



Beaune in the USA: A look at Burgundian grapes in California

PRESENTING TO:

Vietnamese Trade

June 3 (Hanoi) and June 5 (HCMC) , 2024

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Today's Agenda

- Welcomes and Introductions Christopher & Evan
- Overview of USA and California's place Evan
- Chardonnay & Pinot Noir in California Evan
- Discussion & Tasting- 6 Key Regions/AVA's Evan
- Q&A All of you

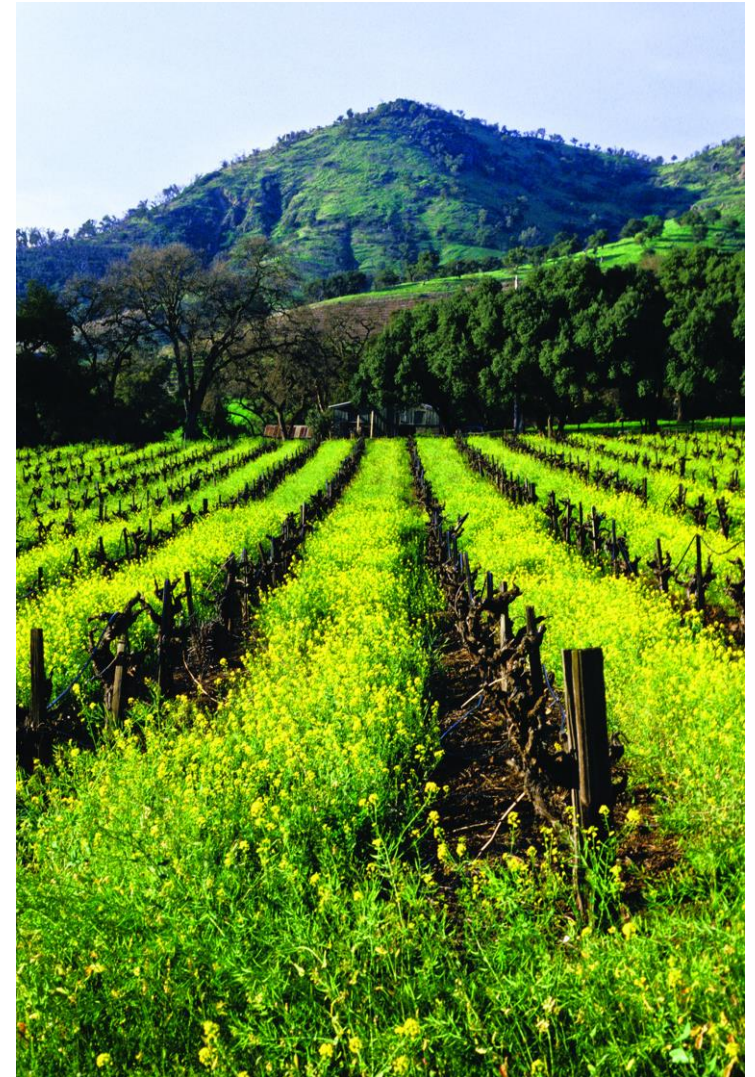


**"Wine is constant proof that
God loves us and loves to see
us happy." — Benjamin Franklin**



As we begin our session, we know that....

- California is the 4th largest wine producer in the world (after France, Italy, and Spain)
- In 2023, US wine exports were 154.5 million liters, with the overall value amounting to 887 million dollars. While dropping some in volume/value, the wine being sold is at the highest average price to date, \$5.74 per liter. (Source: CWI)
- California wine sales, domestic and exported, grew to 2.48 million cases and \$54.8 billion in 2023- since 2001 that is a heroic increase (then: 180+ million cases and \$24.8 billion) (Source: CWI)



Source: Discovercalifornia.com

California is the leader in North America....

- Per Wines & Vines, there are **8,391 wineries in North America**, with **7,762 of those located in the United States**, 568 of those located in Canada (primarily British Columbia and Ontario) and 61 in Mexico.
- The number of bonded wineries California, primarily family owned, has more than doubled in the last decade. In 2024, that number is closer to 4950!
 - In 2002 there were 1,700 bonded wineries and in 2019 there were 4,500 ...
- Grapes are grown throughout the state, in 49 of our 58 counties, making wine a statewide industry and not limited to just a few locations.
- Grapes are one of the top three crops grown in California; the state has over 400 agricultural crops and produces over a third of the country's vegetables and two-thirds of the fruits and nuts.

