



PINOT FORUM
RUSSIAN RIVER VALLEY

2021

July 12th July 19th July 26th August 2nd





Welcome to Russian River Valley Pinot Forum

The Russian River Valley Pinot Forum began in 2003, with a mission to educate fine wine buyers from all over the world about the distinctive characteristics of Pinot Noirs and wineries of California's Russian River Valley. It consists of seminars that afford guests an in-depth knowledge of how and why the wines of the Russian River Valley are distinctive. This year, fifteen of the region's top winemakers address the history of the region, terminology and terroir of our special corner of Sonoma County, California.

We hope this experience will provide our guests with an insider's view of Russian River Valley terroir and Sonoma County wine culture, and foster lasting bonds between us.

2021 PINOT FORUM DATES

Monday, July 12th

Monday, July 19th

Monday, July 26th

Monday, Aug 2nd

2021 PARTICIPATING WINERIES

Davis Bynum • DeLoach • DuMOL • Emeritus
EnRoute • Freeman • Gary Farrell • Hartford Family • Joseph Jewell
La Crema • Martinelli • Patz & Hall • Paul Hobbs Winery
Pellegrini-Olivet Lane • Scherrer Winery



Schedule of Events

JULY 12 | 1:30-3:30PM PACIFIC TIME

WELCOME TO OUR NEIGHBORHOODS

Moderator Evan Goldstein, MS

Featured Wineries: Freeman (Green Valley), Hartford Family (Sebastopol Hills), Martinelli (Laguna Ridge), Pellegrini-Olivet Lane (Santa Rosa Plains) Introduction to the Russian River Valley and why we love growing and making Pinot Noir. We'll talk about our soils, fog, and diversity of our valley home. We'll introduce you to our five neighborhoods and what makes them uniquely Russian River Valley.

JULY 19 | 1:30-3:30PM PACIFIC TIME

SUSTAINABILITY WITH THE SONOMA COUNTY WINEGROWERS

Moderator Nadine Brown

Featured Wineries: Davis Bynum, DeLoach, La Crema
We'll join with our partners at Sonoma County Winegrowers to talk about our commitment to being a 100% sustainable growing region. We'll tour vineyards for an up close look at viticulture practices in the Russian River Valley. Winemakers will share sustainable wines from the memorable 2017 vintage.

JULY 26 | 1:30-3:30PM PACIFIC TIME

BARRELS & PLACE - ICONIC VINEYARDS OF THE RRV

Moderator Michael Jordan, MS

Featured Wineries: EnRoute, Patz & Hall, Paul Hobbs, DuMOL
What goes into making a barrel from a 150 year old tree? How do our winemakers source barrels and how do they choose what barrels to pair with each location and wine? Explore these and more topics tasting single vineyard wines from some of the most iconic Russian River Valley vineyards.

AUGUST 2 | 1:30-3:30PM PACIFIC TIME

**TERROIR IN FOCUS: PEOPLE & LAND AN EXPLORATION
OF HALLBERG VINEYARD**

Moderator Tonya Pitts

Featured Wineries: Emeritus, Gary Farrell, Joseph Jewell, Scherrer
When making a single-vineyard wine what choices do winemakers make to highlight the vineyard? Join four of our winemakers to taste their wines from the iconic Hallberg Vineyard. Tour the wineries with these winemakers and learn how slightly different approaches make very different wines, all from the same vineyard.

AUGUST 2 | 4:00-6:00PM PACIFIC TIME

BACCHANALIA

Celebrate Russian River Valley style! We'll have trivia and a costume contest with prizes, live DJ for dancing and of course you'll have plenty of delicious Russian River Valley Pinots to toast with!



Guest Speakers

**MODERATOR FOR WELCOME TO THE NEIGHBORHOODS
SEMINAR TASTING PANEL, JULY 12, 1:30PM-3:30PM PACIFIC TIME**



EVAN GOLDSTEIN MS
President of Full Circle Wine Solutions

Evan Goldstein, MS, is one of the nation's most prolific food and wine industry veterans. His food and wine career started at age 19 in the kitchens of the Restaurant Le Saintongeais and the Hotel Lancaster in Paris, Auberge du Soleil in Napa Valley, and Chez Panisse Café in Berkeley, California. In 1984 he joined his mother Chef and Author Joyce Goldstein in opening the celebrated San Francisco restaurant Square One where as sommelier his wine lists received myriad awards. In 1987 he became the eighth American and youngest ever at the time to pass the prestigious Master Sommelier examination. Since 1990, Evan has created education programs, wine training and service hospitality schools with Seagram Chateau & Estates Wines Company, Diageo, Allied Domecq, and most recently, as the Vice President of Global Wine & Brand Education at Beam Wine Estates. In addition, Evan continues to train and examine candidates for the Court of Master Sommeliers as a Founding Board member.

About Full Circle Wine Solutions, Inc.

Based in San Francisco, Full Circle Wine Solutions is a global wine and beverage education firm that grows brand loyalty and client profits through tailored wine programs and effective hospitality training. Using a vast and established network of sommelier educators, we host high quality and consistent wine tasting experiences across multiple locations around the world. Full Circle Wine Solutions also provides a resource for trade and consumers who have passion for wine and seek to grow their knowledge about wine at WineCouch.com.

**MODERATOR FOR SUSTAINABILITY WITH
THE SONOMA COUNTY WINEGROWERS
SEMINAR TASTING PANEL, JULY 19, 1:30PM-3:30PM PACIFIC TIME**



NADINE BROWN MS
Sommelier - Wine Consultant - Connector

Born and raised in Jamaica and Puerto Rico, Nadine immigrated to the U.S. to pursue a degree in social work and worked in that field for a few years. After a move to Washington DC she had some difficulty finding a job in the field. She took a job as a hostess at a new French restaurant and had every intention of going back to Social Work, but got hooked. She fell in love with the hospitality industry and quickly moved up, gaining experience across diverse F.O.H positions. Nadine first came to wine by reading and found the history of wine fascinating and took her first wine captain course to help her be a better manager.

