


 SAN FRANCISCO WINE SCHOOL™

New CALIFORNIA AVAs & Trends

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Welcome Bubbles!


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Let's Taste!

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1. Bodkin, Sparkling Sauvignon Blanc,
 Cuvée Agincourt, Lake County NV


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- 1st methode traditionnelle sparkling wine made in the USA
- 2021 marks the 10th bottling of this wine
- 100% Sauvignon Blanc
- Blend of 2 Vineyards from Lake County, 78% Springer Vineyards in Kelseyville & 22% from Sandy Bend Vineyard in Upper Lake
- Sustainably Farmed
- 2nd fermentation in the bottle
- 2g/L dosage
- 1,351 cases made
- \$20 retail



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Learning Objectives:



- New grapes to California
- Grapes that have significantly increased in acreage
- Grapes that have significantly decreased in acreage
- New AVAs approved 2020-2023, their location, & their most important grapes
- Some of the 9+ AVAs currently pending & others that are being considered

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Upper Lake Valley AVA



- Approved 6/2/2022
- Approx. 17,360 acres
- 16 vineyards
- 300 acres planted
- 1,300-1,800' elevation
- 1 winery, Olof Cellars, bonded in 2009, making less than 500 cases/year, mostly red
- Coolest portion of Clear Lake AVA-Winkler zone 2
- Cool breezes from lake
- Sauvignon Blanc is most widely planted grape

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New California AVAs



How many new California AVAs 2020-present?

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- Palos Verdes Peninsula 6/17/20
- Alisos Canyon 8/25/20
- Tehachapi Mountains 11/19/20
- San Luis Obispo Coast (SLO Coast) 3/9/22
- West Sonoma Coast 5/23/22
- Paulesell Valley 6/3/22
- Upper Lake Valley 6/3/22
- Gabilan Mountains 8/15/22
- Long Valley-Lake County 7/15/23
- Winters Highlands 8/29/23

- Plus 15 others in other US states

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California Wine Production


What percent of US wine is produced in California?

80%

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California Wine Production



Year	USA	California	CA/USA
2022	752,077,206	599,557,535	80%
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 34 million gallons out of US increase of 135 million gallons 2000 to 2022 (CA was 25% of total increase)

Source: Wine Institute from ITB data

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American Viticultural Areas



269 AVAs in USA

149 of them are in California

AVAs in 43 of 58 counties in California


← 28+% Growth in CA 2013-2023

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cs of 8/29/23

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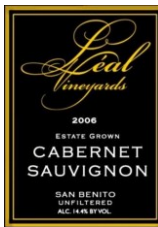
San Benito County



- Only 11 wineries in entire county, yet 8 AVAs
- 3,000 acres under vine
- Historically Almaden was majority of acreage
- East of Monterey County & Gavilan Mountains

AVAs:


- Pacheco Pass (mostly in Santa Clara County)
- San Benito
 - Cienega Valley
 - Lime Kiln Valley
 - Paicines
- **Gabilan Mountains** (overlaps Monterey)
 - Mount Harlan
 - Chalone (mostly in Monterey County)

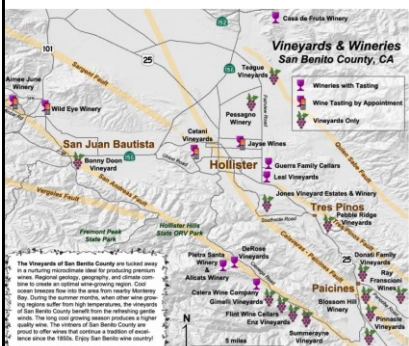


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San Benito County







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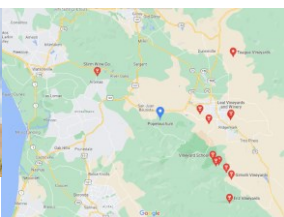
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San Benito County





Popelouchum




- Randall Grahm's new vineyard
- 415-acre estate purchased in 2011
- In San Benito County but not within San Benito AVA
- Near borders of Monterey & Santa Clara counties
- Attempting to propagate 10,000 new grape varieties

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2. Popelouchum, Estate Blanc, San Benito County 2021




- Roughly 50% Grenache Blanc, 50% Grenache Gris
- TTB has not approved Grenache Gris for wine labels despite pleas from Randall Graham
- Front label says Estate Blanc & back label says Grenaches
- From Popelouchum vineyard near Mission San Juan Bautista & intersection of San Benito, Santa Clara, & Monterey county lines
- \$45



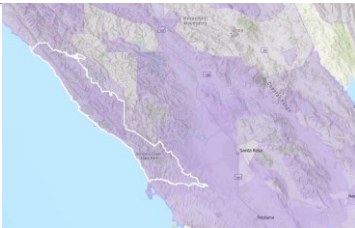
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West Sonoma Coast AVA




