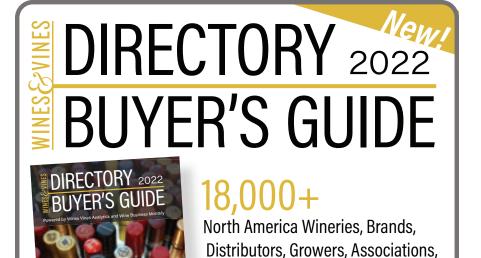
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Wineries & Winemaking

Taylor Bianco joined Marimar Estate Vineyards & Winery as production manager and cellar master, bringing over 10 years of experience working with premier wineries. He fills the shoes of Tony Britton, who held this position for 27 years. Born and raised in South Florida, Bianco spent a great deal of his childhood among food, wine, and fine dining in his father's renowned seafood restaurant. Bianco moved to California on a tennis scholarship to play at Sonoma State University. After graduating with a degree in biology, he quickly became interested in the wine industry. Bianco went on to study enology and viticulture at Napa Valley College and has traveled and worked throughout various wine-growing regions of California, Oregon, and even New Zealand. As production manager at Marimar Estate, Bianco oversees all aspects of operations in the cellar and in both vineyards. Bianco's focus on efficiency and environmental impact supports Marimar Estate's commitment to sustainability.



Derek Baljeu

Knights Bridge, a family-owned winery in the Knights Valley appellation of Sonoma County promoted Derek Baljeu to winemaker. In his new role, Baljeu takes on further responsibilities for the day-today vineyard and production operations in the newly built winery, under the direction of director of winemaking,

Douglas Danielak. Baljeu joined Knights Bridge in early 2019 as enologist and wine production manager following three years at Trinchero Family Estates, within the luxury portfolio. During his time at the University of California, Davis, Baljeu worked in a research capacity focused on phenolic development in the Beckstoffer To Kalon Vineyard. He holds both Master of Science and Bachelor of Science degrees in viticulture and enology from UC Davis. While there, he was awarded Scholar-Athlete of the Year for his standout performance in the classroom and on the field playing fullback and tight end for the Aggies.



Elizabeth Keyser

Rocky Pond Estate Winery, the Washington producer crafting wines from their sustainably farmed riverside and lakeside vineyards in the Columbia River Valley, hired Elizabeth Keyser as their new winemaker. Keyser most recently held the title of assistant winemaker at HALL Family Wines,

where she crafted wines for the famed California producer's three-brand portfolio (HALL, Walt, and Baca). Rocky Pond's former winemaker Shane Collins takes on a new role as director of viticulture for Rocky Pond Holdings, which owns and operates Rocky Pond Winery's three estate vineyards. Shane will also spearhead a new venture called Cascade Valley Custom Crush. The Dufenhorsts are grateful to Collins for his significant contributions over the last five years and look forward to working closely with him in his new role.

Opolo Vineyards announced that Jeff Faber was promoted to the position of national sales director, overseeing the winery's national accounts, distributor relations and strategic sales initiatives. Faber, who joined Opolo Vineyards in 2008, previously served in the position of regional sales manager. He is known for his personal, high-touch sales approach that emphasizes relationships, follow-through and a passion for all things Opolo.

Trester Goetting has been named Monte Bello winemaker for Ridge Vineyards. In collaboration with head winemaker and COO John Olney, Goetting took over all winemaking duties at Ridge Vineyards' Monte Bello winery and carry forward Ridge's 60-year commitment to producing sitespecific wines using traditional methods. Goetting has a quarter-century of California winemaking experience. Most recently he was winemaker at Robert Biale Vineyards where he focused on Zinfandel, Petite Sirah, Bordeaux and Rhône varietals from heritage vineyards. Before his work at Robert Biale, Goetting was winemaker at Napa's Krupp Brother's Stagecoach Vineyard and worked in winemaking at Ladera Vineyards and St. Clement Vineyards. He earned his bachelor's degree in agricultural science from Humboldt State University in 1997.



Michelle Watkins

Rutherford, California-based Frog's Leap Winery promoted Michelle Watkins to vice president, sales to the trade. Watkins has been with Frog's Leap Winery for almost six years and was previously wholesale sales manager. In her new role, she manages national wholesale sales for Frog's Leap Winery's domestic and export

markets. Frog's Leap Winery is a family-owned Napa Valley grape grower and producer of fine wines established in 1981.