Today Nadine is a twenty year veteran of the Washington Area restaurant industry. She spent over 14 years at Charlie Palmer Steak as their Wine Director and Sommelier. Nadine and her husband were managing partners of a boutique eatery in Alexandria Virginia, she worked as General Manager and Sommelier. She is a two-time winner of the Rammy's Wine Program of the year for the region. Nadine is a proud board member of the Restaurant Association of Metropolitan D.C. and the new nonprofit the Verasion Project. Nadine holds certifications from both the Court of Master Sommelier and WSET. She is a wine judge and writer. Her company At Your Service, offers a range of services from wine events, cellar management and wine promotions. Nadine is a mentor to many young professionals in the business. Nadine strives to encourage more women to join and stay in the industry. She hopes to educate operators of the benefits of having more women on their team and how to be creative about work life balance for moms and dads. She is a mother of two, Estelle and Emerson.

**MODERATOR FOR BARRELS & PLACE - ICONIC VINEYARD OF THE RVV
SEMINAR TASTING PANEL, JULY 26, 1:30PM-3:30PM PACIFIC TIME**



MICHAEL JORDAN MS, CWE
Radio Host of What's Cookin' with Wine

Veteran Restaurateur and “Sommelier for the People” Michael Jordan is Director of Global Key Accounts for Jackson Family Fine Wines. Michael travels the globe to work with key decision makers and hospitality industry leaders specializing in education and training

sommeliers and service teams. Jordan also hosts a weekly radio show, What's Cookin' with Wine on many AM radio markets across the country and podcast on CRN Digital Talk Radio. With over forty years in the hospitality and restaurant business Michael worked his way up to executive chef, and later roles as GM and Sommelier of several world class restaurants. Jordan now represents the Jackson Family and their many wineries. Passionate and friendly, demystifies the world of wines as an “Ambassador of Flavor” for wine lovers across the globe.

“Michael Jordan is one of just 15 people in the world awarded both Master Sommelier and CWE (Certified Wine Educator) Diplomas. And if there were an equivalent for heirloom tomato expertise, he'd have that, too.”

—Priscilla Mayfield's column in Orange Coast Magazine - August, 2013

- 2008 *International Sommelier of the Year* - Whitefish Wine & Food Summit
- 2007 *General Manager of the Year* - Southern California Restaurant Writers
- 2006 *Restaurant Professional of the Year* - Orange Coast Magazine
- 2005 *Sommelier of the Year* - Southern California Restaurant Writers
- 2005 *Wine Educator of the Year* - Starwine NYC
- 2001 *Sommelier of the Year* - California Restaurant Writers Association

**MODERATOR FOR TERROIR IN FOCUS:
PEOPLE & LAND AN EXPLORATION OF HALLBERG VINEYARD
SEMINAR TASTING PANEL, AUGUST 2, 1:30PM-3:30PM PACIFIC TIME**



TONYA PITTS
*Sommelier, Wine & Food Consultant,
Speaker, Writer*

An industry changemaker, Tonya Pitts is a wine professional who catapults wineries and winemakers into the mainstream. She is also a leader for diversity and inclusion in the hospitality, food and beverage industries.

Tonya is a certified sommelier through the Court of Master Sommeliers and a member of Les Dames d'Escoffier International. Her career has been shaped by women chefs and restaurant owners. As Sommelier & Wine Director for One Market Restaurant in San Francisco, Tonya curated a wine list with a bold style and flavor profile, including offerings by women, Black and Latino winemakers. Since 2011, Tonya's wine programs have received Best of Award of Excellence from *Wine Spectator*.

Tonya is an active philanthropist and mentor. She established Women in Wine to improve representation in the industry. She also holds a professorship with the University of San Francisco, working with students on food and wine pairings. And she joined Wine Unify as an ambassador, advisory board member and mentor to people in the BIPOC and LGBTQ communities who are pursuing careers in the industry. Tonya is a core committee member of Batonnage Forum Mentorship Program, a board member for United Sommelier Foundation and Teneral Cellars, who are dedicated to empowering and elevating women.

Tonya has been a five-time judge for the San Francisco International Wine Competition, a speaker at Culinary Institute of America Summit for Beverage Professionals, and an advisor for Areni Global, the Fine Minds4Fine Wines think tank in Europe. Her media appearances include CBS This Morning, CNBC, ABC 7 News “Sips with Spencer”, Daily Beast, Wine & Spirits Magazine, Somm Journal, Tasting Panel, Wine Stream, Wonder Women of Wine and Wine Spectator.



About Sonoma County

The Russian River Valley sits in the heart of the Sonoma County wine region. The focus of the Forum is on the magical Pinot Noir that thrives here. It is also important to note that the Russian River Valley is a piece of the whole of Sonoma County. Sonoma County is a million acres of small towns, back roads, pastures and vineyards, major highways, rustic inns and luxury resorts.

Sonoma County is approximately a 45-minute drive north of San Francisco and covers over 60 miles of coastline. Sonoma County is comprised of 491 bonded wineries, 61,000 acres of vineyards and 18 American Viticultural Areas (AVAs). Many of these wineries handcraft a few hundred to a few thousand cases a year. Fewer than 40 produce more than 100,000 cases. There are 1,800 vineyard owners and many are small – 80 percent are fewer than 100 acres. Several multigenerational farms that used to farm hops, prunes and apples, now produce winegrapes.



Sonoma County is home to 18 American Viticulture Areas (AVAs). Each, like Russian River Valley, features a distinct combination of soils, topography, and climate that are ideal for specific grape varieties that create quality wines unique to the AVA. The Mediterranean like climate and various soil types of Sonoma County contribute to the land's ability to grow exceptional grapes of over 64 different varieties. Strong Pacific coastal influences in the southern AVAs tend to do best with cool climate varietals like Pinot Noir and Chardonnay, while warmer northern areas feature the Bordeaux varieties like Cabernet Sauvignon, Merlot and Sauvignon Blanc. Zinfandel tends to grow in the warmer areas as well, but also does nicely in the Russian River Valley and Sonoma Valley.

And what is wine without food? In Sonoma County you will find local artisans producing everything from award-winning cheeses to Liberty Duck, from Pacific oysters to farm fresh fruits and vegetables.

Brief History of the Russian River Appellation

Russian settlers, mostly trappers, came to the northern coast of Sonoma County in the early 1800s. They came in search of seals and sea otters for the fur trade, but overhunting devastated their population, and the settlers turned to homesteading and agriculture. The earliest documented vineyard dates back to 1839 and was owned by Yegor Tschernick (*often written as Chernykh*), near the present day town of Freestone. Vineyards and wineries began to proliferate at the end of the Gold Rush in the 1870s and 1880s. Early plantings followed the route of the North Pacific Coast Railroad along the track from Healdsburg to Windsor and on to Santa Rosa. By 1876, viticulture was well established in the Russian River Valley. It is recorded that the region produced in excess of 500,000 gallons of wine with about 7,000 vineyard acres planted.