Prominence of the Golden State!

- 81% of U.S. wine comes from California
- 95% of U.S. wine exports come from California
- 275 million 9-liter cases are produced annually
- 4 million tons (3.6 billion kilograms) of wine grapes are harvested annually
 - In 2023, the state crushed 3.68 million US tons of wine grapes (3.33 billion kgs)



Source: Discovercalifornia.com

Diversity reigns....

- California vintners and growers are leaders in combining tradition and innovation.
- Our 5,900 wine grape growers work with a diverse landscape, varied climate, and more than 110 wine grape varieties (and counting!)
- Multi-generational families, many originally from Western Europe, have deep roots in California, and the state continues to attract talent from around the world.
- The state has 152 AVA's (and counting....)
 - Among newest being Gabilan Mountains, SLO Coast, Winters Highlands, and West Sonoma Coast with a new Carmel Coast AVA having been submitted in 10/2022
 - Soon to be also include Contra Costa AVA, Crystal Springs of Napa Valley AVA, Rancho Santa Fe AVA and San Luis Rey AVA (both in Southern California near San Diego)



Chardonnay and Pinot Noir in California



Chardonnay

- Chardonnay is the most popular white wine in the United States, most widely planted (9% of US vineyards), and it excels in the Golden State.
- About 19.3% of the state's planted grapes with 36,700 hectares
- Leading premium regions: Monterey, Sonoma, Napa, Mendocino, and Santa Barbara
- Key differences between Chardonnays:
- Land: Site (floor vs. mountain, proximity to water/fog, soil composition (limestone, etc.), still vs. sparkling wine intention, plant material (heirloom clones vs. Dijon clones)
- Hand: Native vs. inoculated fermentation, lees stirring, use of wood (type, size, treatment), alternative fermentation vessels, Malolactic Fermentation, fining and filtration

Pinot Noir

- Pinot Noir is the 2nd most planted red grape in the California, having surpassed Zinfandel (and 4th planted Merlot) a few years ago.
- About 10.2% of the state's planted grapes with 19,380 hectares
- Leading premium regions: Sonoma, Monterey, Santa Barbara, Mendocino, and Napa
- Key differences between Pinot Noirs:
 - Land: Site (proximity to water/fog, soil composition (limestone, etc.), still vs. sparkling wine intention, plant material (heirloom clones vs. Dijon clones)
 - Hand: Native vs. inoculated fermentation, skin contact (pre/post fermentation), fermentation temperature, use of stems, use of wood (type, size, treatment), alternative fermentation and ageing vessels, fining and filtration



And now onto to our key regions and AVA's.....

OUR GEOGRAPHY-FOCUS

CHARDONNAY:

- West Sonoma Coast (Sonoma County)
- Russian River Valley (Sonoma County)
- Santa Lucia Highlands (Monterey County)

