

*The Santa Cruz Mountains
Pinot Noir Technical Group
Santa Cruz, California*

PRESS RELEASE
For Immediate Release

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10 Leading Santa Cruz Mountains Vintners to Showcase Their Distinctive Regional Pinot Noirs at Pinot on the River Seminar October 23, 2011

Santa Cruz Mountains Vintners Expand the Flavor Profile of California Pinot Noir

Santa Cruz, Calif., October 14, 2011 – Santa Cruz Mountains vintners are taking Pinot on the River by storm to showcase their distinctive mountain Pinot Noirs in a regional seminar prior to the grand tasting on October 23 in Healdsburg, California.

Ten leading vintners from the Santa Cruz Mountains representing the length and breadth of this large appellation will bring a taste of their terroir to Healdsburg. The Santa Cruz Mountains regional seminar is 9:00 to 10:45 a.m. Sunday, October 23 in the VIP tent in the Healdsburg town plaza, at Pinot on the River; and is followed by the Grand Tasting from 11:00-4:00.

“This is an unprecedented opportunity for Pinot Noir lovers to immerse themselves in the distinct terroir of the Santa Cruz Mountains and to discover our mountain Pinots,” said Mary Lindsay, president of the Viticulture Association of the Santa Cruz Mountains. “Those attending the seminar will better understand our somewhat complicated region and the awesome flavor profiles of our Pinot Noirs.”

“It is unusual to see such a large contingent of Santa Cruz Mountains winemakers outside of their own region. The Santa Cruz Mountains has been considered somewhat of a ‘secret’, yet it has a long and illustrious history of legendary Pinot Noirs from producers like Martin Ray, David Bruce, Mount Eden, and Santa Cruz Mountain Vineyard. We will have several of these producers at the seminar and grand tasting, as well as newer faces. This region should be better known for its Pinot Noirs, and this is a terrific opportunity for Pinot on the River attendees,” said Gregory Walter, organizer of the event, and editor and publisher of The PinotReport newsletter.

About Santa Cruz Mountains Pinot Noir. The Santa Cruz Mountains is a vast appellation covering approximately 322,000 acres across three counties (San Mateo, Santa Clara

and Santa Cruz) from Woodside in the north to Watsonville in the south, or about 100 miles to drive from one end to the other. Within this area there are now some 80 wineries and over 200 small vineyards totaling only approximately 1500 acres of winegrapes. This is divided fairly evenly among Pinot Noir, Cabernet Sauvignon, Chardonnay, and 'other' varietals (including Zinfandel and Syrah). With so little acreage, Santa Cruz Mountains Pinot Noir is considered rather rare.

Santa Cruz Mountains Pinot Noirs are known for their minerality and acidity, as well as their complexity, intensity, and ability to age. The region is bordered and the climate moderated by two bodies of water: Monterey Bay and the Pacific Ocean in the west, and San Francisco Bay in the east. The geography and soil composition is also impacted by two major tectonic plates: the North American and the Pacific, with the San Andreas fault serving as the boundary between the two along the backbone of the mountain range. The mountain terrain creates myriad microclimates, and the small vineyards are surrounded by native vegetation of chaparral, oak, redwood and more. All this contributes to a distinctive flavor profile for Pinot Noirs from the Santa Cruz Mountains.

About the Pinot on the River seminar and speakers. The seminar will address the geographic diversity of the Santa Cruz Mountains and how it defines the Pinot Noir grown there, as well as the overall similarities that characterize the winegrapes from this appellation.

The panel of winemakers represent the length and breadth of the Santa Cruz Mts., from the coast (Corralitos in the south) to the highest elevations (the Summit, and Ben Lomond Mountain), from the south to the north (Skyline), and everything in between (Los Ranchos and Saratoga). Attendees will taste and compare the wines from this broad spectrum, and explore the similarities despite all the differences. They will have an opportunity to taste older vintages, wines from well-established as well as newer wineries, and hear about the challenges of the current 2011 growing season.

The speakers include: Jim Schultze, winemaker, proprietor and grower, Windy Oaks Estate Vineyards and Winery; Richard Alfaro, winemaker, proprietor and grower, Alfaro Family Vineyards & Winery; Bradley Brown, winemaker, proprietor, grower, Big Basin Vineyards; Sal Godinez, winemaker, Vine Hill Winery; Jeff Emery, winemaker and proprietor, Santa Cruz Mountain Vineyard; Ed Muns, grower and owner, Muns Vineyard; Dave Moulton, winemaker, proprietor, grower, Burrell School Vineyards & Winery; Nathan Kandler, winemaker, Thomas Fogarty Winery & Vineyards; Rhys Vineyards; Ryan Beauregard, winemaker, proprietor, Beauregard Vineyards; Jeffrey Patterson, winemaker, proprietor, grower, Mount Eden Vineyards. *See the addendum that follows for more information on these speakers and wineries.*

In addition, Prudy Foxx of Foxx Viticulture and Mary Lindsay, president of the Viticulture Association of the Santa Cruz Mountains will provide an introduction to the appellation.

The seminar is a project of the recently formed Santa Cruz Mountains Pinot Noir Technical Group. Santa Cruz Mountains Pinot Noirs are showcased annually at the region's Pinot Paradise

event, with Grand Cruz tasting, technical seminar and winery tours. Pinot Paradise next year is March 31-April 1, 2012, with over 40 Santa Cruz Mountains wineries anticipated (more information at www.scmwa.com).