Grape growing was a good enterprise in Sonoma County after Prohibition, but despite some winemaking success, grape acreage was on the decline. Much of the Goldridge belt near Sebastopol was planted to apples, primarily Gravenstein, and the area we now refer to as the Middle Reach was newly planted with prunes and hops. As vineyard planting was decreasing, demand for wine was increasing. Post World War II baby boomers are credited with much of this growth, with the returning soldiers influenced by their time in Europe. As wine consumption grew, so did the interest in varietal wines. In 1964, President Lyndon Johnson announced that only American wines would be served in the White House. The list of emerging grape growers included Rochioli, Rodney Strong, Riebli, Foppiano, Joseph Swan, Dr. Mary Griffin, Cecil DeLoach, Barry and Audrey Sterling, Davis Bynum (*the first to bottle a Russian River Valley designated Pinot Noir made from grapes grown at Rochioli*), Brice Jones, William Mabry, the Heck family, and Warren Dutton, to name a few.

Above history was taken from "North American Pinot Noir" by John Winthrop Haeger and "The History of Viticulture in the Russian River Valley" by William F. Heintz

In 1983, the Russian River Valley became a recognized American Viticultural Area. Also included is the entire Green Valley AVA along the southwestern edge (portions of which had been formerly excluded). Since 2004, the new RRV AVA boundary includes a southernmost region, located south and west of Sebastopol, which is locally referred to as the Sebastopol Hills.

The Russian River Valley climate is sculpted by the regular intrusion of cooling fog from the Pacific Ocean a few miles to the west. The fog usually arrives in the evening, often dropping the temperature 35- to 40 degrees from its daytime high. This natural air-conditioning allows the grapes to develop full flavor maturity over an extended growing season—often 15- to 20 percent longer than neighboring areas—while retaining their life-giving natural acidity. The appellation measures approximately 242 square miles and includes more than 200 growers, over 75 wineries and more than 15,000 acres of premium wine grapes.

More information about the Russian River Valley appellation and the many pleasures of visiting can be obtained at RRVW.ORG | RUSSIANRIVERVALLEY.ORG



Russian River Valley Soils

Soil is developed in layers by the slow process of weathering, which results in the chemical and physical breakdown of rock and minerals at the earth's surface. The soil's role is to supply water and nutrients to the vine. Nutrients are dissolved in water, so soil's important physical properties are the texture (grain size) and structure (the shape and arrangement of particles), which determine soil permeability or the ability of water to pass through the soil. Where permeability is low, water is retained and the soils have poor drainage.

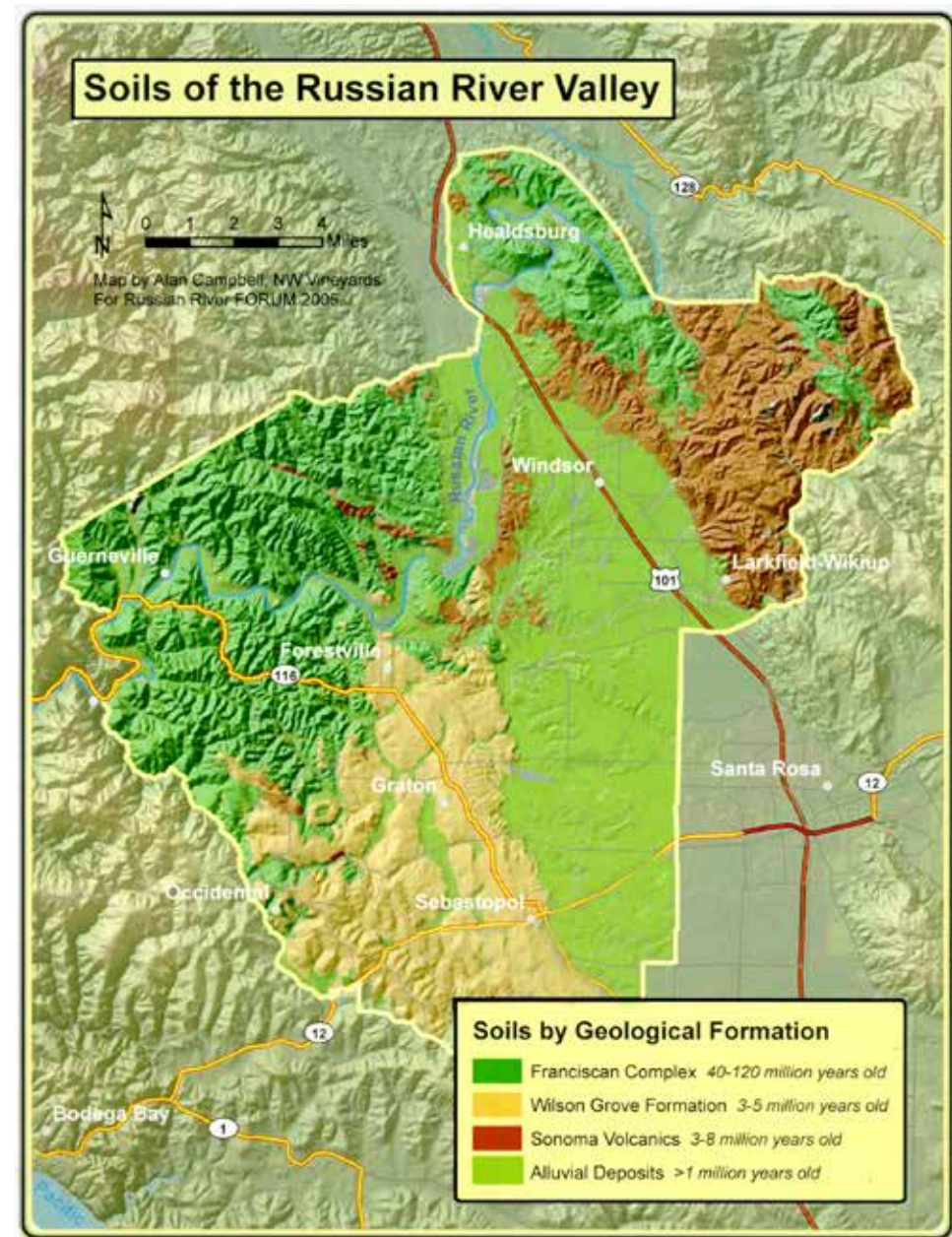
Composition of the soil, especially clay content, affects the permeability and water retention properties. Thus a sandy or pebbly soil will have high permeability, the water will pass through the soil rapidly, and a clayey soil will restrict water flow, and may even pond water. Organic matter (humus) in the soil will also favor water retention.