Wine and spirits négociant 3 Badge Beverage Corporation promoted Richard Zeller to chief executive officer and hired Michael Braga as director of finance. Promoted from COO to the role of CEO, Zeller brings decades worth of leadership, business acumen, and strategic wine industry knowledge to his new position, overseeing all aspects of the organization. Zeller began his wine career with the Sebastiani family in 1991, when Sebastiani Vineyards hired him as a District Manager, eventually promoting him to COO. Zeller continued in this role when he joined 3 Badge Beverage in 2015. Newly hired director of finance Michael Braga brings more than 25 years of senior level management, corporate accounting, and finance experience to 3 Badge Beverage. Most recently, he was director of accounting at acclaimed Napa Valley grower and producer, Hundred Acre Wine Group. Prior to that, Braga held senior finance and accounting positions throughout Northern California's premier wine-growing region with Purple Wine + Spirits, The Hess Collection Winery, Terlato Wine Group, and Icon Estates. Braga holds a Bachelor of Arts in Business Administration, with an accounting concentration, from Sonoma State University.



Chris Avery

PATRIMONY Estate, a Cabernet Sauvignon from DAOU Mountain in the Adelaida District AVA of Paso Robles announced that Chris Avery has been promoted to president. Avery has spent his first year building PATRIMONY's sales and marketing team. Before joining the PATRIMONY team, Avery served as the president of Demeine Estates and vice president of sales and marketing at Opus One in Napa Valley.

Foley Family Wines (FFW) announced leadership changes and expansion within its sales organization. Industry veteran Jonathan Hollister has been promoted from vice president of sales (West) to chief sales officer and will lead global sales for FFW's expanding portfolio. Prior to his time with FFW, Hollister held senior sales leadership roles at Stoli Group and Jackson Family Wines. Len White has been promoted to vice president of sales, West backfilling CSO Hollister. Most recently White served as division sales manager responsible for California and Hawaii and was instrumental in executing a successful strategic wholesaler realignment with Southern Glazers Wines & Spirits while aggressively growing volume, value, and revenue. White will report to Hollister. Rob Carruthers has been promoted to a newly created role of senior vice president, strategic accounts. In his expanded role, Carruthers will lead teams responsible for on and off-premise national accounts and will report to CSO Hollister. FFW also announced the promotions of both Crystal Crump and Joe Colangelo to director strategic accounts retail (East) and director strategic accounts retail (West) respectively. Both Crump and Colangelo will report to SVP, strategic accounts Carruthers along with Devon Louquet, vice president strategic accounts on-premise.

Ashley Cesario, Eastern U.S. regional sales director, will assume an expanded role as Eastern U.S. and export sales director at Jordan Vineyard & Winery. Cesario will direct international sales initiatives for existing and prospective accounts and continue to oversee Jordan's current Northeastern U.S. territories. To support account management in the Northeastern U.S., the Jordan sales team will add a New York City-based market manager, who will report to Cesario. As a member of the Jordan Winery sales team since



Ashley Cesario

2014, Cesario brings 14 years of distributor and supplier sales management experience to her new role. Prior to joining the Jordan team, Cesario honed her skills in wine sales and brand management at Southern Wine & Spirits of Illinois and Bacardi USA. She holds a bachelor's degree in business management, marketing and political science from Carthage College in Kenosha, Wisconsin, and received a certification in psychology for Leadership from Cornell in 2020.

Dunham Cellars hired veteran wine wholesaler Stephen White as its national sales director. White comes to Dunham Cellars with more than 15 years of experience in wholesale wine sales and nearly 40 years in the hospitality industry. Immediately prior to Dunham Cellars, White spent more than 8 years at The Winebow Group, rising to Regional Sales Manager. While at Winebow he managed distribution relationships in eight Western states, representing fine wine producers from Argentina, Australia, Austria, Chile, France, Italy, New Zealand, Portugal and Spain. He has also held management roles at Click Wholesale Distributing and Alaska Distributors Co.



Stephen White



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PEOPLE

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In a move designed to further propel its growth trajectory, the Stoller Wine Group has hired three key employees to its management team and promoted two other long-tenured directors. Lindsey Morse has been named vice president of marketing, Michael Gonzalez to Stoller Family Estate director of tasting rooms, and Brian Driver to national sales, southeastern regional manager. Additionally, former Stoller Wine Group director of winemaking, Ben Howe, has been promoted to vice president of operations, with former communications director, Michelle Kaufmann, to vice president of communications.

