P R E S S K I T



History | Terroir | Legacy

ANDERSON VALLEY WINEGROWERS AVWINES.COM





ABOUT Anderson Valley

Tucked into the rolling hills of the coastal region of Mendocino County, Anderson Valley sits approximately 110 miles northwest of San Francisco and roughly 30 minutes from Sonoma County. The valley, small but *mighty*, is approximately one mile wide and 15 miles long, sheltered by ridges of redwoods to the east and west.

The Navarro River and its tributaries run through the heart of the Valley. Not only does it create an idyllic spot for leisure seekers to enjoy a picnic on the banks but it has carved a unique geological identity for the Valley. This, combined with the Valley's proximity to the coast, create excellent grape growing conditions, setting the stage for world-class Pinot Noir, Chardonnay, Gewurztraminer and other cool climate grapes.

APPELATION FOUNDED 1983

Although the area became an approved American Viticultural Area only in 1983, Anderson Valley has a long history with grape growing, as well as a rich cultural history that has defined this charming, remote region. A dominant amount of the wineries in the region are family owned and a *fierce independence* continues to hum throughout the valley.

TOTAL ACRES 57,600



WINKLER REGION I / II MOSTLY WRI

DIURNIAL SHIFT 40° ELEVATION PEAK 2,500 ft

WESTERN BOUNDARY 14 miles

FROM THE PACIFIC OCEAN

WATERSHED Navarro River

FLOWS NORTHWEST

Boonville

128

A HISTORYOF Anderson Valley

Pomo people settled the verdant valley we now know as Anderson Valley long before people of European descent arrived in California. The Pomo living in the Boonville area called themselves the Tabahtea (Tah-bah-tay) and spoke Northern Pomo, one of seven unique Pomo languages. They had a rich culture living off the land and moving with the seasons.

During a fortuitous (for him) hunting trip in 1851, William Anderson stumbled upon what he called "a big meadow, and it was like the garden of Eden." William returned to the area with his family and they became the first white homesteaders. A slow trickle of settlers followed and began to cultivate their own Eden.

Grape growing arrived with these early pioneers but apples and lumber dominated as the agricultural cash crops; winemaking was still relegated to home consumption. An influx of Italian immigrants in the 1890s had some commercial success growing grapes on the nearby Greenwood Ridge, an area that became known as "Vinegar Hill." One of the lasting legacies of these vintners is found in the dying lingo of the area, Boontling. The Boontling word for wine, frattey, and the word for grapevine, frattey shams, both come from Angelo and Rosie Frati, some of the first successful winemakers of the area.

Misunderstandings of the right grape varieties to plant combined with economic and demographic factors prevented commercial viticulture from taking hold in Anderson Valley until the 1960s. With better roads, easier access to winemaking resources and a growing population, the Valley was ready for its modern winemaking era to begin.



like the garden of Eden

– William Anderson, 1851

Apples were a significant crop for early homesteaders



Husch Vineyards Winery





Raising a glass to celebrate Anderson Valley Riesling, Gewürztraminer, Pinot Gris and other white grapes

The birth of the modern Anderson Valley wine so with Dr. Donald Edmeades, aided by UC Davis r Edmeades planted a mix of four varieties, including recommended Gewurztraminer, on 24 acres near P quickly followed (1967) by the Husch family, the first t Noir in the Valley. Those Pinot vines, and both wine around today.

John Scharffenberger arrived on the scene with a Anderson Valley has the perfect climate for spa grapes. His notion is affirmed when just a year later of Louis Roederer bought a 580-acre parcel of land California sparkling house. Milla Handley (one of woman winemakers in California) and Navarro we to join the scene, adding sparkling wines to their po Noir played a small role, but Chardonnay dominate

With 8 wineries, 16 vineyards, 582 acres of wine gr lot of spirit) the Anderson Valley was officially design American Viticultural Area.