Pebbles and rocks in the soil also seem to be a major factor in permeability. In clay-rich soils, they tend to break up the soil and provide avenues for water percolation and root penetration. On the surface, they will absorb heat during the day and promote slow cooling in the evening.

Roots will penetrate up to 30 feet into the soil and rock below to reach water. Roots are opportunistic, they follow layers with more water and nutrients, seeking out pockets of sand or gravel with higher water content.

SOIL NUTRIENTS

Nutrients come from dissolved minerals and organic materials. Nitrogen, phosphorus, and sulfur come from organic material decay (humus), and calcium, magnesium, potassium, aluminum and iron are released by chemical weathering of minerals.



This information is taken from "Diverse geology/soils impact wine quality" by W.H. Wright, PhD, Practical Winery & Vineyard, September/October 2001, Vol. XXIII, No. 2.



2021 PINOT FORUM WINERIES

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SCHERRER WINERY *pg. 46-47*



Davis Bynum

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Recognized as the first single vineyard Pinot Noir in the Russian River Valley, one of California's most famous Pinot and Chardonnay growing regions, Davis Bynum crafts wines where the combination of vineyard, soil, season and clone provide the opportunity for a truly singular experience. In August 2007 Davis sold the winery to the Klein family, a fourth generation California farming family. The heritage of Davis Bynum lives on through hand-crafted Pinot Noir and Chardonnay grown exclusively in Russian River Valley.



GREG MORTHOLE *Winemaker*

As an Air Force brat, Greg moved around throughout his childhood. His family eventually settled down in Sacramento, where he spent his formative years. Greg's love of nature led him to the University of Wyoming where he earned a bachelor's degree in Natural Sciences. After graduating and returning home, he considered his life's many options. Initially turning away from dentistry and the Peace Corps, and fatefully moving to Sonoma County to join his girlfriend, now wife, Mary, he landed in Santa Rosa. Intriguingly, many local lab jobs were in the wine industry, a career path he hadn't anticipated. Greg quickly landed a position at Vinquiry in 1999, working for renowned winemakers Marty Bannister and MaryAnn Graf, who owned Vinquiry at the time. Four years later, after a sleepless night thinking about his future, Greg left Vinquiry for the Enologist position at Chalk Hill Winery. Two years after that he left Chalk Hill to take a position at Rodney Strong. Since that fateful day, his position has progressed from QC Lab Manager to Associate Winemaker to Winemaker, and he is now winemaker for Davis Bynum Winery, and the Pinot Noir and Chardonnay wines for Rodney Strong.

Asked to describe his approach to winemaking, Greg responds, "Mostly low impact, with the thinking that 98% of the work is done in the vineyard and at fermentation." That's perhaps a more humble answer than an accurate one, but Greg had the rare fortune to work alongside and learn from three of the legendary winemakers in California history: Rick Sayre, David Ramey and Davis Bynum. What does one learn from such highly regarded winemakers? "From Rick," Greg says, "I learned to be honest about the wine, but find the positive and lend a voice to that. From David I learned to relax, don't be too reactionary. And from Davis, to be humble and real and avoid telling the bookkeepers the true story if you need to." There's wisdom in that for just about every occupation.

Greg lives in Santa Rosa with his wife Mary and their two children Lucas and Cora. He claims to be an amateur backyard birdwatcher because in the front yard, "You have to be careful where you point the binoculars." An avid hiker and mountain biker, he hopes one day to hike the length of the Pacific Crest Trail from Mexico to Canada. That's 2650 miles over about five months no matter where you point the binoculars. But from lab tech to winemaker for Rodney Strong Vineyards and Davis Bynum Winery, Greg is used to dreaming big.



DeLoach

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DeLoach has a proud history, being one of the front-runners of sustainable farming in Russian River Valley. Learn about our history, philosophy, winemaking techniques, and commitment to organic and Biodynamic farming as you leisurely tour our idyllic twenty-acre organic estate in the heart of the Russian River Valley thriving with Sonoma's agricultural bounty.

Limited release offerings of DeLoach's vineyard-designate wines, each with as little as fifty cases produced, while enjoying tours of the Biodynamic garden as well as picnic grounds, cheeses from local purveyors, and an intimate look at the winery's Burgundian winemaking techniques. As a pioneering producer and winegrower of Pinot Noir, Chardonnay and Zinfandel in Sonoma's Russian River Valley, DeLoach Vineyards has been experimenting with and perfecting the best combinations of soil, rootstock and clones for over three decades. In 2003, the Boisset family brought two generations of sustainable winemaking experience from Burgundy, France to California's Russian River Valley and pulled up the estate vineyards that had just produced Wine Enthusiast magazine's 2004 wine of the year: DeLoach Vineyards' 30th Anniversary Cuvée Pinot Noir.

The award-winning vineyards were replanted with cover crops in order to revitalize the soil and in the meantime, DeLoach partnered with winegrowers equally dedicated to and passionate about eco-friendly farming practices and the production of high-quality wines. Wine & Spirits magazine named DeLoach Vineyards a Top 100 Winery for the twelfth time in the winery's history in 2012.



BRIAN MALONEY

Director of Winemaking

Brian Maloney was born on his family's historic ranch in the Petaluma Gap straddling the Marin and Sonoma County border. Inspired by his grandmother's stories of her father's struggles growing grapes and making wine in the Calistoga area before, during and after

Prohibition, he enrolled in the world-famous Viticulture and Enology program at the University of California, Davis. While there, he fell in love with the diverse nature of the discipline and began a series of internships with wineries in Sonoma, Marin and the Sierra Foothills. Following graduation, he worked the harvest of 2003 at DeLoach Vineyards and has remained there ever since, playing a key role in elevating the winery's Pinot Noir pedigree, expanding its vineyard designate program and planting and establishing its Biodynamic® estate vineyard.

With generations of farming and winemaking in his background, Brian has always taken to letting the terroir show first. Whether with cool climate Pinot Noir or Old Vine Zinfandel, his ultimate goal is to let the interaction between the site, the vine and the grower shine through to set the style of the wines. This has led to amazing accolades and awards for his wines, including an impressive array of 90+ scores for the 2009 vintage from both Wine Spectator and Wine Enthusiast, which was his first vintage as head winemaker. In addition, Brian guides the Pinot Noirs and Chardonnays of the JCB by Jean-Charles Boisset collection and worked with Jean-Charles Boisset and Gregory Patriat, Winemaker at Jean-Claude Boisset winery in Nuits-Saint-Georges, France, to create the innovative and critically-acclaimed JCB No. 3 — a wine that unites the best of the Russian River Valley with the best of Burgundy.



