

SAN FRANCISCO WINE SCHOOL™



SLO Coast to Paso

David Glancy, MS, CWE,
San Francisco Wine School
Society of Wine Educators
August 2020

Copyright © 2020 San Francisco Wine School. All rights reserved.

1

SLO Coast to Paso

Defined by the Elements of the Pacific

Discover Where the Coast Meets the Vines

Continuity where influenced by soil, shaped by wind,
created by fog, blessed by sun.

Copyright © 2020 San Francisco Wine School. All rights reserved.

2

SLO Coast to Paso




THE PASO PROBLEMS
A FILM BY DAVID GLANCY

Copyright © 2020 San Francisco Wine School. All rights reserved.

3

Learning Objectives:



1. Name the 4 major AVAs of San Luis Obispo County
2. Name the pending AVA of SLO & what AVAs & towns are within it
3. Name the AVA that overlaps San Luis Obispo & Santa Barbara counties
4. Name the primary grapes of Edna Valley AVA
5. State 2 reasons Edna Valley's climate differs from Paso Robles
6. State the Winkler Region # range for Arroyo Grande AVA
7. Name the most widely planted grape of Paso Robles AVA
8. State the Winkler Region # range for Paso Robles AVA & its 11 sub-AVAs

Copyright © 2020 San Francisco Wine School. All rights reserved.

4

USA Wine Production



1. Italy
2. France
3. **USA***
4. Spain
5. Australia
6. Argentina
7. China



California alone would rank 4th if it were a country.

Wine production in all 50 US states.

*USA surpassed Spain for 1st time in 2017

Copyright © 2020 San Francisco Wine School. All rights reserved.

Source: Wine Institute – Trade Data and Analysis

5

California Wine Production




What percent of US wine is produced in California?

Copyright © 2020 San Francisco Wine School. All rights reserved.

6

California Wine Production



- CA 81% of USA production
- 4,700 wineries plus 5,900 growers in CA
- Wine production in 49 of 58 CA counties

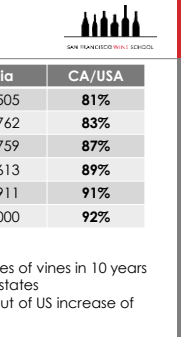
Top Wine Producing States (by gallons)

1. California
2. Washington
3. New York
4. Oregon

Copyright © 2020 San Francisco Wine School. All rights reserved.

7

California Wine Production



Year	USA	California	CA/USA
2017	888,582,343	716,309,505	81%
2015	768,088,776	638,173,762	83%
2013	836,106,493	728,939,759	87%
2011	683,623,267	605,619,613	89%
2005	715,942,737	648,183,911	91%
2000	616,399,000	564,735,000	92%


- Washington & Oregon added roughly 37,000 acres of vines in 10 years
- Acreage & production increasing in many other states
- CA increased production by 152 million gallons out of US increase of 272 million gallons (CA was 56% of total increase)

Source: Wine Institute from TTB data Apr 18, 2019

Copyright © 2020 San Francisco Wine School. All rights reserved.

8

AOs versus AVAs



Appellation of Origin
 Geographic origin of the grapes & can be any of the following:


- Country
- State
- County
- AVA, AOP/PDO

American Viticultural Area
 Geographic origin of the grapes that is specific to wines with a name & boundaries that have been approved by the US Treasury Dept.'s Tax & Trade Bureau (TTB)

Copyright © 2020 San Francisco Wine School. All rights reserved.

9

American Viticultural Areas



248 AVAs in USA

139 of them are in California


AVAs in 43 of 58 counties in California

Refers only to geographic location

Copyright © 2020 San Francisco Wine School. All rights reserved.

10

New & Pending AVAs





26 new California AVAs 2011-2017 & 8 Pending

<p>West Sonoma Coast</p> <ul style="list-style-type: none"> Approved as perfected 2019 Sonoma County 	<p>Upper Lake</p> <ul style="list-style-type: none"> Approved as perfected 2018 Lake County
<p>Gabilan Mountains</p> <ul style="list-style-type: none"> Approved as perfected 2018 San Benito & Monterey Counties 	<p>Long Valley-Lake County</p> <ul style="list-style-type: none"> Approved as perfected 2018 Lake County
<p>San Luis Obispo Coast</p> <ul style="list-style-type: none"> Approved as perfected 2017 San Luis Obispo County 	<p>Tehachapi</p> <ul style="list-style-type: none"> Submitted 2018 Kern County
<p>Pausell Valley</p> <ul style="list-style-type: none"> Submitted 2018 Stanislaus County 	<p>Palos Verdes Peninsula</p> <ul style="list-style-type: none"> Submitted 2018 Los Angeles County

Copyright © 2020 San Francisco Wine School. All rights reserved.