Opus One Winery CEO, Christopher Lynch, appointed Dana Garaventa as vice president of human resources. Garaventa is responsible for the overall HR strategic plan which specifically addresses diversity, equality, and employee engagement initiatives; reinforces a culture of trust, empowerment, and camaraderie; and supports the successful execution of our 2030 vision where Opus One is a leading employer of choice in the Napa Valley. Having most recently served as the director of human resources for Opus One Winery, Garaventa's previous experience includes the position as human resources manager at Opus One, as well as roles at Chalone Wine Group, Wine.com and BevMo. She is also a graduate of St. Mary's College. In addition to holding the esteemed Global Certification in Human Resources (GPHR) designation, awarded to only 2,800 professionals worldwide, Garaventa is also a contributor and a member of the Forbes Human Resources Council, an invitation-only organization to executive-level human resources executives and leaders. Garaventa has been published on the Forbes Media LLC platform over the last several years.

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Distributors, Importers & Wholesalers

Republic National Distributing Company (RNDC), the national distributor and broker of premium beverage alcohol, non-alcoholic and CBD products, appointed Nicholas Mehall as president and chief executive officer (CEO), effective February 1. Mehall succeeds Tom Cole, who will serve as a senior advisor to



Nicholas Mehall

the Board of Directors moving forward. Mehall served as RNDC's chief financial officer (CFO) since 2017 and has successfully strengthened the company's financial position, significantly improved RNDC's investment in technology and led the recent expansion into new markets. Prior to joining RNDC, Mehall held a number of leadership roles at Diageo. As SVP of finance for Diageo's U.S. and Canada Spirits business, he was responsible for the financial delivery for Diageo's largest global market, with an emphasis on furthering the company's core strategic initiatives including resource allocation, pricing and investments in trade and brand marketing across the portfolio. Mehall, who earned his CPA in 2005, spent nearly 10 years at KPMG, LLP in Cleveland, London and metro New York City. He held a number of leadership roles in both the U.S. and U.K. where he serviced clients across a broad industry base including retail, distribution, manufacturing and technology.



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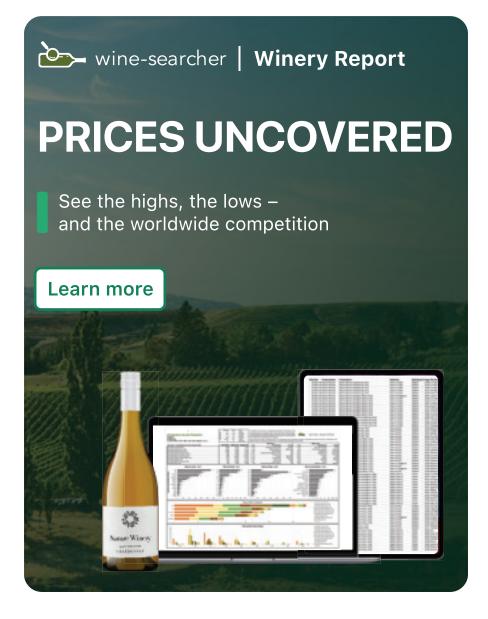


Savannah Pender

Western Square Industries announced that Sow Texas who is owned by Savannah Pender has entered into an agreement with Western Square Industries. Savannah and her company will transition and take over from Dan Humphries, Dan Humphries Sales Company this Spring. Savannah Pender

studied bioenvironmental sciences at Texas A&M University, Savannah was bitten by the wine bug. Since then, she has gained winemaking experience working in cellars across Texas and studying winemaking through the UC Davis certificate program. Now she is passionate about sharing the knowledge and experiences she gained to pour back into the industry she loves. This is what led her to establish Sow Texas Winery Consulting in 2021.

Parramon USA, the Western arm of Parramon Exportap, Spain's cork producer, hired Frederick McNicoll as Area Sales Manager. McNicoll will be based at Parramon's facility centrally located in the Napa Valley. McNicoll originally launched his own closure company in Quebec, Canada and built a large client base, which included Bacardi, among others. He has worked in sales in glass, closures and capsules for some of the most prestigious suppliers in the wine industry.





Andy Steinman

Global Wine Partners, a wine industry advisory firm, announced that Andy Steinman has joined the company. In partnership with GWP, Steinman's firm, Ethos Wine Business Advisory, will provide merger and acquisition, valuation, and consulting services to wine businesses in the Pacific Northwest. Steinman has offered advisory services to the wine industry since 2014 and was recently the managing director of another wine industry M&A firm, managing its Oregon practice, which closed 6 transactions in 2021. As the financial partner in Oregon's Walter Scott Winery and Le Pigeon and Canard

restaurants, Steinman offers a pragmatic business owner's perspective to his advisory work. Andy also serves as a director and treasurer of the Oregon Winegrowers Association.