DuMOL

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Associate Winemaker: Julie Cooper | julie@dumol.com

Forum Contact: Chloe Lefler | chloe@dumol.com

Founded in 1996, DuMOL is a vineyard focused producer of cool-climate Pinot Noir and Chardonnay from distinctive vineyards in the extreme southwestern part of the Russian River Valley. We also grow and craft small-lot Syrah, Cabernet Sauvignon, and Viognier from exceptional vineyard sites in Sonoma and Napa, expanding twenty years of winegrowing experience.

Through precise attention to detail in the vineyards and vintage-specific winegrowing and winemaking, we aim to create wines that highlight the purity of place. Our small team is dedicated to our portfolio of Estate, leased, and grower-partner vineyards. DuMOL wines are released through limited allocations to our consumer mailing list and select restaurants worldwide.



JULIE COOPER

Associate Winemaker

Growing up in the suburbs of Cincinnati, Ohio, and initially planning to attend law school in Virginia, Julie Cooper realized her true passions were food, wine, and the outdoors. After graduating from North Carolina State University, Julie spent five years working in some of Cincinnati's top-rated restaurants. In 1998, looking to further her career as a sommelier, she moved to California and landed a management role at the Culinary Institute of America where she connected with local winemakers to include the late Reg Oliver of El Molino Winery. She worked her first grape harvest under Reg's tutelage in 1999.

She continued to work with Reg and also took on roles with winemakers Nils Venge and Sara Gott. When Julie relocated to California permanently in 2003, Sara introduced Julie to Pam Starr who hired her as an assistant. "There was a steep learning curve and Pam proved to be an amazing teacher and mentor," Julie reflects.

Through Pam, Julie met DuMOL winemaker, Andy Smith. I admired Andy's winemaking and was very interested in learning from him, expanding my winemaking knowledge as I worked with different varietals." Andy hired Julie in Spring 2004 and she has been instrumental in DuMOL's philosophy of intuitive winemaking over the past 14 years.

"We're very much like a family, everyone works together to keep the parts moving. There's a lot of willingness for give and take, a shared vision, a shared dedication, and a lot of respect for the fact we're all working as best we can."



Emeritus Vineyards

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Vineyard Manager: Kirk Lokka | kirk@emeritusvineyards.com

Emeritus Vineyards is guided by a simple but timeless philosophy, that great wines are shaped by three fundamental factors: soil, climate, and people. We began with a remarkable piece of land in the Russian River Valley named Hallberg Ranch. In the early 1990s, Brice Cutrer Jones and his longtime vineyard manager, Kirk Lokka, became transfixed by the idea of growing Pinot Noir on the site. "With its perfect soil and ideal climate," says Brice, "we recognized that Hallberg had all of the qualities necessary for a grand caliber vineyard."

Hallberg Ranch came up for sale in 1999—the same year that Brice sold Sonoma-Cutrer Vineyards, the iconic winery that he had spent a quarter century building into one of California's most revered Chardonnay producers. "I wanted to take everything I'd learned about growing grapes, and apply it to making the finest Pinot Noirs."

In the years that followed, the Emeritus team planted Hallberg Ranch, crafted their debut 2004 vintage, and planted a second estate vineyard—Pinot Hill. They also committed Emeritus to a unique path that would cement the winery's reputation for making terroir-driven wines when they began dry farming their vineyards—an approach that allows the grapes to achieve ideal ripeness at lower sugar levels. A true family-run winery, Emeritus is now run by Brice's daughter, Mari Jones. In 2017, acclaimed Winemaker David Lattin joined the team, building on Emeritus's reputation for crafting wines of incomparable elegance and complexity.



DAVID LATTIN
Winemaker

David has a passion for terroir-driven Pinot Noir, which makes him a perfect fit for leading the winemaking team at Emeritus Vineyards. He was named Winemaker 2017, making him the "new kid". He began his career at Acacia Winery in 1984, where he fell under the spell of Pinot Noir. "Pinot Noir is the variety I cut my teeth on, and it is still the one I love the most. Making a great Pinot Noir—one with nuance, elegance and a deep and meaningful sense of place—is incredibly difficult, and to me is the ultimate challenge." Since joining Emeritus, David has embraced this challenge, making profoundly vineyard-driven Pinot Noirs of uncommon purity.

David grew up in Corvallis, Oregon, and spent two formative years living in Europe, where his father taught university. From his first memorable sip of Mosel at the age of six, he has been cultivating a keen palate and a passion for wine. After receiving a B.A. in Microbiology from Oregon State University he went on to receive an M.S. in Enology from the University of California at Davis. He has since worked at Chateau Troplong-Mondot in St. Emilion, Storybook Mountain Vineyards, Acacia Winery, Kuleto, and Merus. David also founded and managed CL Wines from 1998 to 2011, a passion project that led him to discover, and fall in love with, small Pinot Noir vineyards throughout the Sonoma Coast appellation.

At Emeritus Vineyards Dave has been working to preserve the diversity of different estate blocks by doing as many as 50 individual fermentations each vintage. David says, "The finest Pinots inspire the senses and stir the soul. They are also wines that transport you to the place they were grown. These things are the essence of Emeritus Pinot Noirs."

When not at Emeritus you can find David traveling, mixing a cocktail, cooking, or cycling with his wife Kendra, dog Ruby and two adult children.



EnRoute

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Established in 2007 by the partners of Napa Valley's Far Niente winery, EnRoute is the culmination of a more than 40-year passion for Pinot. Our journey convinced us that the best opportunity to consistently and successfully create the focused, textured, yet graceful, Pinot Noir wines we treasure is in the Russian River Valley. We have made a serious and deep commitment to the region, drawing from a rich tradition of meticulous vineyard selection, precision farming practices and exemplary winemaking.



MICHAEL ACCURSO

Winemaker

Michael Accurso has served as the winemaker for Bella Union Winery since 2018. Born and Raised in the Napa Valley, Michael's passion for wine came naturally and his depth of experience in both the cellar and the vineyards gives him unique insight in crafting wines for Bella Union.