11

Central Coast AVA

- 325 miles long & 45 miles at widest
- Part or all of 10 counties
 - San Francisco } 75 miles of coast & 639 sq miles added with 1999 & 2006 expansions
 - Alameda
 - Contra Costa
 - San Mateo
 - Santa Cruz (excluding Santa Cruz Mountain AVA)
 - Santa Clara
 - San Benito } Original Central Coast AVA 1985-1999
 - Monterey
 - San Luis Obispo
 - Santa Barbara

Copyright © 2020 San Francisco Wine School. All rights reserved.

12

Central Coast AVA

Copyright © 2020 San Francisco Wine School. All rights reserved.

- Largest AVA in California
- 100,000 of 4 million acres under vine
- 400+ wineries

13

San Luis Obispo County AVAs

Copyright © 2020 San Francisco Wine School. All rights reserved.

- Paso Robles
- York Mountain
- Edna Valley
- Arroyo Grande Valley

Together the four AVAs comprise over 600,000 acres of planted vineyards, and over 200 wineries

14

Pending AVA of San Luis Obispo County

Copyright © 2020 San Francisco Wine School. All rights reserved.

San Luis Obispo Coast

- Approved as Perfected 2017
- Includes Edna Valley & Arroyo Grande AVAs but also the towns of San Luis Obispo, Cambria, & Avila Beach

15

Pending: San Luis Obispo Coast AVA

30
Wineries on the Rugged California Coast
Together producing a diverse portfolio of reds, whites, and rosés with unique styles.

5.1 mi
Average Distance from Coast to Vineyard
Empty and diverse soil types across 8000 ft in elevation offer variety.

San Francisco Wine School

16

Fog sweeping into Morro Bay

San Francisco Wine School

17

Edna Valley AVA

Recent increase in number of wineries but not in planted acres

San Francisco Wine School

18

Grapes of Edna Valley



Variety Acreage

Chardonnay	1280	Albariño	55
Pinot Noir	827	Viognier	30
Syrah	200	Other varietals	137
Sauvignon Blanc	80		
Total Vitifera			2,589
Total Acres in the Edna Valley Appellation			22,400

- Chardonnay & Pinot Noir are 80% of the planted acres in the AVA.
- Syrah is mostly in the portions furthest from the coast.
- Albariño is only 2% of the AVA's acres but 20% of the state's total for the grape & 25 different bottlings are from Edna Valley.

"This is the New World hub for Albariño,"
said John Niven of Cadre Wines.

Copyright © 2020 San Francisco Wine School. All rights reserved.

19

Edna Valley AVA

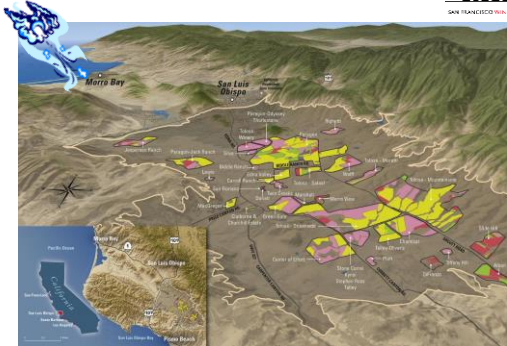


- AVA granted in 1982
- Vines planted in late 1800s at Mission San Luis Obispo de Tolosa
- 200-500 feet elevation
- **Only 5 miles from Pacific Ocean** & 30 miles south of Paso Robles
- Santa Lucia Mountains & Islay Hill to the north
- Lake Lopez & San Luis Mountains to the south
- Gap in coastal mountains where Los Osos Valley meets Morro Bay to the north
- Cool sea breezes & morning fog
- **CA's coolest AVA** - 1,300 degree-days - Winkler-Amerine Region I
- Long growing season
- Topsoils of volcanic, black humus & clay-rich soils
- Subsoil of calcareous materials deposited by ancient sea-life

Copyright © 2020 San Francisco Wine School. All rights reserved.