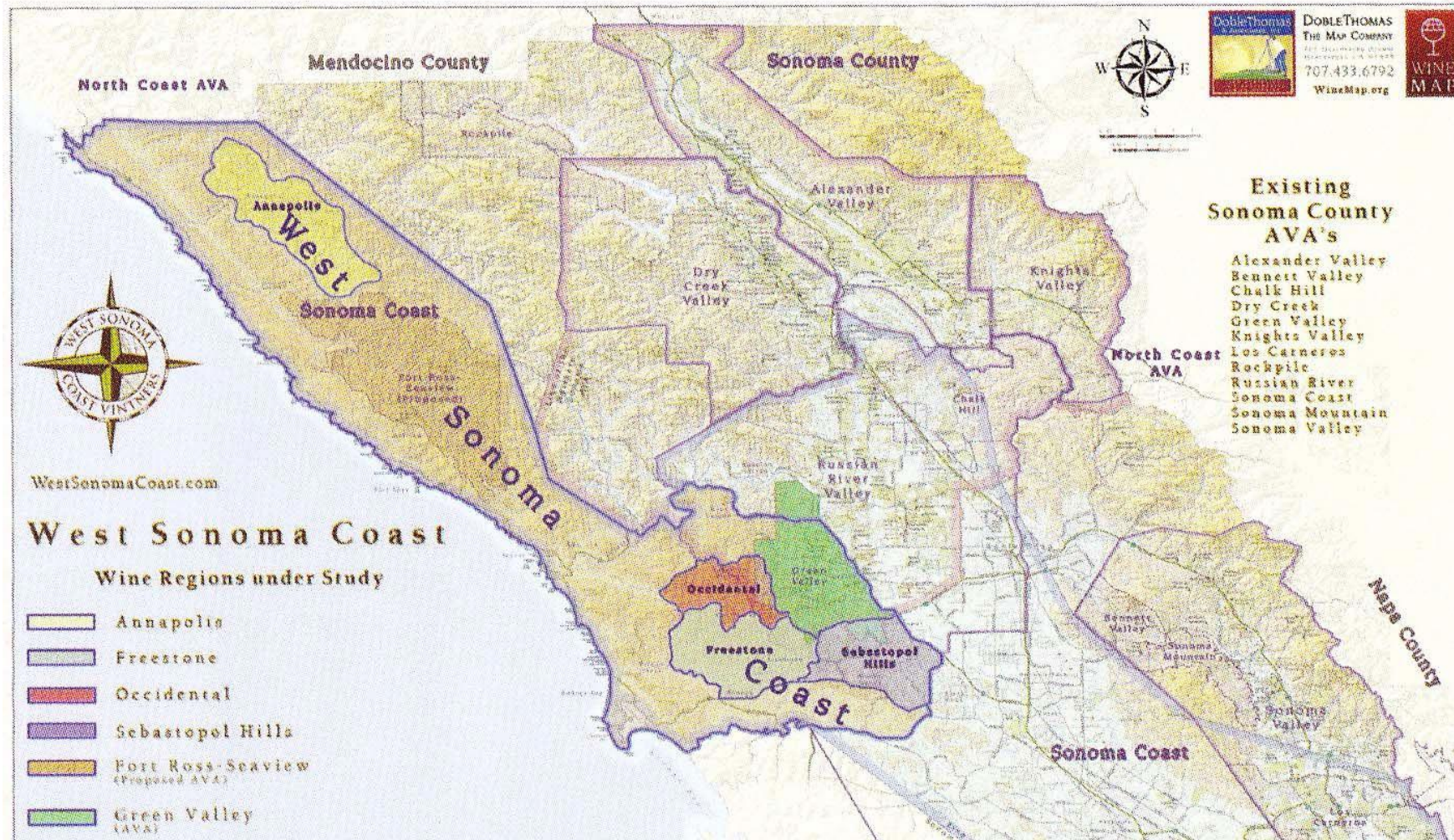
PINOT NOIR:

- Sta. Rita Hills (Santa Barbara County)
- Anderson Valley (Mendocino County)
- Petaluma Gap (Sonoma County)





West Sonoma Coast (AVA of Sonoma County)



Encompasses Fort Ross-Seaview AVA and western elements of Russian River Valley AVA

Eliminates greater Sonoma Coast's inclusion of Los Carneros, much of the RRV, and Sonoma Valley.

Source: Prince of Pinot

Just the Facts: West Sonoma Coast (2022)

- Area: 57,384.42 hectares with only 405 planted
- # of wineries: 28; # of vineyards: 50
- Soils: Franciscan Complex (marine sediment with iron rich volcanic and metamorphic rocks) is primary. Wilson Grove Formation (Gold Ridge), a fine grained, shallow marine sandstone, often covers the top of the coastal ridges and is the primary soil type in the lower elevations in the south
- Elévation: 122 to 549 meters altitude
- Primary Grapes: Chardonnay, Pinot Noir, Syrah (small amounts)
- Key Wineries: Hirsch, Ceritas, Red Car, Fort Ross, Peay, Failla, Freeman, Littorai, Flowers, Ernest, Joseph Phelps, Paul Hobbs, DuMol
- Profile: Racy, minerally wines, stress more citric, tart stone and green apple nuances. Along with a few others, this new and notable AVA has led with the embracing and advocacy of the 'new California' style of Chardonnay.