- Approved 5/23/2022
- Petition took 7 years to approve
- Less than 1/3rd the size of Sonoma Coast AVA
- Fort-Ross Seaview AVA entirely within West Sonoma Coast AVA
- 400-1,800' elevation
- 50 vineyards
- 1,000 of 141,846 acres planted to grapes
- 5-7 miles from Pacific
- Pinot Noir, Chardonnay, & Syrah most widely planted




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West Sonoma Coast AVA



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



West Sonoma Coast & Fort-Ross Seaview nested within it are cooler than Green Valley just to the east

Discussions about petitioning for 2 other nested AVAs:


- Annapolis
- Freestone-Occidental

...but not submitted yet


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3. Cobb, Chardonnay, Doc's Ranch, JoAnn's Block, West Sonoma Coast 2019




- 38° 23' 28" N 122° 59' 32" W
- 3-miles from the Ocean, one of the westerly most planted Chardonnay Vineyards in the Sonoma Coast
- Southeast with a clear view of Pt. Reyes
- 1 acre of UCD Clone 5 Chardonnay & 9.5 acres of Pinot Noir
- Uplifted Marine Sedimentary
- 1,000-1,100 feet elevation
- 3rd vintage of the chardonnay
- 25% New French Oak for 20 Months
- 187 cases made
- \$72



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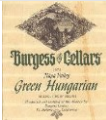
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Important Grapes



White


- Chardonnay (19% of total but 53% of white)
- Sauvignon Blanc/Fumé Blanc
- Pinot Grigio/Pinot Gris
- Chenin Blanc
- Riesling
- Viognier



1933: 100 acres Chardonnay & Cabernet combined
2021: 185,740 acres combined

Red


- Cabernet Sauvignon (21% of total)
- Pinot Noir
- Zinfandel
- Merlot
- Syrah/Shiraz
- Petite Sirah





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Growth & Change



1982 55% white grapes   2021 63% red grapes


White grape acreage has increased
...but
Red grape acreage has increased much more

Source: USDA National Agriculture Statistics Service

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Increasing Diversity



Albariño 657a
Grenache Blanc 625a
Gruener Veltliner 157a
Verdelho 149a

2001-2011
Zero > 600+ acres

2011-2021
600+ > 1,500+ acres

Pinot Gris 16,011a 892% increase in acreage 2001-2021
Pinot Noir 47,245a 144% increase in acreage 2001-2021

Aglianico 76a
Tannat 598a
Teroldego 890a
Touriga Nacional 295a

2001-2011
Zero > over 600 acres


2011-2021
600+ > 1,800+ acres

Source: USDA National Agriculture Statistics Service

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More Grapes New to CA Since 1997



- Cataratto: 0 – 85 acres
- Picpoul: 0 – 61 acres
- Vermentino: 0 – 129 acres
- Counoise: 0 – 63 acres
- Dornfelder: 0 – 68 acres
- Graciano: 0- 65 acres
- Lagrein: 0 – 64 acres
- Montepulciano: 0 – 90 acres
- Souzao: 0 – 96 acres
- Trejadura & Godello
- Muscardin, Bourbelonc, Clairette Blanche, Terret Noir, Vaccaresse, Picardan, Cabernet Pfeffer

Lodi Assyrtiko
2024 release
Photo: Randy Caparaso


Newly planted Trejadura & Godello at Metate Hill in Calaveras
Photo: David Glancy

Source: USDA National Agriculture Statistics Service

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California Grape Acreage Changes




Grape	2000 Acres	2021 Acres	% Change
Chardonnay	103,491	90,228	< 12.8% >
French Colombard	42,135	16,922	< 59.8% >
Sauvignon Blanc	13,595	16,046	+ 18.0%
Chenin Blanc	19,443	4,641	< 76.1% >
Cabernet Sauvignon	69,666	95,512	+ 37.1%
Zinfandel	50,200	38,966	< 22.4% >
Merlot	49,986	34,671	< 30.6% >
Syrah	12,699	14,751	+ 16.2%
TOTAL	480,679	463,822	< 3.5% >

Source: USDA National Agriculture Statistics Service

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Long Valley-Lake County

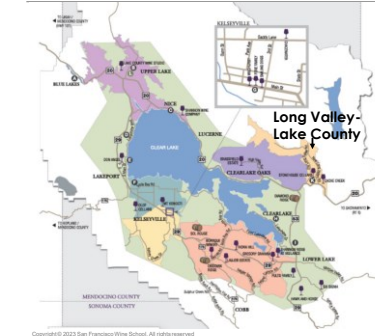


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- approved as perfected November 2018
- application delayed by TT8 in March 2022 to align the boundaries of the Long Valley, High Valley, & North Coast AVAs
- final approval July 2023