1997 – PINOT FOR THE PEOPLE

2005

RALLY CRY

FOR RIESLING

A change in consumer tastes and the introduction of new Pinot Noir clones from France helped ensure the bright future of Anderson Valley as a premium winegrowing region. Already recognized as an ideal area for Pinot Noir, Anderson Valley launched its inaugural Pinot Noir Festival. Plantings of the new clones helped spur outside interest in the Valley and attracted world-class winemakers. Anderson Valley's roots run deep, however, and instead of replanting the entire Valley local growers kept important tracts of existing heritage clones, creating a signature clonal diversity unknown in most other Pinot Noir regions.

With Pinot Noir starting to dominate the landscape, winemakers decide to celebrate the Alsace-style varieties that helped launch the Valley into the modern era. Gewurztraminer, Riesling, Pinot Gris, Pinot Blanc and Muscat took center stage at the first Alsace International Varietals Festival. Today this festival, relaunched as the Winter White Wine Festival in 2020 to capture the changing landscape, remains a rally cry for saving white wine in the region and showcasing the prestigious wines outside of the Pinot Noir realm that's become so popular.

scene began researchers. gthe UC Davis Philo and was to plant Pinot eries, are still	 1963 EDMEADES FOLLY
a revelation: barkling wine Champagne d to set up a f the earliest ere also quick ortfolios. Pinot ed the blends.	 1981 A SERENDIPITOUS SPARKLING ARRIVAL
rapes (and a gnated as an	 1983 AN APPELLATION IS BORN

Terroir

There is never a dull moment in Anderson Valley winegrowing. Winemakers and viticulturists must work with the seasons and engage with what nature provides. There is no normal in Anderson Valley, and that's true for the terroir here too.



GEOGRAPHY / TOPOGRAPHY / GEOLOGY

Anderson Valley is approximately one mile wide and 15 miles long. But within its boundaries lies a diverse mix of microclimates and an ever-changing landscape. The Valley, formed when compressed sandstone seabed was forced upwards into coastal mountain ranges by plate tectonics, runs northwest along the Navarro River. The Navarro and its many tributaries (principally the Rancheria, Anderson, Indian and Soda Creeks) cut through the center of the Valley, creating ideally situated southwest-facing slopes. While a majority of **Anderson Valley's premier vineyards** are on these prime slopes, a growing number are being planted on the southwestern ridges. The narrow, undulating character of the valley floor generally precludes large, flat vineyards - meaning most vineyards in Anderson Valley have their own microclimate. The valley floor ranges from approximately 200 to 500 feet above sea level and the ridges reach up to 2,500 feet.

In 1983, when Anderson Valley first became an official appellation, there were 16-18 different soil types. Their composition is constantly changing, however, due to the evolving creeksides and vigorous winds from the nearby Pacific Ocean. 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 in the Valley are Bearwallow (loam/sandstone), Boontling (loam), Zeni (loam/sandstone), Wolfey (loam/sandstone), Cole (clay loam) and Pinoli (gravelly loam).

CLIMATE

Anderson Valley is known for its Pinot Noir for a reason: The climate is ideal for it. Due to the Valley's proximity to the coast, its average daily temperature during the growing season remains low, just 53 degrees. The "Deep End" and the areas closer to the coast have lower, more consistent temperatures cooled by low-lying maritime fog. Boonville and the areas closer inland have higher temperatures but more *extreme diurnal shifts*, up to 50 degrees from day to night. The ridges sit above the fogline. They have less dramatic diurnal swings and more consistent, warmer temperatures due to more sun exposure.

While the amount of rainfall varies drastically from one year to the next, it does remain consistently seasonal. With rare exceptions, nearly no rain falls after budbreak (March/April) through to when crush is complete (October). November through March, however, can be wildly wet...or not.

Although the rainy season stays fairly consistent from one year to the next, it doesn't mean that farmers can take their eye off the vine. Frost risk is a common concern as far into the growing season as May and as early as October. Alternatively, heat spikes over 95 degrees can cause metabolic shutdown as early as May and as late as October.

PLANT MATERIAL

Although Pinot Noir makes up approximately 70 percent of the vines in Anderson Valley, diversity is still very high. This is due to a mix of the historic Pinot Noir clones planted in the Valley and the Dijon clones of Pinot Noir introduced in the late 1990s. The Dijon clones created a Whole new world of Pinot Noir. But the heritage clones that were brought (snuck in) to California from Europe in the 1960s and 1970s weren't ripped out of Anderson Valley. These include Lee, Martini, Pommard, Swan, Wente and others. The Dijon clones were planted in new vineyards as well as side by side to these heritage clones.