Over his career, Michael has had the fortune to work in a variety of regions, both domestically and abroad—from Napa Valley and the Russian River Valley, to Mendocino, Paso Robles and even Argentina. Before joining the Far Niente Family of Wineries and Vineyards, Michael spent four years at Goldeneye Winery beginning first as the Assistant Winemaker before ultimately rising the ranks with the title of Winemaker.

Prior to taking the helm at Goldeneye, he spent several years in Vineyard Management roles with both Ardzooni Vineyard Management and DAOU Vineyards. Michael obtained a Bachelor of Science in Agricultural Business, with a minor in Wine in Viticulture from Cal Poly, San Luis Obispo in 2010.



Freeman

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freemanwinery.com

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Freeman Vineyard & Winery is the fruition of a 20-year dream shared by Ken and Akiko Freeman to craft elegant, cool-climate California Pinot Noir and Chardonnay in a sophisticated, Burgundian style. To achieve this goal, the Freemans work with a small portfolio of elite partner growers in the Russian River Valley and on the Sonoma Coast — with an emphasis on acclaimed hillside vineyards featuring Goldridge soils, cooling marine influences, low yields, and ideal clonal selections. At the same time, the Freemans have developed two vineyards of their own: the Gloria Estate Vineyard in Sebastopol, and the Yu-Ki Vineyard in Occidental.

At their small family-run winery, Ken and Akiko oversee every step of the winemaking process from the hand sorting of the fruit to the final blending, to craft wines that embody a distinctive sense of place. Just as important, the Freemans strive to create wines with the depth and complexity to pair seamlessly with the exotic flavors of modern, global cuisine. As a result, Freeman wines have garnered international praise and found a home on some of the world's most discriminating wine lists, including rare offerings as verticals at such revered Michelin three-star establishments as the French Laundry and Alain Ducasse. To maintain the integrity of each wine, Freeman keeps production small so that it can focus on the little details and personal touches that make good wines great.



AKIKO FREEMAN
Winemaker

Freeman Vineyard & Winery, Winemaker
When Akiko and Ken Freeman founded Freeman Vineyard & Winery in 2001, Akiko immersed herself in the world of viticulture and winemaking, apprenticing herself to renowned winemaker Ed Kurtzman. Today, she oversees every aspect of Freeman's winemaking program, from the organic farming of Freeman's estate vineyards to the selection of grower partners to fermentations, lot evaluations and blending. Her vision and refined palate have established Freeman as one of the great benchmarks for cool-climate New World winemaking, while earning Akiko a reputation as a talented winemaker in her own right.

Counting back her family tree 21 generations, Akiko grew up in Tokyo. Her grandfather was one of Japan's leading academics, and his love for wine, literature and art was contagious, imbuing his granddaughter with a lifelong taste for the enigmatic beauty of great Pinot Noir and Chardonnay. In the mid-1990s, after receiving her master's degree in Italian Renaissance art history from Stanford, Akiko traveled widely throughout Europe and as far as South Africa to explore the great winemaking regions of the world. Returning to California in 1997, she worked with Ken to realize their longstanding dream of establishing a small, family-run winery dedicated to crafting expressive cool-climate California Pinot Noirs and Chardonnays.

GARY FARRELL

VINEYARDS & WINERY

Gary Farrell Winery

10701 Westside Road
Healdsburg, CA 95448
(707) 473-2909
garyfarrellwinery.com

Winemaker: Theresa Heredia | theresa@garyfarrellwinery.com
G.M. & Forum Contact: Nancy Bailey | nancy@garyfarrellwinery.com

A 37-year pioneer in the Russian River Valley, Gary Farrell Winery crafts small-lot artisan wines that capture the balance and stylistic elegance of some of the finest vineyards in the region, including Rochioli, Allen, Bacigalupi, Olivet Lane, Hallberg, Durell, Gap's Crown and Fort Ross Seaview. Our legacy, producing Burgundian-styled, varietally expressive, site-specific Pinot Noir and Chardonnay, is being expertly tended by winemaker Theresa Heredia, who works closely with our growers to showcase the exceptional fruit from their vineyards. A specialist in cool-climate Pinot Noir and Chardonnay, Theresa came to Gary Farrell from Joseph Phelps Freestone Vineyards on the Sonoma Coast, where she achieved significant critical acclaim, including "Winemaker to Watch" honors from the San Francisco Chronicle. The Recipient of more than 500 90+ Scores 2013-2017, including Top 100 Wine and Top 100 Cellar Selections, numerous Editor's Choice and Cellar Selection Designations, Gary Farrell Vineyards & Winery was named "2015 Winery of the Year" by PinotReport and "2016 Winery of the Year" by PinotFile.



THERESA HEREDIA
Director of Winemaking

Captivating complexity. Textural richness. Impeccable balance.

With a flair for pushing the boundaries, Winemaker Theresa Heredia draws deeply upon the winery's four decades of innovation in the Russian River Valley, with unparalleled access to Sonoma County's finest vineyards, all-star sites like Rochioli, Allen, Bacigalupi, Hallberg, Ritchie, Durell, Gap's Crown and more.

Theresa and her talented team are committed to diversity, sustainability and, above all, site-specific winemaking, a thoughtful approach that seeks to give each vineyard a voice in the glass, allowing the alchemy of soil, vine, climate and farming to come to life across the palate. This combination of meticulous winemaking and exceptional vineyards has resulted in superlative accolades, vintage after vintage after vintage.

In 2012-2021, Theresa has received over 600 90+ scores for her Gary Farrell wines including Top 100 Wines, Top 100 Cellar Selections, numerous Editor's Choice and Cellar Selection Designations.

- "2020 Winemaker of The Year Nominee" – Wine Enthusiast
- "2020 Top 50 Sonoma Producer" – Wine Spectator
- "2020 and 2019 Top 100 Winery" – Wine & Spirits
- "#1 Wine, Top 100 Wines of 2017" – Wine Enthusiast
- "2016 Winery of the Year" PinotFile – Rusty Gaffney
- "2015 Winery of the Year" PinotReport – Greg Walter



Hartford Family

8075 Martinelli Road
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(707) 887-8000
hartfordwines.com

Winemaker: Jeff Stewart | jeff.stewart@hartfordwines.com
Forum Contact: Tom Rozner | thomas.rozner@hartfordwines.com

Hartford Family Winery is a highly acclaimed, family owned artisan winery. It was founded in 1994 as a result of Don and Jenny Hartford's appreciation for the wines, the people and the unique vineyards near their Russian River Valley home.