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Long Valley-Lake County



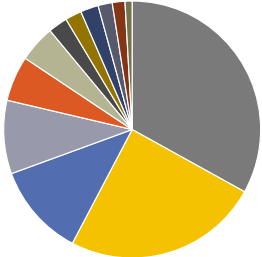
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- 1,322' average elevation
- 281 acres under vine out of total of 7,605 acres
- Region III on the Winkler scale
- Slightly cooler than High Valley & Red Hills
- lake deposits, volcanic rock, tuff, limestone, sand, & gravel

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Long Valley-Lake County

- 3 wineries & 5 vineyards but Shannon's Long Valley Ranch is 61% of the total AVA acreage
- 12 different grape varieties
- Most Widely planted grapes
 - Cabernet Sauvignon
 - Sauvignon Blanc
 - Pinot Noir*
Shannon Ridge is the only grower of Pinot Noir



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4. Clay Shannon, Pinot Noir,
Long Valley Ranch, Lake County 2020


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- 100% Pinot Noir
- Mostly clone 777, with some 943 & 115
- Estate grown
- Shannon's 1st bottling of Pinot Noir entirely from this vineyard
- Sustainably farmed
- 25% new French oak for 16 months
- \$25 retail

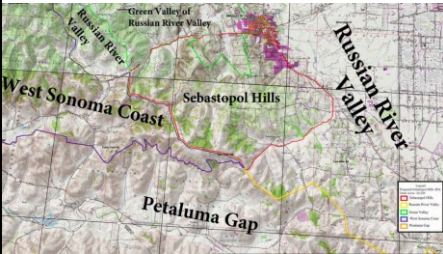



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Proposed Sebastopol Hills AVA


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Petitioned by:


- Balletto
- Kanzler
- Littorai

- Petitioned July 2023
- 10,320 acres with 1,000 acres planted vines in at least 50 vineyards
- Fully within Russian River AVA

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Proposed Pocket Peak AVA


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- Petition submitted May 2022
- Fully within Alexander Valley AVA in eastern highlands
- 30,755 acres of land
- 2,915 acres under vine

Petitioned by:


- Aperture
- Stonestreet
- Foley



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San Luis Obispo Coast AVA




- Approved March 9, 2022
- 60 miles long: from San Simeon in the north to Nipomo in the south
- 15 miles wide: between the Pacific Ocean & the Santa Lucia Mountains
- 78 vineyards with 3,942 acres planted to vines
- Includes Edna Valley & Arroyo Grande AVAs & the towns of San Luis Obispo, Cambria, & Avila Beach

permits producers to use either "San Luis Obispo Coast" or "SLO Coast" on their labels

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San Luis Obispo Coast AVA



30 Miles from the Rugged California Coast


5.1 mi Average Distance from Coast to Vineyard

the coolest temperature AVA in California

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Fog sweeping into Morro Bay



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Edna Valley AVA within SLO Coast AVA





Recent increase in number of wineries but not in planted acres

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Grapes of Edna Valley



Variety Acreage			
Chardonnay	1260	Albariño	55
Pinot Noir	827	Viognier	30
Syrah	200	Other varieties	137
Sauvignon Blanc	80		
Total Vinifera			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.

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5. Phelan Farm, Autrement, San Luis Obispo Coast 2022

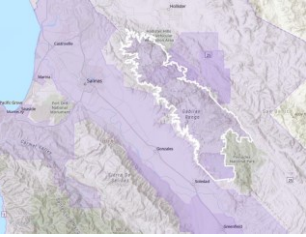



- A few miles from the coast just outside Cambria
- Vineyard 1st planted in 2007
- Regenerative farming practices, including diversifying the planting, no tilling, & biodynamic treatments
- A Savoie inspired blend of Gamay 40%, Mondeuse 40%, & Pinot Noir 20%
- 7,000 bottles (583 cases) produced
- Alcohol 12.5%
- \$55

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Gabilan Mountains AVA



• Approved 8/15/2022
 • Overlaps San Benito & Monterey line
 • Mt. Harlan AVA & Chalone AVA are fully inside this AVA
 • 436 of 98,000 acres planted
 • 6 vineyards
 • Majority of grapes from John Allen's Coastview Vineyard planted in 1999

- Most of these grapes are bought by Big Basin Vineyards in the Santa Cruz Mountains

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Gabilan Mountains AVA



• Minimum 1,500' elevation
 • Average elevation 2,370'
 • Above heavy fog & marine layer

