

# THE WEST SONOMA COAST AND ITS WINES

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## OVERVIEW

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The proposed West Sonoma Coast AVA was conceived in 2011 by a small group of growers and winemaker from the region.

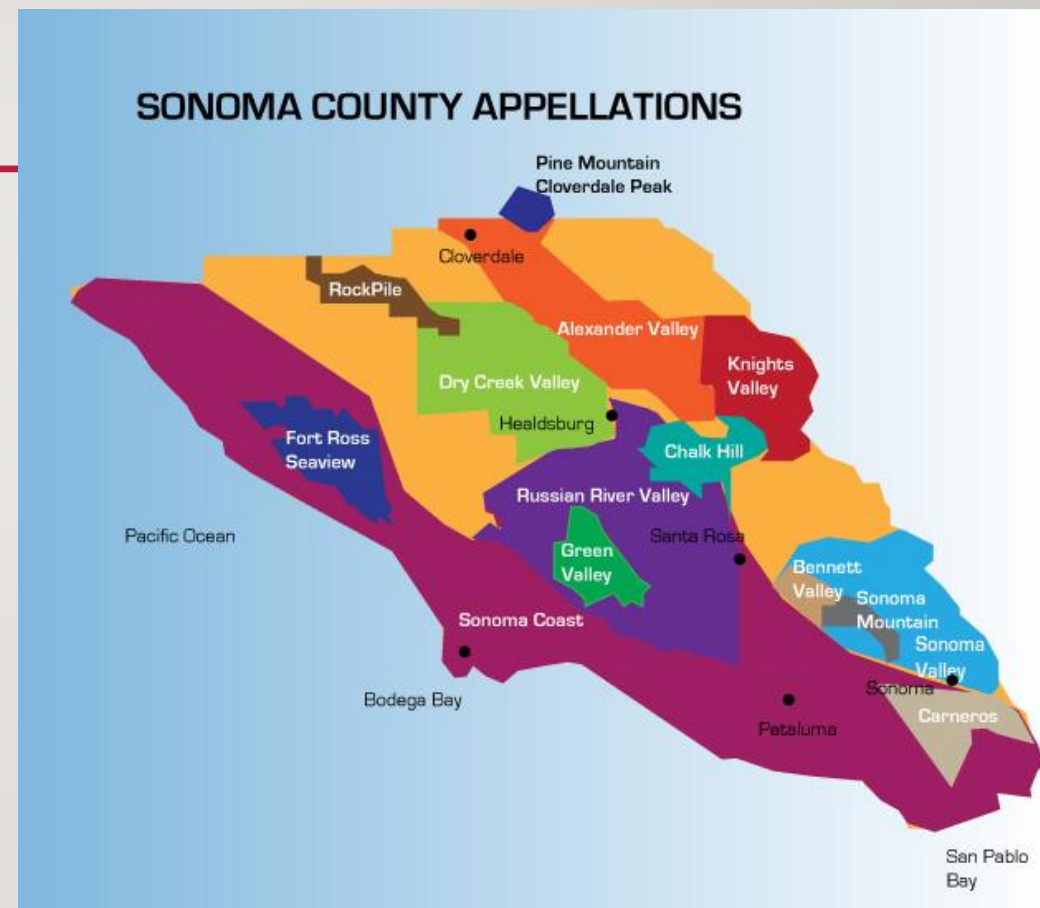
A petition to establish the WSC AVA was submitted to TTB several months ago

- The West Sonoma Coast (Far Sonoma Coast) is a new and exciting viticultural area for growing grapes and producing wine on the edge
- Its topography and weather and remoteness present big challenges to the growers and winemakers and is not for the faint hearted.
- There is considerable diversity in wine styles in the area resulting from micro climates and approaches to winemaking
- The future of the West Sonoma Coast as an AVA is uncertain as the petition to establish it awaits TTB approval
- There are many first-rate growers and winemakers in the area—a whose-who in Sonoma and Napa wine—and you will have the opportunity to taste their wines today