Associations & Education



Phillip Murphy

Phillip Murphy was named winery operations manager at Napa Valley College, announced Dr. Douglas Marriott, senior dean, career education and workforce development. Murphy has more than 12 years of experience in winery operations and management. Most recently, he served as general manager at Revana Winery, where his responsibilities included overall management,

including all aspects of production, sales and operations. Prior to assuming the general manager role in 2018, Murphy served as operations manager for Revana Winery, where he managed operations for the Napa winery as well as two sister wineries owned by Dr. Revana in Oregon and Argentina. Prior to joining Revana, Murphy was the operations manager for Envy Wines, where he managed all business and administrative functions for the winery and custom crush facility, including sales, tasting room, wine club and compliance. Murphy holds a bachelor's degree in business administration from Sonoma State University. In the position as winery operations manager, Murphy is responsible with oversight for the college winery, including all aspects of inventory, sales, marketing, budget and capital projects. He will oversee daily winery operations, including aligning production of vineyard and winery, coordinating bulk wine sales, seeking quality through entire production chain.

Wine industry and wine education leader, Jenny Hemmer, has been named the new executive director of GuildSomm. Hemmer brings more than 18 years of industry experience, with an energy, focus, and passion for connecting people to wine and beverage education, and she is excited to transform GuildSomm into a more dynamic and global community for wine professionals and enthusiasts. Hemmer is a Certified Sommelier through the Court of Master Sommeliers-Americas, a Certified Wine Educator and Certified Specialist of Spirits through the Society of Wine Educators, and a WSET Diploma candidate through the Wine and Spirits Education Trust. Hemmer's breadth of experience began in distributor sales and management before a long career with E. & J. Gallo Winery. She held leadership roles in regional sales, sales training, talent acquisition, and corporate public relations and communications. Prior to joining GuildSomm, she directed wine and spirits education for Gallo, overseeing advanced education and certification programs for employees, distributors, and customers while also leading Gallo's digital learning platform. WBM

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Cold and Rainy

THE COLD HUMIDITY HAS seeped its way into Jake Lorenzo's house, causing me to shiver. Through the windows, I gaze at slate-colored skies and stare at fog straddling the hillsides. It's cold and wet with intermittent rain, and a chill has settled into this detective's bone marrow. I love it.

We've had so little rain for so long that it took weeks of atmospheric rivers and a steady march of rainstorms, passing through Wine Country, before we recognized what was happening. Winter is here . . . with rain. The Sierras are filled with record levels of snow. Skiers are chomping at the bit, despite unpassable roads and avalanche danger. It may be too early to know how this will affect the drought, but it has to help.

This detective loves cold, damp weather in the winter because it is the perfect excuse to get on a plane and jet off to some isolated beach where Jakelyn's mother and I can read books, sip palomas, watch sunsets and revel in the warm sunny weather while it rains back home. Unfortunately, Omicron has put the kibosh on that. There won't be any sunny beaches for Jake Lorenzo this winter, so instead, I'll be spending my time in the kitchen.

Cold, gray weather is perfect for cooking, especially cooking that takes a long time, uses a lot of ingredients and fills your home with inviting aromas. This morning, I got an early start on a large pot of beef stock. I trimmed out some beef shanks, slathered them with tomato paste and roasted them in a hot oven for an hour. I transferred them to a stock pot, added a mirepoix, some leeks and spices and topped it with water. Once it came to a boil, I transferred it to a low flame burner and let it gently simmer for 12 hours. The entire house smells scrumptious.

Back in the day when Jake Lorenzo made his own beer, I learned a great secret. When you have stuff simmering on your stove, you need an excuse to leave the house, just so you can re-enter the house later to get hit with the full intensity of smell

from your bubbling pot. In those days, I would traditionally go to Tito's Tacos for a burrito. Then I'd return to the house and breathe in the luscious scents of malt and hops. This whole thing of leaving the house just to re-enter later is a bit like climbing back into a big tank of fermented red grapes to shovel the second load into the press. That amazing yeasty, varietal aroma makes you happy to be a winemaker. You almost forget about your aching muscles and the need to periodically stick your head outside the tank to suck in gulps of fresh air to prevent passing out from the CO2.

Today while the stock simmered, I went for a walk down to the produce market to get more onions, leeks, shallots, carrots and celery. I'll be using them for a slow braise of the lamb neck I picked up at Sonoma Market yesterday. I'll brown off the necks and make a nice roux in the flavored fat. I'll add vegetables, mushrooms and stock and let it simmer in the oven for two or three hours until the meat falls off the bone. That will be dinner over some of the homemade egg noodle pasta Jakelyn's mother is making. I'm looking forward to the competing smells of the lamb braise and the beef stock.