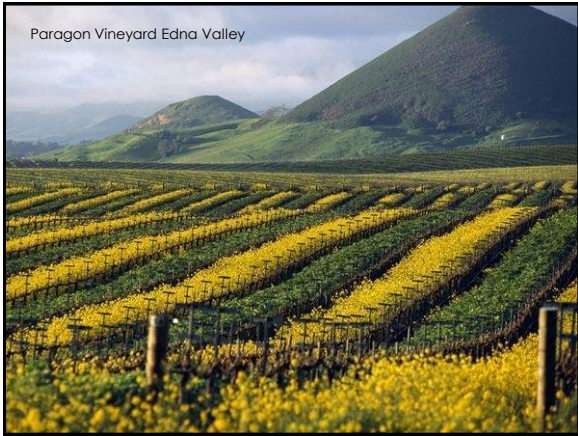
20

Edna Valley AVA



Copyright © 2020 San Francisco Wine School. All rights reserved.

21

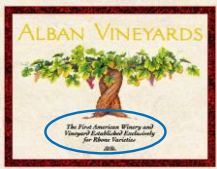



22

Edna Valley AVA

23 wineries
Notable producers:

- Alban
- Baileyana
- Chamisal
- Edna Valley Vineyards

Copyright © 2020 San Francisco Wine School. All rights reserved.

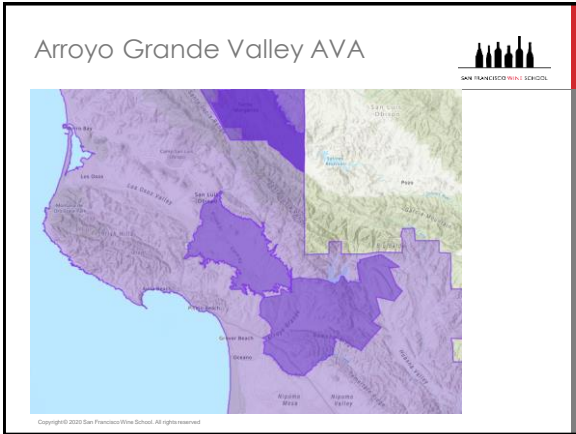
23

Arroyo Grande Valley AVA

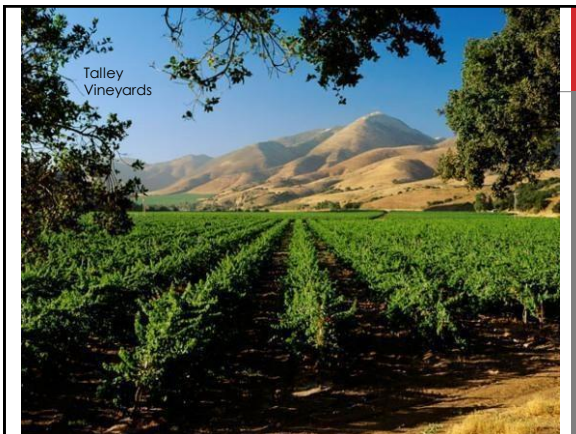
- AVA granted in 1990
- 2,200 of 42,880 acres under vine
- Fully within San Luis Obispo County & Central Coast AVA
- Just south of Edna Valley AVA, 16 mile long East-West valley
- 16 grape varieties planted
- Zin, Petite Sirah & Rhone varietals at higher elevations near Lake Lopez
- Chardonnay & Pinot Noir at low, mid-valley areas
- **Winkler-Amerine Regions I – III**
- Sedimentary & volcanic soils over bedrock (aka Franciscan Complex)
- Franciscan Complex is uplifted oceanic & continental crust that formed over 100 million years ago.

Copyright © 2020 San Francisco Wine School. All rights reserved.

24



25



26

Arroyo Grande Valley AVA

SAN FRANCISCO WINERY SCHOOL

11 wineries
Notable producers:
Laetitia, Saucelito Canyon, & Talley

Copyright © 2020 San Francisco Wine School. All rights reserved.

27

York Mountain AVA



- AVA granted in 1983
- York Mountain Winery, originally called Ascension Winery, opened as 1st commercial winery in area in 1882
- Only a few hundred of 9,360 acres under vine
- Only 4 wineries now
- Nestled up against west side of Paso Robles
- Colder & wetter than Paso Robles (50 inches of rain annually)
 - Winkler-Amerine Region I (approximately 1,900 degree days)
 - 7 miles from Pacific Ocean at Templeton Gap
 - Most vineyards at 1,500+ feet elevation with Fog in western portion
- Thin sandstone & sandy clay soils, with a few alluvial deep sandy clay-loam & limestone outcroppings
- Primary grapes: Chardonnay, Pinot Noir, Cabernet Sauvignon, Syrah, Grenache, Tempranillo, Zinfandel

Copyright © 2020 San Francisco Wine School. All rights reserved.