# SONOMA COAST

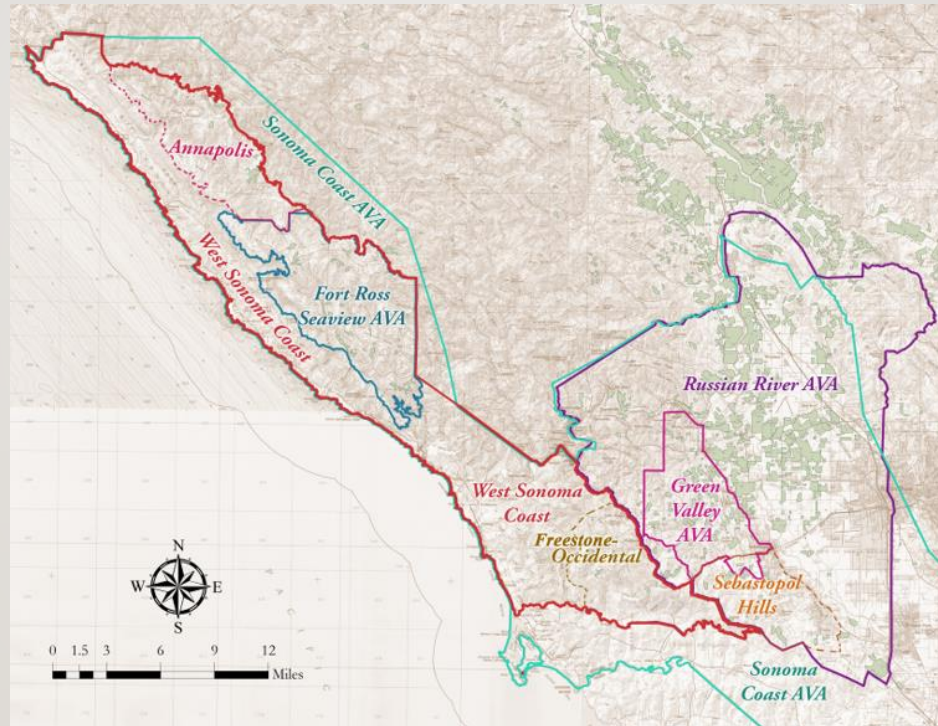
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- Largest AVA in Sonoma County established in 1987 (750 sq miles) with 517,000 acres
- AVA running from Mendocino County in the north to San Pablo Bay in the South and overlaps with five AVAs---A sizeable portion of Russian River Valley, Western, Chalk Hill, all of Green Valley, parts of Carneros, parts of Sonoma Valley
- It is highly diverse in character, generally cool climate, but it gets warmer the further east you go



# PROPOSED WEST SONOMA COAST

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## TOPOGRAPHY

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141,000 acres

- A series of steep, rugged uplifted mountains and ridgelines of the Coastal Ranges running parallel to the Pacific Coast
- The vineyards in the northern section are no more than 5 miles from the coast and in the south are 8 miles from the coast
- Summits reach 1000 ft
- Ridgelines protect vineyards from the heavy fog which can reach up to 900 ft.
- Commercial viticulture could not occur here were it not for protection of vineyards from coastal cold temperatures and fog

