

# VINE HILL WINERY™

## Winery Overview

October, 2009

### ***Mission Statement***

*Vine Hill Winery is committed to making the highest quality wines, focusing on Pinot Noir and Chardonnay. The winery will showcase wines made from fruit grown in the Santa Cruz Mountains appellation using organic and sustainable vineyard and winery practices.*

### **Winemaking Philosophy**

Our winemaker, Sal Godinez states, “Let the wine be our guide”, allowing the wines to take on the characteristics of the Santa Cruz Mountains terroir, rather than trying to make the wine into something it is not.

### **Location**

Vine Hill is a small production winery located in the heart of the Santa Cruz Mountains wine appellation. With incredible, expansive views of the Monterey Bay, Vine Hill Winery is perched on 26 total acres at 1,100 feet. Seven acres of the property are planted to 6,300 Pinot Noir vines, and 700 Syrah vines. The estate vineyard enjoys a Mediterranean-like climate, with warm days and cool nights in the summer, providing a distinct coastal influence. This moderate climate allows for slow fruit maturation and extended hang time, bringing out the perfect balance of acids and sugars for optimal fine wine creation.

### **History**

Early owners of the property, brothers George and John Jarvis, are credited with creating the region known as the Vine Hill District. In 1867, the district consisted of a dozen entrepreneurs owning vineyards with a total footprint approaching 2,000 acres. The modern-day Vine Hill Winery was

founded on the original Jarvis Union Vineyard site (circa 1877). This site has changed hands through a number of notable winemakers since its inception, with names like Locatelli, Bruce and Burnap. In 2004, a group of wine enthusiasts purchased the property, and led by Managing Partner Nick Guerrero, committed to carrying-on the long and notable tradition of making fine wine at the site. Nick, et al. also continue in the spirit of David Bruce and Ken Burnap as they seek to bring forth the best Pinot Noir that the Santa Cruz Mountains have to offer.

## **Founding Principles**

### **Product Mission**

To create, distribute and sell the finest quality Santa Cruz Mountains Pinot Noir and Chardonnay.

### **Economic Mission**

To operate the winery on a sustainable financial basis, providing value to investors and a place of growth and prosperity for employees.

### **Social Mission**

To operate the winery as a model of organic farming and environmentally responsible winemaking practices, in support of the health of our local environment.

## **Brand Information**

### **Gatos Locos** *of Vine Hill — “Crazy About Great Wine”*

This is Vine Hill’s full-production brand. Under this brand, Vine Hill produces Pinot Noir, Chardonnay and Syrah from several California wine appellations. Suggested retail pricing of the wines offered under the Gatos Locos brand ranges from \$20 to \$39. Current production levels are 3,500 to 3,800 cases a year.

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**Vine Hill** — *“Heart and Soul of the Santa Cruz Mountains”*

In 2008, Vine Hill Winery introduced the Vine Hill brand, which features Santa Cruz Mountains Pinot Noir, Chardonnay and Syrah. Vine Hill will be a limited-production wine, with initial production levels ranging from 500 to 1,000 cases per year. Suggested retail pricing is \$26 to \$36.

**Cumbre** *of Vine Hill* — *“The Pinnacle of Santa Cruz Mountains Wine”*

The wines produced under this brand represent the highest quality of Santa Cruz Mountains Pinot Noir and Chardonnay. These are unique, artisan wines crafted from free-run juice, with French oak tannins accenting this incredibly well balanced fruit of the Santa Cruz Mountains. Cumbre wines are limited to an annual production of no more than 200 cases per release. Suggested retail pricing ranges from \$49 to \$69.

*The Gatos Locos and Cumbre wine brands are currently available to retailers and distributors in California, Arizona, Tennessee and Colorado.*

*Cumbre*  
of VINE HILL™

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*Gatos Locos*  
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