The Hartford family bottle wines are labeled with two distinct marks: Hartford and Hartford Court. Hartford Court bottlings are small lots of distinctive Pinot Noirs and Chardonnays that express the unique qualities of each vineyard's terroir - the interplay of soil, slope, exposure and climate. The Hartford labeled wines are old-vine, Russian River Valley Zinfandels made from a few select vineyards.

The winery embraces minimal intervention, traditional winemaking techniques and single- vineyard, block-by-block farming to accentuate each site's individual characteristics.



JEFF STEWART
Winemaker & General Manager

Born and raised in South Lake Tahoe, California, Jeff Stewart is, not surprisingly, an avid skier. But it was a summer trip to France and an enthusiastic chemistry teacher that enticed him away from the mountains and into winemaking.

"My summer in France was really my first experience with wine as part of the family meal. I was fascinated with the lifestyle and the importance of wine in that culture," says Hartford Family Winemaker and General Manager, Jeff Stewart. "I knew I wanted to pursue a career in science and after several conversations with my high school chemistry teacher, I was soon enrolled in the Viticulture and Enology program at UC Davis. The idea of combining agriculture, science and the creativity of making wine, something celebrated and revered in many cultures for thousands of years, was mesmerizing."

A UC Davis graduate with a degree in fermentation science, viticulture, and enology, Jeff has been making Pinot Noir, Chardonnay and old vine Zinfandel in the Russian River Valley and Sonoma County for over 25 years.



JOSEPH JEWELL

Joseph Jewell Wines

6542 Front Street
Forestville, CA 95436
(707) 820-1621
josephjewell.com

Winemaker & Forum Contact:

Adrian Jewell Manspeaker | adrian@josephjewell.com

In 2006 we began making wine in a garage for people like us — back then it was all about creating high-quality wines that go with laid back experiences, always bringing it back to food, friendship, and family.

Fifteen years later, we've aged a bit, like some of our favorite wines, and we put family squarely at the center of all we do. It all happens within a vibrant and close community that surrounds the wine experience. From growing to making to drinking, we're honing our craft and widening our circle with each vintage.

We're proud and humbled that we get to create small-lot Pinot Noir from the crown jewel Sonoma County sites in our own backyard. We can't for you to discover the unexplored vineyards of our Humboldt County roots.



JOSEPH JEWELL
Owner & Winemaker

Adrian Jewell Manspeaker, owner & winemaker, grew up in the fog-shrouded coast of northern California, a ways out there. Humboldt is a patchwork of micro-climates that reflects the variety of challenges and rewards of winemaking. It's a down-to-earth place that's deeply embedded in every aspect of Adrian's being. When he moved to Sonoma County, he uncovered an interest in the origin of wine and the evolution from vineyard to barrel to bottle. Once he was immersed in everything wine, what else could he do but keep going?

His winemaking and viticulture studies brought him to UC Davis's extension program while taking business management courses on the side. All the while living and breathing Pinot Noir. Putting theory into practice, Adrian joined C. Donatiello for the 2007 crush, then lent a hand at Peay Vineyards during the 2008 harvest. Inspired by working hands-on during crush and firsthand with Pinot Noir, Adrian embarked on his own winemaking adventure. Knowing and living where Pinot Noir grapes thrive, he began scouting out sources of fruit. He recalled the ideal foggy weather and redwood trees of his childhood and decided to revisit his old stomping grounds in Humboldt County in search of vineyards with this well-suited microclimate.



La Crema

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Windsor, CA 95492
(707) 525-6200
lacrema.com

Head Winemaker: Craig McAllister

Forum Contact: Janel Lubanski | Janel.Lubanski@jfwmail.com

La Crema was founded in 1979 as La Crema Viñera, meaning “Best of the Vine.” For 40 years, the family-owned and operated winery has focused exclusively on cool-climate appellations, exploring the best growing regions in California, from the winery’s original home in Russian River Valley, to Santa Barbara, and to the Willamette Valley in Oregon through the lens of Chardonnay and Pinot Noir. Using boutique, time-intensive techniques, La Crema takes a small batch approach to winemaking. From bud break to finished bottles, the commitment to high-touch winemaking ensures consistently distinct, elegant and naturally balanced wines.



CRAIG MCALLISTER

Head Winemaker

A New-Zealand native, Craig McAllister spent his first 20 years in Christchurch, New Zealand, then lived in London for six years. He has travelled extensively throughout the world. He found himself drawn not just to the wine industry, but to the wine lifestyle due to his love of cooking, travelling and being outdoors. This led him to Lincoln University in New Zealand, where he received his Bachelor of Science degree in viticulture and enology.

Craig’s deep passion for winemaking has taken him all over the world, from New Zealand to Australia, Chile and Cyprus. Craig first joined the La Crema team in 2007 as the Harvest Enologist. After gaining additional experience abroad, he joined the La Crema team full-time in 2009. He has been a steward of La Crema’s Monterey program and worked extensively on the Sonoma Coast Chardonnay. He also helped to further develop La Crema’s esteemed collection of single vineyard Chardonnay and Pinot Noir wines. He was promoted to head winemaker in 2017.

For Craig, there is never a dull moment in winemaking. From the rush and intensity of harvest, to bottling the wines and taking them to market, he continually strives to improve quality.

Craig believes that the best wines are those shared with family and friends over a delicious meal. He resides in Healdsburg with his family.



Martinelli Winery & Vineyards

3360 River Road
Windsor, CA 95492
(707) 525-0570
martinelliwinery.com
facebook.com/martinelliwinery

Winemaker: Courtney Wagoner
Consulting Winemaker: Erin Green
Marketing Manager: Tessa Gorsuch | tessa@martinelliwinery.com

The Martinelli family has been growing grapes and making wine in Sonoma County since the 1880s. The Martinelli family produces small lots of Pinot Noir, Chardonnay, Syrah, and Zinfandel produced from estate grown grapes. These vineyards are meticulously farmed by Lee Martinelli Sr., and his two sons, Lee, Jr. and George, continuing five generations of the proud family legacy of care-taking the land.

The Martinelli vineyards are located in Russian River Valley, Green Valley of Russian River, and Sonoma Coast Appellations. The terroir of each vineyard is what creates the “personality” of each wine and showcases the full range of diversity between them. All of the vineyards are heavily thinned to yield between one to three tons of fruit per acre. At harvest time the grapes are hand selected according to taste and are fermented with wild yeast in French oak barrels. The wines are minimally handled with true handcrafted artistry; they are neither hot nor cold stabilized, and are unfinned and unfiltered. Helen Turley helped shape the Martinelli vineyards and winemaking style during her tenure as consulting winemaker from 1992 to 2010.