Hirsch Estate Chardonnay 2021

- Provenance: Ft. Ross- Seaview, West Sonoma Coast, Sonoma County
- Grape(s): 100% Chardonnay
- Elevage: Native yeast; Barrel ferment French Oak, 27% new, aged 10 months on lees (no battonage) ; unfinned; unfiltered
- ABV: 13.3%

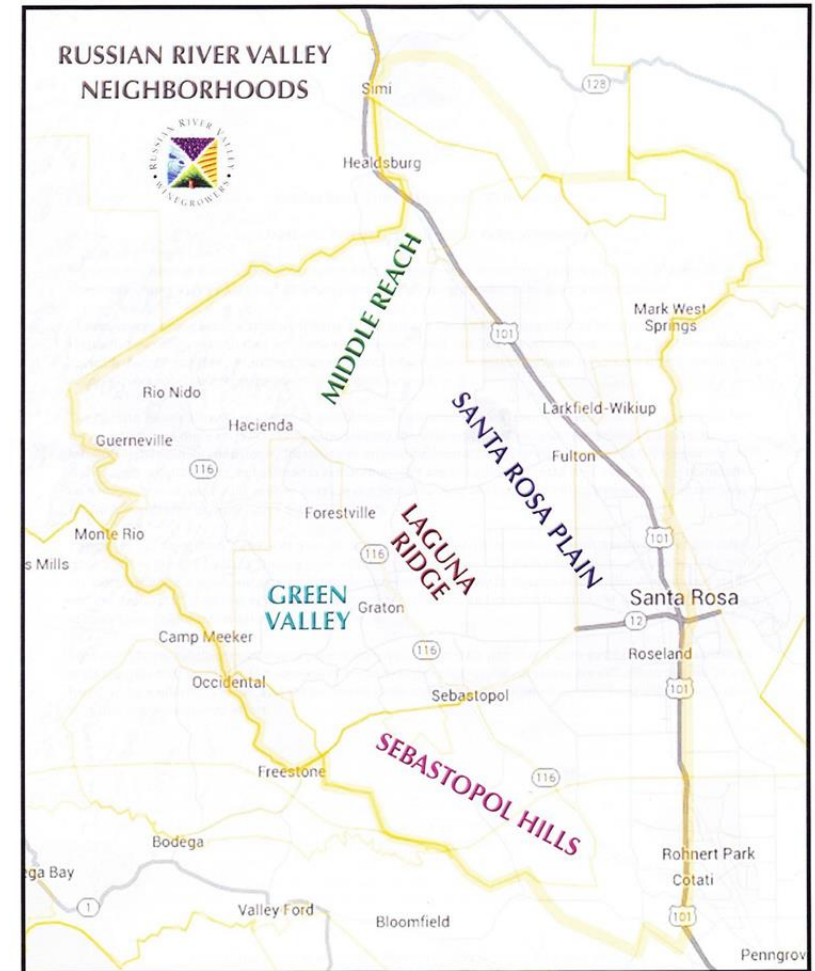
- Chardonnay planted in 1994- total of 1.6 hectares; sold initially and first estate wine produced in 2006

- The Hirsch estate was previously known as the Raschen Ranch, named for Henry Raschen (1854-1937), a painter of the American west who lived on the property.



Russian River Valley (AVA of Sonoma County)

- Established in 1983; enlarged in 2005
- Cool to moderate climate:
- Western hills protect from direct coastal influence;
- Long, cool evenings/mornings, warm afternoons
- 70% = Pinot Noir & Chardonnay
- Old-vine Zinfandel vineyards established 1820s
- 6 regions or “neighborhoods”



Just the Facts: Russian River Valley (1983/1985)

- Area: 5624 hectares planted
- # of wineries: 94 free standing plus several other via tasting rooms
- Soils: Goldridge loam predominantly, with volcanic, alluvial and sedimentary.
- Elévation: Grapes grown between 22 meters to 218 meters altitude
- Primary Grapes: Focus on Pinot Noir, Chardonnay, and Zinfandel
- Key Wineries: Kanzler, Dutton Estate, Ballettio, Lynmar, Gary Farrell, Rochioli, Joseph Swan, Martinelli, Pellegrini. MacRostie, Notre Vu, etc..
- Profile: Ranges from creamy, tree fruit-scented examples found in the warmer Middle Reach, replete with spiced pear, apple tart and lemon curd, to cooler expressions from the Green valley subzone.