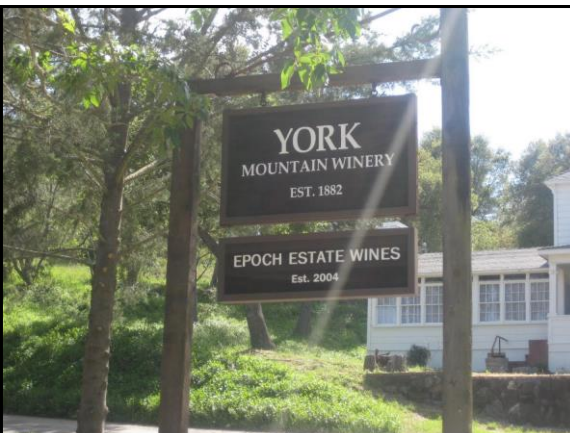
28

York Mountain AVA




Copyright © 2020 San Francisco Wine School. All rights reserved.

29



30

York Mountain AVA



Vineyard Stats:
 Planted: 2015
 Acreage: 21 under vine, 128 total
 Soils: sand, fragmented and fractured sandstone
 pH: high 4s to mid 6s
 AVA: York Mountain
 Red Varietals: Grenache, Syrah, Zinfandel, and Cabernet Sauvignon
 White Varietals: Viognier and Roussanne

EPOCH
 EPOCH ESTATE WINES

Copyright © 2020 San Francisco Wine School. All rights reserved.

31

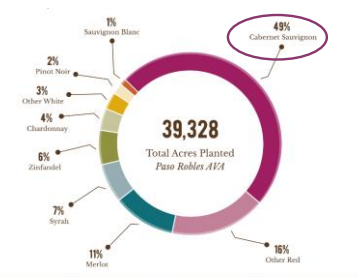
Paso Robles AVA

- AVA granted in 1983
- Halfway between San Francisco & Los Angeles
- 1st vineyards planted at Mission San Miguel in 1797
- 39,328 of 666,618 acres under vine and 120+ growers
- 5th largest AVA in California (42 miles x 30 miles), subdivided in 2014
- 1990 < 20 wineries to 200+ today
 - **(fastest growing region** - 900% growth in 25 years
- 7,000 people work in wine in Paso Robles with total payroll of \$182 million
- 1.2 million tourist winery visits spending locally more than \$113 million/year
- More than 95% of the region's brands are family owned and operated
- Hot days & cool nights – **largest diurnal swing in California**
- 20 miles from Pacific Ocean at Templeton Gap
- Important grape vine nursery at Tablas Creek Winery

Copyright © 2020 San Francisco Wine School. All rights reserved.

32

Paso Robles AVA



39,328
 Total Acres Planted
 Paso Robles AVA

More than 60 varieties grown





Varietal	Percentage
Cabernet Sauvignon	49%
Other Red	18%
Merlot	11%
Syrah	7%
Zinfandel	6%
Chardonnay	4%
Other White	3%
Pince Noir	2%
Sauvignon Blanc	1%

Source: County of San Luis Obispo, Department of Agriculture/Weights & Measures. Updated January 2018. This is total reported acreage by varietal, collected by the County of San Luis Obispo within these categories. More specific data on Other Red or White does not exist.

Copyright © 2020 San Francisco Wine School. All rights reserved.

33

Paso Robles AVA

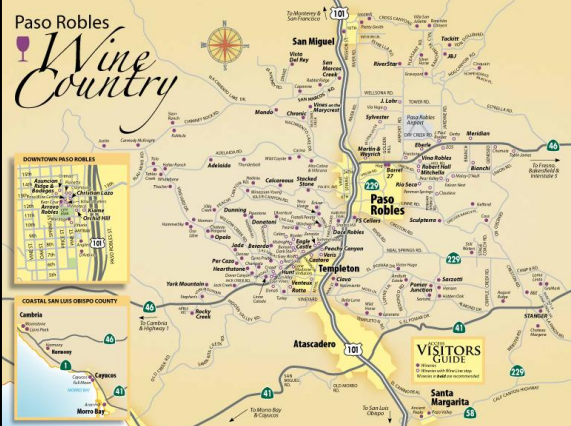





Tablas Creek Vermentino vines

Copyright © 2020 San Francisco Wine School. All rights reserved.