Vineyard diversity also includes a mix of trellising methods, row orientation and planting density. Many growing regions have replanted or planned vineyards to create more uniformity. That's not the Anderson Valley way.

THE HUMAN ELEMENT

Many argue whether people should be considered part of the definition of "terroir." In Anderson Valley, we consider them an essential part - especially their work in the vineyards. With most of the vineyards in the Valley being so small, *viticulture remains artisanal*. The majority of the vineyards are hand-harvested. In fact, up until 2018 the Valley was entirely hand-harvested, with just one larger vineyard transitioning to mechanical. Many vineyards are under the management of experienced local companies, Ardzrooni Vineyard Management and Strictly Vineyards. Both companies are highly successful and have elevated the farming practices and vineyard quality across the Valley.



FISH FRIENDLY Farming

As of 2019, 1,800 vineyard acres (73% of Anderson Valley vineyards) are certified Fish Friendly Farming (FFF). Within Mendocino County, FFF has the highest enrollment of any green certification program. What is FFF and why is it important to Anderson Valley?

Fish Friendly Farming is a program that works toward guiding agricultural and viticultural land toward restoring wildlife habitat (predominantly salmon and steelhead) and improving water quality. The group provides resources and expertise on problems such as erosion and soil loss. It is a symbiotic partnership that works to increase vineyard quality while protecting the environment.

Salmon and steelhead are endangered species in certain watersheds, but they are considered "indicator species" for all marine watersheds — they live in the open ocean but spawn in rivers pressured by human development. Salmon and steelhead are particularly sensitive to human-induced changes to their environment and can sense changes in water quality. By concentrating efforts to improve conditions for these fish, the program is really working to improve the whole environment of the watershed and the ecosystem it supports.

The Navarro watershed is essential to the sustainability and future of Anderson Valley and many of our wineries and vineyards are working to preserve it through the Fish Friendly Farming program.

FOR MORE INFORMATION VISIT FISHFRIENDLYFARMING.ORG

FISH FRIENDLY VINEYARDS

Anderson Valley Vineyard Cakebread Co Annahala Vineyard Cakebread Cellars Bearwallow Vineyard Rhys Vineyards Boonville Ranch V. Sattui Vineyards Carney Ranch Roederer Estate Confluence Vineyard Goldeneye Winery Dash Pinoli Vineyard Roederer Estate **Domaine Anderson Elke Vineyards Ferrington Vineyard** Gowan Creek Ranch Goldeneye Winery Husch Vineyards and Winery Nash Mill Vineyards Wentworth Vineyard Lazy Creek Vineyard **Mountain Glen Vineyard** Narrows Ranch Goldeneye Winery Navarro Fairhills Vineyard Roederer Esta



This 942-acre site was the first property to be certified in the Fish Friendly Farming Program in 2002. The 90 acres of vineyards are in separately fenced areas to allow wildlife such as mountain lions and deer to use over 800 acres of wildland on the property. Ted Bennett and Deborah Cahn founded the winery in 1973 and have planted hundreds of redwood and Douglas fir trees on the ranch. In 2008, a road outsloping project was completed to reduce sediment delivery to creeks. Navarro has received an award from the Fish Friendly Farming program for Light Touch Vineyard Development and Operation. Other sites include: Pennyroyal Farm.

FERRINGTON VINEYARD

The 66-acre Ferrington Vineyard sits on uplands between the north and south forks of Donnelly Creek on a 165-acre ranch. Cattle and sheep grazing are still practiced on the hilly area of the ranch. The farm plan calls for removal of invasive plants and revegetation of the creek corridor with native plants over time.