Paul Hobbs Russian River Valley Chardonnay 2021

- Provenance: Russian River Valley, Sonoma County
- Grape(s): 100% Chardonnay
- Elevage: Whole cluster pressed; native ferment; biweekly battonage; 12 months in French oak barrels; 25% new; unfinned and unfiltered
- ABV: 14.2%

- Post UC Davis, Paul started his winemaking career working side-by-side with Robert Mondavi, who handpicked Paul for inaugural Opus One team

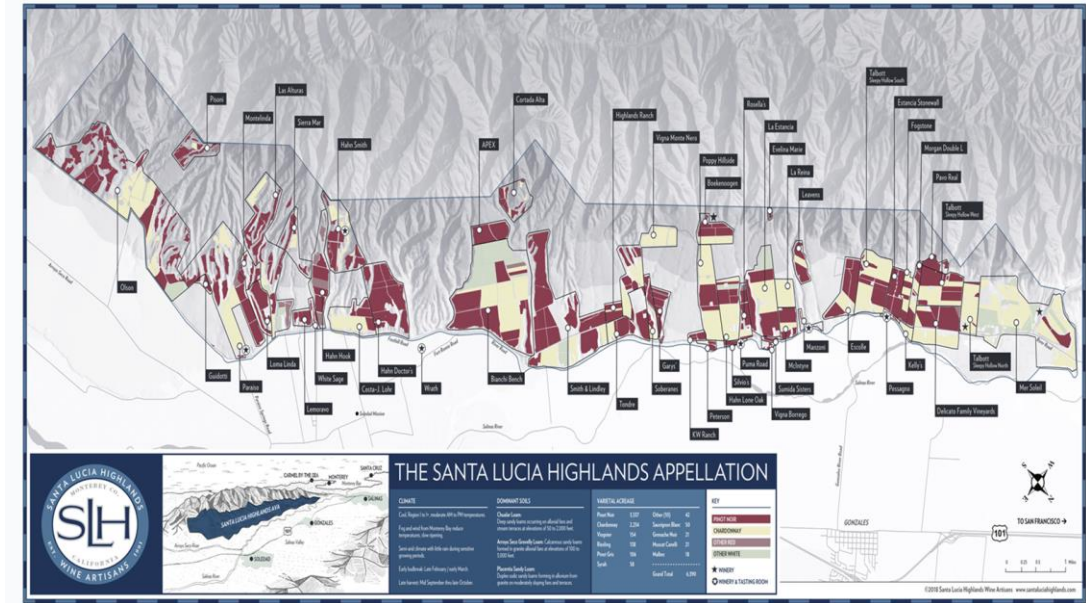
- 90% estate fruit, mostly from Paul Hobbs's single-vineyard wines

- Clones incl. Wente, Calera, Mt. Eden, 72, 76, Montrachet, and 548



Santa Lucia Highlands (AVA of Monterey County)

- Established in 1991, the Santa Lucia Highlands AVA is about 29 kms long with 8903 total hectares- much of it is un-plantable mountainside.
- On the Western slope of the Santa Lucia Mountain Range next to the Salinas Valley, the nearby Monterey Bay provides the most important climatic influence in the Santa Lucia Highlands; fog, wind and consistently cool temperatures
- Santa Lucia Highlands experiences the smallest amount of temperature variability in maximum and minimum temperatures of all the Monterey County AVAs



Just the Facts: Santa Lucia Highlands AVA (1991)

- Area: 8903 hectares of which 2590 hectares are under vine
- # of wineries: 8 (although over 50 purchase SLH fruit); # of vineyards: 50
- Soils: Mostly granite-based alluvial deposits; gravelly, sandy loam- porous soils are remarkably consistent in composition with very little capacity to retain water, enabling growers to deficit irrigate- enough to avoid over-stressing the vine but not enough to encourage vigorous vines
- Elévation: 15 to 503 meters; slopes between 5-30%
- Primary Grapes: Pinot Noir (56%), Chardonnay (35%) plus Syrah, Riesling, etc.
- Key Wineries: ROAR, Hahn, Wrath, Lucia, Talbott, McIntyre, * most fruit vinified outside AVA *
- Profile: Chardonnay's are tropically scented expressions usually defined by pineapple and melon, ginger, tangerine peel and Adriatic fig and often accompanied by ripe tree and stone fruit. They retain a notable freshness and verve, especially when grown in the highest elevations. Ageability the north of the region.