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6. Big Basin, Grenache, Coastview Vineyard, Gabilan Mountains 2017


• 100% Grenache
 • In 2009 the vines were grafted over from Syrah to Grenache
 • Vine cuttings came from John Alban in Edna Valley
 • Varietal Grenache from this vineyard produced in 2012, 2016, & 2017
 • \$53 retail



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Pending Carmel Coast AVA



Petition submitted October 2022



- 10 miles from the coast
- 6 growers
- 4,100 total acres
- 90 acres under vine
- Chardonnay & Pinot Noir
- Talbott planted Diamond T Vineyard in 1980s
- Petition led by Pelio, Messier, & Albatross Ridge



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Santa Barbara County



7 AVAs

- Santa Maria Valley
- Alisos Canyon
- Santa Ynez Valley
 - Sta. Rita Hills
 - Ballard Canyon
 - Los Olivos District
 - Happy Canyon

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Alisos Canyon AVA

- Approved 8/25/20
- Drafted by Mr. 3-Peat, Wes Hagen
- Within Los Alamos (not an AVA)
- 5,775 acres south of the Santa Maria Valley AVA
- Avg. 20 miles from the Pacific Ocean

Syrah is King in Alisos Canyon

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7. Testa, Marselan, Alisos Canyon 2020


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- 100% Marselan
 - Marselan is 1 of 30 crosses or hybrids that Professor Harold Olmo created 1938-1977 at UC Davis
 - It is a cross of Cabernet Sauvignon x Grenache
 - In 2021 Bordeaux authorized use of up to 10% Marselan in their wines
- Testa Vineyards winery is in Mendocino but they own the vineyard in Alisos Canyon in Santa Barbara County
- 2020 was Mike Testa's 1st experimental bottling & we are tasting that today
- His 3rd bottling, 2022, is the 1st vintage he was satisfied to commercially release the wine & it will be released in 2024 at \$40 retail



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8. Dovecote, Syrah, Alisos Canyon 2020


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- 3rd vintage of their flagship wine
- 25-year-old own-rooted vines on sandy soil
- Vines from Estrella vineyard in Paso Robles, originally "borrowed" from Chapoutier in Hermitage
- 100% Syrah
- Barely 1 ton per acre
- Hand-sorted
- Small open top fermenters
- 2 years in French oak (33% new)
- 13.66% alc.
- Fewer than 100 cases made
- \$85 retail




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Winters Highlands AVA


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- approved 8/29/23
- Fastest approval in decades – only 3 years
- Petition submitted by Berryessa Gap Vineyards
- Overlaps Yolo County & Solano County (North Coast)
- Just east of Napa's Lake Berryessa
- 134 acres planted out of a total of 7,296 acres
- 100-400' elevation




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9. Berryessa Gap, Durif, Winters Highlands 2019




- 100% Petite Sirah
- Labeled with French name of the grape
- Planted on the steepest hillside in their Coble Ranch Vineyard
- Aged in once & twice used French oak for 20 months
- Sugar Brix at harvest: 24-26
- Acid: 6.4
- pH: 3.72
- Residual Sugar: < 1 g/L
- Alcohol: 14.5%
- \$37 retail




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Palos Verdes AVA




- AVA granted June 2021
- Los Angeles County
- Petitioned by Catalina View Wines
- 7 acres of commercial vines in 15,900-acre AVA
- Sea level to 1,460 feet elevation
- Mostly planted on moderate south or southeast-facing slopes
- Primary grapes: Pinot Noir, Chardonnay, Cabernet Sauvignon, and Merlot



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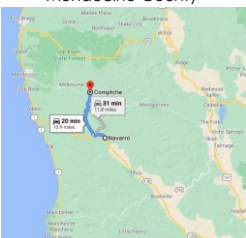
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More Pending AVAs




Compche

- Approved as Perfected 5/26/20
- Mendocino County



Crystal Springs of Napa Valley


- Approved as Perfected 9/2/20
- Napa County



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More Pending AVAs



Suscol District


- Accepted by TTB 10/10/23
- Within Napa Valley
- South of Coombsville & city of Napa
- Submitted by AVA consultant Patrick Shabram



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More Pending AVAs




Tehachapi

- Submitted 7/11/18
- Kern County

Yucaipa Valley


- Approved as Perfected 6/21/19
- Riverside & San Bernardino Counties



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More Pending AVAs



Rancho Guejito

- San Diego
- Approved As Perfected January 2021

San Luis Rey


- San Diego
- Approved As Perfected August 2021

Rancho Santa Fe

- San Diego
- Approved As Perfected January 2023

Highland Valley

- San Diego
- Approved As Perfected July 2023



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More California Wine 

















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

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