Cellars	Navarro Vineyards and Winery
	Ordway's Valley Foothills
	Pennyroyal Farms
	Perkins Clark Ranch Roederer Estate
	Philo Ranch Brashley Vineyards
y	Philo Ridge Vineyard
	Raye's Hill Vineyard and Winery
	Ridley Vineyard
	Savoy Vineyard
	Scharffenberger Cellars
	Juster Vineyard Schramsberg Vineyards
	Signal Ridge Vineyards Signal Ridge Winery
ds	Split Rail Ranch Long Meadow Ranch
	Walraven Vineyard Roederer Estate
	Wendling
	Wightman House Vineyard
ate	Zicherman-Roemer Vineyard

NAVARRO VINEYARDS



WHAT GROWS TOGETHER Goes Together

While Anderson Valley's remoteness has made many of the past agricultural endeavors no longer as profitable, it hasn't turned into a monoculture either. Timber mills, apple orchards and sheep farms used to dominate the landscape. Now vineyards do. But vineyard land still remains less than five percent of the total acreage, leaving plenty of room for Anderson Valley's heritage industries to stay alive.

REDWOODS

Redwood trees are somewhat of a scene stealer in the Valley - old growth giants dominating the ridges and the Deep End. But they were once a way of life. Logging arrived in the Valley almost as soon as white men did, with the first lumber mill built in 1857. Today there are just two specialty mills when there used to be 20. Commercial logging is still prevalent, just at a much more sustainable rate.

A P P L E S

To this day, many still think Anderson Valley is synonymous with apples. Gowan's, the largest apple estate in the Valley, has been farming for over 140 years, cultivates over 80 heirloom varieties, and now specializes in hard ciders. On your way to Hendy Woods to marvel at some of those oldgrowth redwoods? Stop by The Apple Farm's Farm Stand to pick up artisanal jams, juice and more made fresh from their orchards. Need a bigger fix? Enjoy all the awardwinning apples you can eat at the Mendocino County Fair and Apple Show.





HERDING

It's no surprise many of the Boontling words stem from sheep herding and cattle ranching (fancy guessing what a dinklehonk is?). At one point in the 1880s, humans numbered around 1,000, sheep 75,000 and cattle 20,000. Those numbers have decreased significantly but sheep will still be the first to greet you on your drive into the Valley from Yorkville. Many wineries recognize the positive symbiotic relationship herding animals can have with the vineyards. Wentworth Vineyard and Ranch is home to a small herd of highland cattle. These scruffy foragers add to the compost used in the vineyard. And don't forget, at Pennyroyal Farm, every goat and sheep has a name.

HOMESTEADING

The people of Anderson Valley have always been selfsufficient. They've had to be. But even now, many choose to stick to their land. Winery gardens are prevalent but it goes deeper than that. This is a way of life for many people living in the Valley. Want to live the airstream dream like Jason and Molly Drew? You can learn all the homesteading skills you need at the Not-So-Simple Living Fair held at the Mendocino Fairgrounds in Boonville.

BEER

No, hops are no longer grown in Anderson Valley. But anyone that knows the area or has visited the Valley knows that Anderson Valley Brewing Company is essential to the culture. After a long day of wine tasting, is there anything better than a cold beer? Cozy on up to the bar and you're likely to meet a local winemaker. Or grab a six-pack to go and pop them in your cooler to keep your wine bottles company.



LIVING THE Legacy

Whether these second and third generation Anderson Valley vintners never left, are coming home again or consider it a home away from home, they are living the legacy of those that came before them. It's not always the easiest work, but they are continuing, and enhancing, the heritage left by their parents and grandparents in the region, making Anderson Valley a premier wine growing region, for now and for the generations to come.

SECOND AND THIRD GENERATION WINERIES & VINEYARDS:

Elke Vineyards Elswick Vineyards Fathers and Daughters Foursight Wines Handley Cellars

Husch Vineyards Meyers Family Cellars Navarro Vineyards and Winery **Pennyroyal Farm Vonarburg Vineyard**



KRISTY CHARLES FOURSIGHT WINES

Kristy Charles is second generation born-and-raised Anderson Valley. Really, though, she is the fourth generation of her family to have lived and worked on their land, now their vineyard and winery property. Their roots go deep. The family started out as loggers and founded the Charles Lumber Company. Although the logging company didn't last, Kristy's parents, Bill and Nancy Charles, retained a large parcel of land and eventually planted the Charles Vineyard. Kristy and her husband Joe Webb have taken her parents' love of wine and agriculture a step further by founding Foursight. It was a combined family vision to start a winery on the estate, to continue the generations on family land. It was Kristy and Joe, however, that turned their dream of Foursight into reality by producing traditionally made wines, employing wild yeast and without using a lot of additives or processes in their production. As for the next generation? Perhaps "Fivesight" is on the horizon as Joe and Kristy's son has already made his own orange wine and is often on hand to help with harvest.