Lucia Soberanes Vineyard Chardonnay 2022

- Provenance: Santa Lucia Highlands, Monterey County
- Grape(s): 100% Chardonnay
- Elevage: Native ferment; 17 months in French oak, 30% new; Unfined and unfiltered
- ABV: 13.7%

- Pisoni family has been farming Monterey County soil since the turn of the 19th century. In 1982, with no water source, Gary planted his first five-acre vineyard block. Today, with son Mark as grower and Jeff as winemaker, Lucia wines are considered among the finest in California

- The Soberanes Vineyard is the latest joint venture between the Pisoni and Francioni families. Located on benchland adjacent to the Garys' Vineyard, the site features tightly spaced vines (planted in 2008)

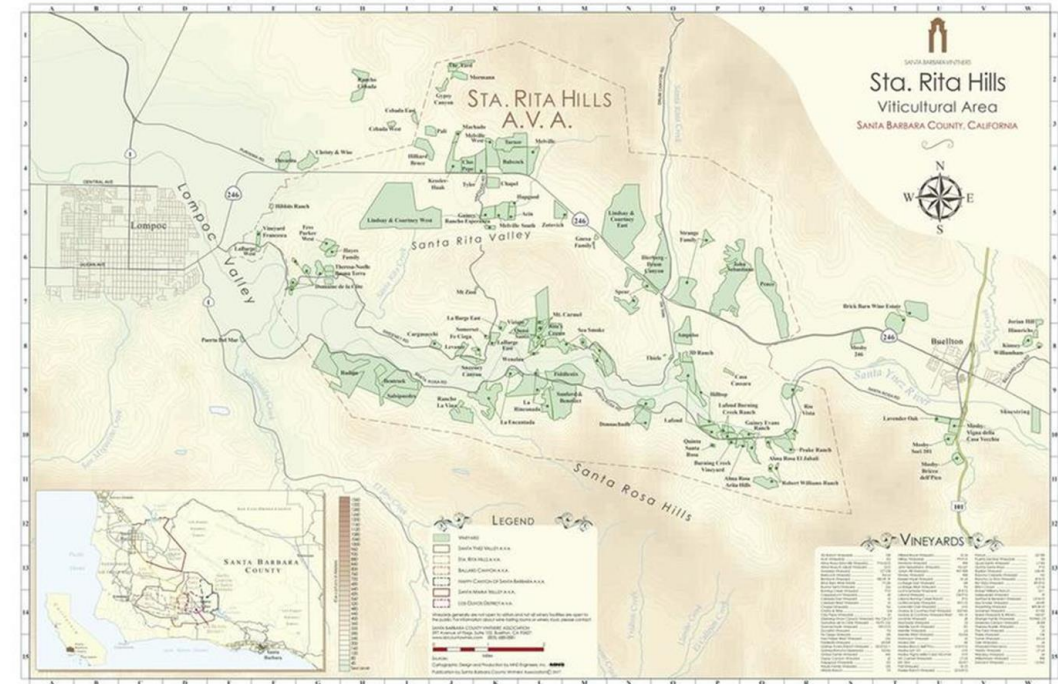




PINOT NOIR

Sta. Rita Hills (AVA of Santa Barbara County)

- One of six AVA's in Santa Barbara County, 1st Pinot Noir vineyard in the region, Sanford and Benedict, was planted in 1971.
- Spearheaded by Richard Sanford, Bryan Babcock, Rick Longoria after ample time spent time studying maps, discussing boundaries and gathering data; AVA status granted in 2001
- A combination of a purely East/West maritime influx, poor marine-based soils, elevated calcium in the soil and the Pacific's cooling influence— Located less than 16 kilometers from the Pacific Ocean



Just the Facts: Sta. Rita Hills AVA (2001)