34

Paso Robles Wine Country




San Miguel
Templeton
Atascadero
Santa Margarita


Visitors Guide

35

Paso Robles Soils



- 1 **Calcareous** - carbonate-rich High Calcium levels and relatively low potassium and magnesium levels, and alkaline pH's (8.0-8.5) in their subsoils. Able to retain moisture in dry months and have good drainage during the wet season.
- 2 **Siliceous** - silica-rich Medium levels of calcium, relatively low potassium and magnesium levels, and acid to neutral pH's (5.5-7.0) in their subsoils. Offers good heat retention and in combination with silt, clay and other sedimentary soils has good water retention during the growing season.
- 3 **Clay** - Calcareous Clay Tends to have high pH (7.5-9) with good water retention but poor drainage. It stays cool with deep fractures in the dry season, which can also delay ripening, resulting a more acidic wine.
- 4 **Sandy Loam** - A soil that is comprised of tiny particles of weathered rocks typically found on fans, terraces, and within watershed areas. The phylloxera does not thrive in this type of soil, which drains well but does not have good water retention. Sandy Loam is often found in combination with clay as well.



1 CALCREOUS 2 SILICEOUS 3 CLAY 4 SANDY LOAM

Over 30 parent soil series, primarily ancient seabed.

Copyright © 2020 San Francisco Wine School. All rights reserved.

36

Paso Robles AVA Rainfall Gradient



Official AVA map, modified by Tablas Creek.

Copyright © 2020 San Francisco Wine School. All rights reserved.

37

Paso Robles AVA Temperature Gradient



Official AVA map, modified by Tablas Creek.

Copyright © 2020 San Francisco Wine School. All rights reserved.

38

Paso's Calcareous Soils

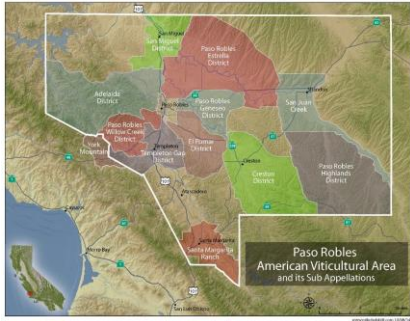


Official AVA map, modified by Tablas Creek.

Copyright © 2020 San Francisco Wine School. All rights reserved.

39

Nested AVAs of Paso Robles



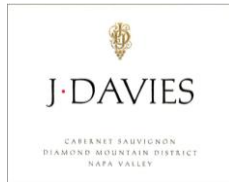
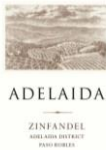
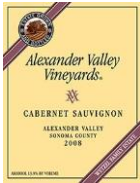
Copyright © 2020 San Francisco Wine School. All rights reserved.

40

Paso Robles Conjunctive Labeling



Definition of Conjunctive Labeling:
Labeling of a wine to show both region and sub-region (AVA) of origin, ie: Paso Robles AVA, Adelaida District, Paso Robles AVA, Creston District, etc.



Copyright © 2020 San Francisco Wine School. All rights reserved.

41

Nested AVAs of Paso Robles




AVA	Winkler Region	Rainfall	Diurnal Shift
Paso Robles	II, III, IV	8 – 30	20 – 50
Adelaida District	II-III, transitional	25	30
Creston District	III	11	25
El Pomar District	II	15	20 – 25
Estrella District	III	12.5 – 15.5	35-40
Geneseo District	III – IV	12	50+
Highlands District	II	24 – 30	20
Willow Creek Dist.	II	24 – 30	20
San Juan Creek	III – IV	10.4	35 – 40
San Miguel District	III	11.4	30 – 35
Santa Margarita Ranch	II	29	25
Templeton District	II	20	20

Copyright © 2020 San Francisco Wine School. All rights reserved.

42

Useful San Luis Obispo Wine Links



San Luis Obispo Vintners Association
www.slowine.com

Paso Robles Wine Country Alliance
www.pasowine.com

Copyright © 2020 San Francisco Wine School. All rights reserved.

43

More California Wine Info














<http://www.discovercaliforniawines.com/media-trade/videos/>

California Wine Appellation Specialist (CWAS)
 (online, intensive, weekly, custom corporate)

Copyright © 2020 San Francisco Wine School. All rights reserved.

44

PROGRAMS, WORKSHOPS & SERVICES



- GLOBAL & REGIONAL WINE CREDENTIAL PROGRAMS
- CUSTOMIZED CORPORATE TRAINING
- CORPORATE & SOCIAL EVENTS
- TRADE & CONSUMER SEMINARS & TASTINGS
- WEEKLY CLASSES, IN-CLASS & OFFSITE
- INTENSIVE PROGRAMS & ONLINE
- EDUCATIONAL GUIDANCE
- INTERNSHIPS & SCHOLARSHIPS

THANK YOU!

Learn more at sfwineschool.com

Copyright © 2020 San Francisco Wine School. All rights reserved.

45