MATT ELKE ELKE VINEYARDS

Anderson Valley has been a part of Matt Elke's life story since he was two years old. He officially took over vineyard management of Elke in 2014 and winery management in 2017 after his mom, Mary Elke, retired. But he's been working the vineyards, managing the tasting room and making the wines for years. Winery operations have been on pause recently, but Matt is ready to continue his mom's legacy – focusing on transparency and honesty in farming and in the winery. Matt, like his mom, knows that the wine is important, but so is community. He wants to preserve the spirit and general welfare of the Valley. He hopes to make his winery a place where young winemakers can get a start and do their own winemaking without massive financial resources. While he wants to see a preservation of community, he does want to see variation in the vineyard and cellar. Perhaps even some plantings of Kadarka or Muscat are in his future.

LULU MCCLELLAN HANDLEY CELLARS

While Lulu McClellan has taken over running the winery from her mom Milla Handley, the first female winemaker with her own label, she definitely has her own story to tell. Lulu has worked at Handley on and off her whole life, officially taking the role of National Sales Manager at the winery in 2015 and fully taking over management in 2017, after her mom's retirement. But it's her background outside of Anderson Valley that has really given her the experience and insight to continue her mom's legacy at the winery. After college (where she worked part time at Chez Pannise), Lulu spent most of her time in the fields. She spent time learning traditional farming knowledge from subsistence farmers in Peru, she worked a harvest in Galicia, Spain and she spent many years in Maine, working with livestock. Lulu brings all these unique experiences as she builds on what her mom pioneered: organic farming, making wines of place and most importantly, continuing to do better as a company for their employees.

Mila Handley

ALL ABOUT Boontling

While it's not so much a secret language (it's actually been studied quite extensively and Charles C. Adams created a wonderful dictionary...), Boontling is certainly unique to Anderson Valley and a fascinating part of the region's history. Want to harp the harp (talk the talk)? We've got a smattering of some of the more popular words here!

Boontling (noun): the special language of Boonville

Boontling, a hangin' higher 'n bolley's fiddle (no longer used) ling (lingo) recently spoken by the residents of Boont (Boonville) in Anderson Valley. The vocabulary is built around popular pastimes and occupations of those living in the remote region in the early 1900s - so a lot of burlappin' (sex), breggo (sheep), and buzz chick (baseball).

Bahler (noun/adjective): anyone or anything of unquestionably good quality

The frattey (wine) of Anderson Valley is bahler. So grab a horn (drinking vessel) and yell bahl hornin' (cheers)! Just don't get higher 'n dwight's flagpole (very drunk) or you might be a bit jimheady (confused, suffering from a hangover) the next day.

Gorm (verb): to eat

Scottied (hungry)? Grab some chiggle (food) and get to gormin'. Choose from one of the many amazing gorm sales (restaurants) in Anderson Valley or get your lurk (lunch) to go and head out on a dom-gormin' tidrick (picnic).

Bright-lighter (noun): city resident

Bright-lighters and fog-eaters (coast dwellers) jape (drive) to Anderson Valley year-round to see some of the most gorgeous frattey shams (grapevines) around. That's earth (the truth).



Fratty shams (grapevines) near Poleeko (Philo) at the Broken Leg Vineyard

WELCOME TO

FOG-EATERS AND BRIGHT-LIGHTERS WELK

ANDERSON VALLEY HOME of HENDY WOODS STATE PARK



ANDERSON VALLEY Pinot Noir Festival

Anderson Valley Pinot Noir Festival is not only a celebration of the breadth and complexity of Anderson Valley Pinot Noir, it is an essential educational program for winemakers, viticulturists, wine connoisseurs and casual consumers alike.