- Area: 12,431.94 hectares with 1093 hectares planted
- # of wineries: At least 47!; # of vineyards: 59
- Soils: Primarily loams: sandy loams, silt loams and clay loams. Marine deposits are also widely found, giving the wines noticeable minerality and salinity. These poor, free-draining soils, in combination with the region's low annual rainfall create its terroir
- Elévation: Averaging 183 to 274 meters altitude
- Primary Grapes: Pinot Noir, Chardonnay, and 18 other varieties (small amounts)
- Key Wineries: Alma Rosa, Babcock, Brewer Clifton, Melville, Dierberg, Ojai, Clos Pepe, Sanford, Fiddlehead Cellars, Liquid Farm, Domaine de la Cote, Sanford, Sea Smoke, Hilt
- Profile: Tense and tightly wound, sharp wild strawberry, raspberry, and red cherry aromas with almost a saline/seaweed-like minerality, bright acidity, chalky tannins; low to moderate ABVs

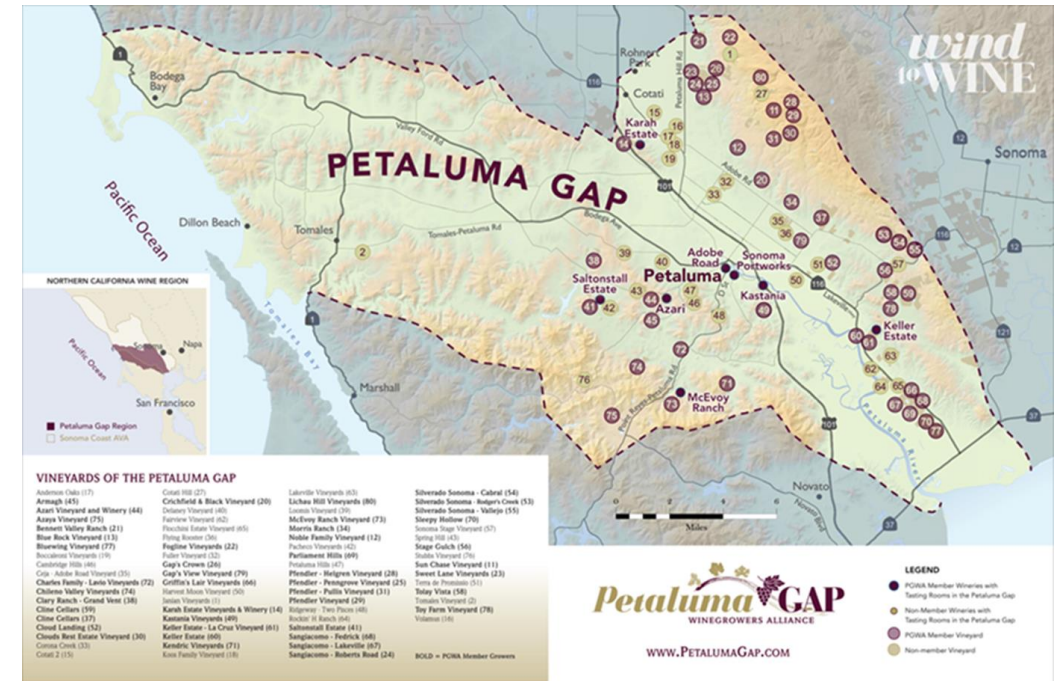
Dierberg Drum Canyon Pinot Noir 2022

- Provenance: Sta Rita Hills, Santa Barbara County,
 - Grape(s): 100% Pinot Noir
 - Elevage: 15 months in French Oak, 40% new;
 - ABV: 13.1%
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- Founded in 1996, Jim and Mary Dierberg discovered the potential of Santa Barbara's cool coastal valleys and planted two estates - their namesake Dierberg Vineyard and later Drum Canyon Vineyard
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- Drum Canyon vineyard, planted in 2003, has challenging terrain with persistent, steady winds rolling through the canyon = an environment that highlights the intensity and signature acidity of Sta. Rita Hills AVA.