They call this kind of food "comfort food" for a reason. Cooking on the stove or in the oven for hours doesn't just fill the house with delightful aromas —it also heats up the house. The outside chill—from the damp garden and the skeletal trees devoid of leaves—hovers just on the other side of the windows, but the heartwarming smells wrap around us, like a perfectly fitting cocoon.

The downside to wonderful aromas, wafting through the house all day, is that it makes this detective hungry.

Just to keep myself from continually raiding the refrigerator, I make my way to the wine cellar. Let's see, braised lamb neck for dinner. This detective is thinking a well-

aged Cabernet could be the perfect pairing. Then again, I could make do with a lush but slightly leafy Cabernet Franc from Saumur or even a good California Zinfandel if it is not too ripe.

Tomorrow, I am looking forward to beef cheek tacos, another dish that will braise for hours but with more spice involved, like guajillo chile, cumin and Mexican oregano. Top those tacos with a nice salsa and we've got a great meal but a wine-pairing challenge. Not to worry, Jake Lorenzo has plenty of experience, and a broad range of choices presents itself to the adventurous drinker. We could go white if we stay dry and aromatic, like a Torrontes or Gewürztraminer. If we go with Pinot Noir, it might be a good time to try one from Sancerre. On the other hand, tacos come from Mexico. A Mexican wine might be appropriate, and you can't go wrong with an L.A. Cetto Nebbiolo.



I know there are comfort foods but are there comfort wines?

Thinking about these wine pairings for my comfort food generated a question. I know there are comfort foods but are there comfort wines? This detective must admit, most wine brings me comfort, but then I like most foods as well. I still designate comfort food as that food which involves a long, slow cook, fills the house with glorious smells and reminds me of childhood meals or special meals with friends.

I started by considering wines that bring me no comfort. Over-ripe, high-alcohol wines bring Jake Lorenzo little gratification. Over-oaked wines depress me because I consider it lazy winemaking. Wines that label themselves as natural or low intervention hold little comfort when their acid is melting the enamel from my teeth.

Comfort wine for this detective is wine that goes with food. It is wine that opens up after decanting and continues to improve in your glass until the last glass proves to be the best.

The wines that offer the most comfort are those insisting you open a second bottle upon finishing the first.

Jake Lorenzo finds this type of mental exercise exhausting, but it got me to dinner time. That lamb neck smells scrumptious. I'm going with the Saumur. Wish me comfort. **WBM**

Euan Parker, head winemaker, Fallbrook Winery, Fallbrook, Calif.

"As a winemaker I love reading the varietal focus sections of Wine Business Monthly as well as the new viticultural techniques and vineyard trials. I appreciate the broad scope of the magazine, but it also stays on point for a lot of practical management topics in the wine industry. I particularly liked the September 2019 Wine Business Monthly oak issue, as it had several articles on oak use and aging that I found very beneficial and of interest."

NAME & TITLE: Euan Parker, head winemaker

WINERY NAME AND LOCATION: Fallbrook Winery was established in 1996 by Ira and Pepper Gourvitz. Fallbrook Winery was started 25 years ago starting with a few lines of wines, now we have roughly 20 at anyone time.

ANNUAL TONNAGE: 150 to 200 tons

PLANTED ACRES: 22-acre estate, but manage another 80 acres in the surrounding area

CAREER BACKGROUND: I was raised on a vineyard in Waipara, New Zealand. I received my BSC in molecular genetics and biochemistry and graduated with first class honors in molecular biology. Then, I received a master's degree in enology and viticulture in Angers, France at École Supérieure d'Agriculture d'Angers. From there, I made wine in France, Spain, New Zealand and the USA as winemaker, head winemaker and winemaking consultant.

WHAT HAS BEEN YOUR BIGGEST PROFESSIONAL CHALLENGE?

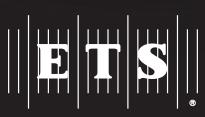
My biggest professional challenge was in 2011 New Zealand managing a rainy harvest with heaps (Kiwi for a lot) of fruit after a major earthquake, and continuing shakes. We had to make sure everybody was safe, and those five-high barrel stacks were avoided for weeks in the aftershocks.

varieties that your winery is known for: We are quite diverse in our offerings, but our flagship is our estate Fallbrook Winery 33N BDX, a five-varietal Bordeaux style blend. Personally, I'm digging our Rhône and Italian styles currently.









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