## CLIMATE

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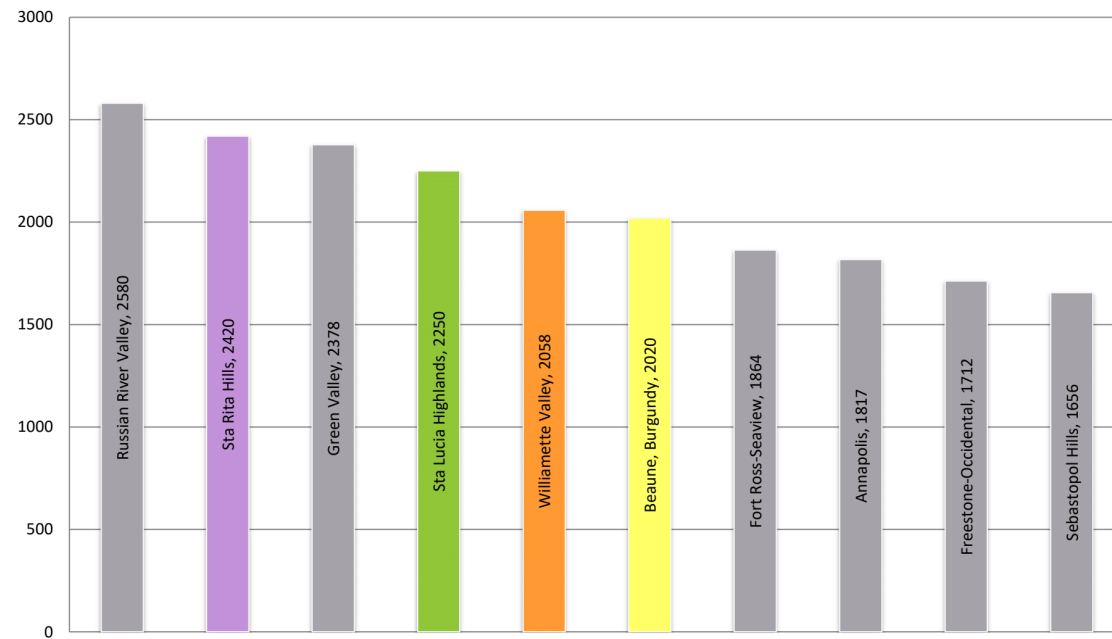
- The West Sonoma Coast is distinctly cooler than the rest of the Sonoma Coast
- Onshore fog and high winds along the coast bring cold and wet air to coastal hills and mountainous enclaves and different micro-climates.
- Night time temperatures seldom drop low enough to cause significant damage to the vines, only minimal frost protection measures are needed within the proposed AVA



# CLIMATE

## Growing Season Heat Summation (Degree Days)

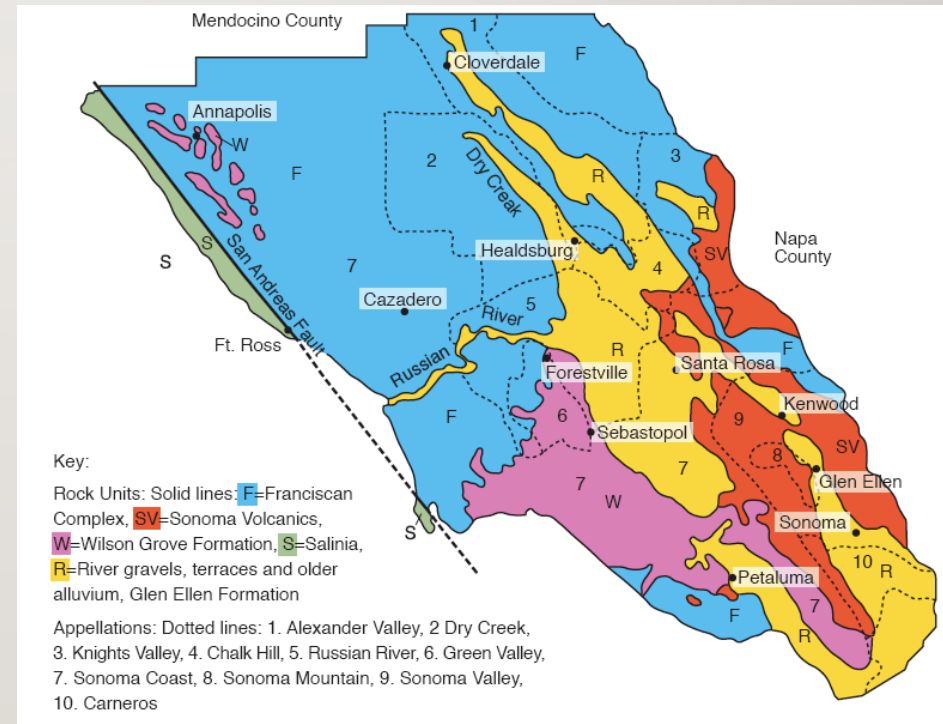
Growing Season Heat Summation (Degree Days) 2005/2010 Average