Petaluma Gap (AVA of Sonoma County)

- Defined by its unique wind and fog conditions and their effect on the vines, the Petaluma Gap was designated an AVA in 2017.
 - Just 40 kms north of San Francisco’s Golden Gate Bridge, it’s also the premier gateway to the Sonoma Coast and northern Marin County wine region.
- The ‘Gap’ literally describes the geological valley that is a 24 km wide by 48 km corridor long between the coastal hills, allowing for the salty maritime winds and a cycle of morning fog



Just the Facts: Petaluma Gap AVA (2017)

- Area: 81,939.13 hectares of which 1619 hectares are under vine
- # of wineries: 9; # of vineyards: 80
- Soils: Various; predominantly clay and clay loam of volcanic origin. Some sites are quite rocky, others sandy.
- Elévation: 3 to 575 meters altitude, with average being 113 meters
- Primary Grapes: Pinot Noir (75%), Chardonnay and Syrah (25%)
- Key Wineries: Keller Estate, McEvoy Ranch, Trombetta Family Wines, Sojourn Cellars, Guarachi Family , * numerous wineries outside the region purchase Petaluma Gap fruit *
- Profile: Pinots are deep-flavored and densely structured, but still maintain delicate floral and fruit characteristics that include cherry, blood orange, tangerine, tea leaf and pomegranate molasses. Ample acidity (high skin to juice ratios due to wind). Moderate ABVs.

Three Sticks Gap's Crown Pinot Noir 2021

- Provenance: Petaluma Gap, Sonoma County
- Grape(s): 100% Pinot Noir
- Elevage: French Oak, 48% new, aged 14 months; unfinned and unfiltered
- ABV: 14.0%

- “Billy Three Sticks” was a teenage nickname given to Bill Price by his surfing buddies who teased him about his formal name, William S. Price III.
- Acquired by Price in January of 2013, the 164 hectares Gap's Crown Vineyard has become one of the most iconic vineyards of the Sonoma Coast (also owns Gary Farrell, and Kistler)
- Ryan Pritchard is winemaker-- Veteran winemaker Bob Cabral, ex- Williams Selyem, was founding winemaker (2014) and still consults



Anderson Valley (AVA of Mendocino County)

- Winegrowing came to Anderson Valley by European immigrants following the 1849 Gold Rush (1st vineyards date to 1894).
 - But the valley's ocean-cooled climate and geographic isolation made it a better home for sheep and orchards than wine grapes.
- 1st Pinot Noir planted in 1971 by Tony Husch; Ted and Deborah Bennett establish Navarro soon afterwards; AVA followed in 1983
- Anderson Valley AVA runs app. 24 kms along a narrow valley of Anderson Creek and the Navarro River.
- From north-to-south, it measures about 1.6 kms wide.



Just the Facts: Anderson Valley (1983)

- Area: 23,310 hectares of which 994 hectares are under vine
- # of wineries: 30; # of vineyards: 90
- Soils: While the ridges trend to thinner sandstone soils, the valley floor generally has deep, rich alluvial soils more commonly consisting of loam. Some of the most predominant soils are Bearwallow (loam/sandstone), Boontling (loam), Zeni (loam/sandstone), Wolfey (loam/sandstone), Cole (clay loam), and Pinoli (gravelly loam).
- Elévation: 61 to 152 meters and the ridges reach up to 762 meters.
- Primary Grapes: Pinot Noir (69%), Chardonnay (21%), Gewürztraminer (4%), etc.
- Key Wineries: Navarro, Handley, Goldeneye, Black Kite, Breggo, Toulouse, Husch, Scharffenberger, Roederer Estate, Foursight
- Profile: Anderson Valley Pinot Noir is known for its vibrant acidity and elegance as well as being leaner and red fruited (raspberry, sour cherry) while showing more earthiness and conifer/herbal notes . Moderate ABVs.

Goldeneye Anderson Valley Pinot Noir 2021

- Provenance: Anderson Valley, Mendocino County
- Grape(s): 100% Pinot Noir
- Elevage: Native ferment; French Oak, 42% new, aged 16 months;
- ABV: 14.2%

- Founded in 1996, Dan and Margaret Duckhorn discovered the potential for Pinot Noir here in a 33-hectare ranch
 - Family was a leading force in Napa Valley (Duckhorn!)
- This bottling is 72% estate fruit augmented by 28% select regional lots, fermented with a combination of wild and inoculated yeasts
- 2021 was the 25th estate vintage working from the four vineyards owned by the winery/company.





Time for your Q's & my A's