Founded in 1997, the Pinot Noir Festival is sponsored by the Anderson Valley Winegrowers Association and takes place the third weekend in May. The weekend-long festival features a full-day technical conference; a grand tasting featuring producers both based in the Valley and sourcing fruit from it; winemaker dinners; and tasting room open houses.

As Anderson Valley Pinot Noir has gained a reputation in the larger wine world, the Pinot Noir Festival reflects this with a growing number of producers based in Sonoma and Napa showcasing Pinot Noirs bearing the Anderson Valley appellation.

The technical conference is also a reflection of what's going on in the world of Pinot Noir with topics including clones, tannin profile, water use in the vineyards, barrel selection, increase in acreage, wine sales and so much more.

The Anderson Valley Pinot Noir Festival has a rich history and bright future - much like the Anderson Valley Pinot Noir it showcases.

















ANDERSON VALLEY Winter White Wine Festival

Although smaller than the Pinot Noir Festival, the Anderson Valley Winter White Wine Festival is no less culturally impactful in the region.

Evolving from the International Alsace Varietals Festival to the briefly titled Anderson Valley Aromatic White Wine Festival to its current iteration, the festival has reflected the importance of white wine in Anderson Valley and its changing nature. Varieties including Chardonnay and even Sauvignon Blanc are on the rise but the historically prominent varieties of Riesling, Gewurztraminer, Pinot Blanc and Pinot Gris are still an important part of the landscape and highly revered. The Anderson Valley Winter White Wine Festival takes place in February and celebrates all white wine produced in the Valley.

Like the Pinot Noir Festival, there is an important educational aspect to the Winter White Wine Festival. Not only does this educational component highlight white wines in Anderson Valley but it also showcases white wines from around the globe, helping to put Anderson Valley wines in context of an ever-changing white wine world.

BOUNTIFUL CELEBRATIONS in Anderson Valley and Beyond

Anderson Valley Barrel Tasting JULY

Every July winemakers open up their cellars to you and give you a sneak peek of yet-to-be released wines -- straight from the barrel. It's a unique glimpse into the most recent vintage and an opportunity to get into the mind of the winemaker. Not to mention many wineries offer the chance to secure futures at special prices!

Winesong! SEPTEMBER

This two-day fundraising event takes place every September. The event hosts a Pinot Noir Celebration, giving you the opportunity to sip on Anderson Valley Pinot Noir in view of some of the most spectacular California coastline. A large food and wine tasting and auction make this a destination-worthy gala. Proceeds benefit healthcare on the Mendocino Coast. To learn more, please visit winesong.org.

Mushroom Feast November

Is there a better pairing than Pinot Noir and freshly foraged mushrooms? This Visit Mendocino celebration takes the form of multiple events across the county, taking place in early November. Toast nature's bounty at wine and mushroom dinners, wine and beer pairing workshops, guided mushroom foraging trips and more! To learn more, please visit visitmendocino.com.

Crab Feast JANUARY

The Valley has its wine, the forest has its mushrooms and the coast has its crab. We like to celebrate it all in Mendocino County. This ten-day feast takes place in January, the height of crab season. From family crab feeds to upscale wine pairing dinners, this crustacean celebration has something for everyone. To learn more, please visit visitmendocino.com.





ABOUT

the Anderson Valley Winegrowers Association

Founded in conjunction with the approval of the Anderson Valley AVA in 1983, the Anderson Valley Winegrowers Association (AVWA) is a nonprofit association composed of winery, vineyard and associate members.

MISSION

The Anderson Valley Winegrowers Association helps nurture, advocate for and safeguard the Anderson Valley appellation. Through promotion, the AVWA seeks to establish Anderson Valley as a world class wine region while also creating a protected environment for future generations.

The AVWA provides resources for its members to continually improve vineyard practices, marketing initiatives, working conditions and the community at large. In addition to supporting its members, the association aims to better the Anderson Valley community by donating funds every year to local nonprofit organizations.

The AVWA sponsors the Anderson Valley Pinot Festival, the Anderson Valley Winter White Wine Festival and the Anderson Valley Barrel Tasting Weekend. Through these events and other promotional opportunities the AVWA seeks to showcase the region's distinguished wines and enhance the position of the Anderson Valley appellation in the larger world of wine.

MEET THE AVWA TEAM

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