# SOILS

- Most of the area consists of layers of uplifted marine sedimentary rock on top of iron rich volcanic and metamorphic rocks of the Franciscan Complex (Blue on Map)
- The Marine Soils are also known as Wilson Grove (Purple on the Map)
- San Andreas Fault subduction contributed to great soil variety,



# VITICULTURE

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- 1,028 acres of vineyards and some 50 growers in 141,000 acres
- Small Family Farms, with few exceptions such as Jackson Family
- Most vineyards are planted on ridge tops close to the ocean above and below the fog line; slow steady ripening
- Growers face many challenges during the growing season due to cold and erratic conditions.. (spring storms, dense palm fog, mildew pressure,
- Organic and biodynamic farming with low yields

# WHO'S WHO IN THE WEST SONOMA COAST

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- David Hirsch Walt and Joan Flowers Ted and Heidi Lemon Andy Peay
- Erhen Jordan Lester and Linda Schwartz  
Helen Turley
- Jason Pahlmeyer Steve Kistler  
Joseph Phelps
- Paul Hobbs
- Carlo and Dante Mondavi

# WINE MAKING

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- MINIMALIST INTERVENTION
- DOUBLE SORTING
- FERMENTATION IN SMALL TANKS WITH NATIVE YEAST
- USE OF WHOLE CLUSTERS
- AGING IN SECOND USE BARRELS
- STYLISTIC DIFFERENCES

# WINES FOR "REALITY" TASTING

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- Peay (*Annapolis*)
  1. 2016 Estate Chardonnay Sonoma Coast
  2. 2016 Pinot Noir Scallop Shelf Estate Sonoma Coast
- Hirsch and RAEN (*Fort Ross Seaview*)
  3. 2016 Hirsch Pinot Noir Reserve Estate Sonoma Coast
  4. 2016 Raen Pinot Noir Fort Ross Seaview
- Freeman and Alma Fria (*Occidental-Freestone*)
  5. 2017 Chardonnay Hawk Hill Sonoma Coast
  6. 2016 Pinot Noir Yu-ki Estate Sonoma Coast
  7. *Alma Fria* 2016 Pinot Noir Dona Margarita Vineyard
- Hartford Court (*Freestone-Occidental and Annapolis*)
  8. 2016 Pinot Noir Seascape Vineyard Sonoma Coast
  9. 2016 Pinot Noir Far Coast Vineyard Sonoma Coast

## PEAY VINEYARDS

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- 2016 Estate Chardonnay  
Sonoma Coast \$54
- Native yeast
- Barrel fermented/ML
- 2016 Pinot Noir Scallop Shelf  
Estate Sonoma Coast \$65
- Parcel of Ancient Maritime  
soils and fossiles
- Blend of Dijon 777 and  
Pommard clones

## HIRSCH AND RAEN

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- Hirsch 2016 Pinot Noir Reserve Estate
  - Native Yeast
  - 52% whole cluster
  - 13.4 ALC
  - Finest barrels
- RAEN 2016 Pinot Noir Home Field \$120
  - Native yeast
  - 100% whole cluster
  - 13 ALC

## FREEMAN VINEYARD AND WINERY

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- 2017 Chardonnay  
Hawkhill Vineyard  
(\$52)
- Aged 10 months 90%  
New French Oak
- Aged on the lees
- 2016 Pinot Noir Akiko's  
Cuvee (\$75)
- From Yu-ki Estate Vy
- 7 blocks of Pinot Noir
- Barrel Selection
- 3<sup>rd</sup> vintage of this wine



## ALMA FRIA 2016 PINOT NOIR DONA MARGARITA VINEYARD (\$65)

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.Sourced from a small parcel of a 30 acre vineyard located between Freestone and Occidental

Belongs to Marimar Torres sister of Miguel Torres

Cool site

A relatively new operation, still to be tested but has a great team.

# HARTFORD COURT (JACKSON FAMILY)

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- 2016 Pinot Noir Seascape Vineyard \$70
- 100% FO, 37% New
- 13.8 ALC
- Dijon 777,114, 115
- West of Town of Occidental abuts redwoods—340 cases
- 2016 Pinot Noir Far Coast (sold out)
- Aged 17 months in 37% NFO
- Native Yeast
- 14.8 Alc
- 327 cases



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