For more information about the seminar: contact Mary Lindsay, mary@munsvineyard.com, 408-234-2079; or Nick Guerrero, Vine Hill Winery, nick@vinehillwinery.com, 408-568-1965; or Jim Schultze, Windy Oaks, jim@windyoaksestate.com, 831-786-9463.

For more information about Pinot Noir in the Santa Cruz Mountains, see the website of the Viticulture Association of the Santa Cruz Mountains at www.vascm.org.

For more information about Pinot on the River, see www.pinotfestival.com.

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Addendum

10 Leading Santa Cruz Mountains Vintners to Showcase Their Distinctive Regional Pinot Noirs at Pinot on the River Seminar October 23, 2011

The Speakers:

- *Jim Schultze, winemaker, proprietor and grower, Windy Oaks Estate Vineyards and Winery.* Judy and Jim Schultze are dedicated to making the finest wine possible combining the best of Burgundian tradition with recent advances in winemaking knowledge. Windy Oaks produces Pinot Noir and Chardonnay grown in their estate vineyards in the Corralitos area. *(Representing Corralitos).*
- *Richard Alfaro, winemaker, proprietor and grower, Alfaro Family Vineyards & Winery.* Artisanal bread-baker and founder of Alfaro's Micro Bakery, Richard Alfaro started his vineyard and winery in 1997 and now farms 38 acres of Pinot Noir, Syrah and Chardonnay in the Corralitos area, including 8 acres that are certified organic. Richard specializes in Pinot Noir from his and other local vineyards. *(Representing Corralitos).*
- *Bradley Brown, winemaker, proprietor, grower, Big Basin.* Known for the Syrah he makes from his estate vineyard in Boulder Creek, Bradley is also producing some stellar Pinots from vineyards in Corralitos. *(Representing Corralitos).*
- *Sal Godinez, winemaker, Vine Hill Winery.* Sal brings a valuable perspective on the Santa Cruz Mountains from his experience making Pinot Noir in Napa. He started his winemaking career at Freemark Abbey, then apprenticed making Pinot Noir under Byron Kasuge at Saintsbury from 1996 to 2005, when he became the winemaker at Vine Hill. Vine Hill specializes in Pinot Noir and Chardonnay grown in the Santa Cruz Mountains. Vine Hill's estate vineyard was originally planted to Pinot Noir by David Bruce, then was purchased by Ken Burnap and became the Santa Cruz Mountain Vineyard until Vine Hill bought and replanted the property in 2006. *(Representing the Los Ranchos sub-region)*
- *Jeff Emery, winemaker and proprietor, Santa Cruz Mountain Vineyard.* Jeff brings a long familiarity and perspective on the region from making Pinot Noir in the Santa Cruz Mountains for over 30 years. Jeff apprenticed with Ken Burnap, retained the Santa Cruz Mountain Vineyard label, and now operates his winery in Santa Cruz. Jeff will demonstrate

the aging potential of Santa Cruz Mountains Pinots by pouring an older vintage from the old Santa Cruz Mountain estate vineyard. (*Representing the Los Ranchos sub-region*)

- *Ed Muns, grower and proprietor, Muns Vineyard.* At 2600' elevation on the Loma Prieta ridge top overlooking Monterey Bay, Muns Vineyard is the highest Pinot Noir vineyard in the Santa Cruz Mountains. Ed will talk about the challenges of growing Pinot Noir at this elevation and taste the Pinots from his vineyard. (*Representing The Summit sub-region*)
- *Dave Moulton, winemaker, proprietor, grower, Burrell School Vineyards & Winery.* Dave and Anne Moulton started development of their estate vineyard along Summit Road in 1973, and planted Pinot Noir in 2002. At 1600' elevation above Monterey Bay, the Moultons continue the historic homestead of Lyman Burrell and the old schoolhouse he built in 1890. (*Representing The Summit sub-region*)
- *Nathan Kandler, winemaker, Thomas Fogarty Winery & Vineyards.* Founded in 1978 by Stanford cardiovascular surgeon and inventor Thomas Fogarty, his namesake winery has lead the development of the cool Skyline area as a premiere Pinot Noir region. Thomas Fogarty specializes in Pinot Noir and Chardonnay from its 25 acre estate vineyards at 2000' elevation above Palo Alto and San Francisco Bay. (*Representing Skyline*)
- *Rhys Vineyards.* Rhys farms several different vineyard properties along Skyline from Portola Valley southward to the hills above Mountain View. Rhys' Pinot Noir is provided for this session. (*Representing Skyline*)
- *Ryan Beauregard, winemaker, proprietor, Beauregard Vineyards.* Four generations of Beauregards have been growing winegrapes in this area, known as Bonny Doon, since 1949. At 83 acres of vineyard, the Beauregards farm among the largest vineyards in the Santa Cruz Mountains, dedicated to Chardonnay and Pinot Noir, at elevations of 2000' plus overlooking the Pacific Ocean north of Santa Cruz. Ben Lomond Mountain is a sub-AVA of the Santa Cruz Mountains appellation. (*Representing Ben Lomond Mountain*)
- *Jeffrey Patterson, winemaker, proprietor, grower, Mount Eden Vineyards.* Originally founded by Martin Ray in 1945, Mount Eden Vineyards' historic wine estate is located on a 2000 foot peak above Saratoga. Its low-yielding vineyards have consistently produced world class wines for over a half century; and Jeffrey has been making them since 1981. (*Representing Saratoga*)