The Martinelli's worked with Helen from beginning to end; analyzing soil samples, choosing rootstocks, varietals and clones that were best suited to a particular growing site, employing seasonal primping and pruning in the field, and creating the final blends for the finished wine.

Today, the Martinelli wines are stewarded by Courtney Wagoner.



COURTNEY WAGONER
Winemaker

Courtney Wagoner grew up in California, and attended California State Polytechnic Institute, San Luis Obispo, in 1998, majoring in Food Science. Early in her college experience, a class entitled “Wines and Fermented Foods” hooked her on the science of fermentation and winemaking. Courtney was drawn to winemaking because she recognized it as a marriage of science and art. She had always loved science, and her artistic side was reflected in her being an avid musician in high school as well as at Cal Poly, where she was a part of several different musical groups.

Courtney's first internship was in 2001 at Artesa Winery in Napa. Upon returning to Cal Poly, her internship experience was followed by a position in the lab and cellar of Wild Horse Winery in the Paso Robles region. Even before earning her B.S. degree in 2003, she received the offer of a full-time job at Artesa, which resulted in her learning about cool-climate wines and clones, as well as production of sparkling wines. Two years later, she joined Gundlach Bundschau Winery in Sonoma as Enologist, wanting to learn something new. After nearly two years there, in 2007 she moved to Alderbrook Winery in Healdsburg as its Enologist. At Alderbrook, Courtney was part of a small dedicated team and experienced all aspects of winemaking. Notably, her 2010 Terlato Pinot Noir was the 2013 San Francisco Chronicle Red Sweepstakes Winner.

Courtney remained at Alderbrook until the winery was sold in late 2013. She then took a brief break before accepting a position as Assistant Winemaker at Martinelli Winery in mid-2015. This was soon followed by her promotion to Winemaker there in late 2017. Because of her expertise in vinifying cool climate grapes, Courtney's passion for Pinot Noir and Chardonnay make her a perfect match for the wide range of Martinelli wines. She prides herself on crafting wines that best express the various sites that are part of Martinelli Family's vineyard portfolio. “It is a way of honoring the Martinelli Family's devotion to the land and its rich heritage.”

When she's not at the winery, Courtney can be found hiking around Sonoma County with her husband Jonathan and two daughters, Samantha and Sydney.



Patz & Hall

21200 Eighth St. East
Sonoma, CA 95476
(707) 265-7700
patzhall.com

Founder-Head Winemaker: James Hall | james@patzhall.com
Winemaker and Forum Contact: Tom Klassen | tom.klassen@patzhall.com

Founded in 1988, Patz & Hall embodies the shared vision and collective expertise of four talented friends – Donald Patz, James Hall, Anne Moses and Heather Patz. Together, this dedicated team of individuals has turned a desire to craft benchmark, single-vineyard Chardonnays and Pinot Noirs into one of California’s most celebrated artisan wineries.

The seeds for Patz & Hall were planted in the 1980s when James Hall and Donald Patz struck up a close friendship while working together at Flora Springs Winery and Vineyards. The two discovered a mutual enthusiasm for a rich and compelling style of wine made by applying traditional winemaking techniques to fruit from elite, small vineyards. Inspired to combine their talents, James and Donald joined with partners Anne Moses and Heather Patz to establish Patz & Hall in 1988.

To achieve their goal of crafting exceptional limited-production wines, the four founders have focused their specialized knowledge and expertise on different areas of the winery’s operations. This integrated, hands-on approach, along with a commitment to developing close personal relationships with a handful of California’s finest growers, have become the cornerstone of the winery’s success—allowing Patz & Hall to continually realize the highest levels of quality and consistency.



TOM KLASSEN
Assistant Winemaker

For Tom Klassen, Sonoma county is one of the best places in the world to grow just about everything, and it’s especially one of the best places in the world to grow grapes. “The climate, the geology of the soils, the farming traditions and the community of growers are all reflected in the quality of the wines we make.”

Tom grew up on the plains of northeastern Montana where he earned a Bachelor’s degree in Classics from the University of Montana, followed by a Master’s in Ancient Greek at Loyola University in Chicago. With an eye towards archaeology, he spent many months studying, working, and traveling in Greece. His experiences there—foraging for wild greens on the rocky hillsides of Crete, picking sun-warmed figs and apricots, sharing sheep’s milk yogurt and wild thyme honey with friends—forged a connection to the Mediterranean landscape and lifestyle that would make Sonoma’s vine-laden hills and stunning coastal vistas feel instantly familiar.

After working harvests in both Sonoma and New Zealand, Tom worked his way towards winemaking with an emphasis on enology, doing cellar work while taking classes in enology and viticulture at Santa Rosa Junior College and the University of California at Davis.

Over the past two decades, he has worked for several notable wineries including Landmark Vineyard and Dehlinger Winery, among others. Most recently he was the assistant winemaker at Conn Creek Winery in St Helena. After five years of working with Napa Cabernet, Tom was excited to return to crafting Sonoma Pinot Noir and Chardonnay, joining James Hall as assistant winemaker in 2017.

“James has put together an amazing roster of growers, a true who’s who of Pinot and Chardonnay growers on the Northern California coast. Each of these vineyards has a story, and our goal is to get as much of that story as possible into the bottle.”

PAUL HOBBS WINERY

Paul Hobbs Winery

3355 Gravenstein Highway North
Sebastopol, CA 95472
(707) 824-9879
paulhobbswinery.com

Founder & Winemaker: Paul Hobbs

Director of Winemaking: Jennie Murphy

Forum Contact: Tim Hall | thall@paulhobbs.com

Whether in California or Argentina, where he is the owner/winemaker at Paul Hobbs Winery and Viña Cobos respectively; or in Chile, France, Canada and other countries where he is a leading consultant, Paul knows that the essence of profound wines can be traced back to meticulous care and expertise in the vineyard.

As a winemaker, Paul is highly regarded for his ability to identify exceptional vineyards, and for his pioneering spirit in working with new and historical sites and regions. His success has inspired a wealth of nicknames among the press, from quiet trendsetter to prospector to the Steve Jobs of winemaking. Hired by Robert Mondavi for his advanced understanding of oak aging, he went on to become winemaker for Opus One and Simi wineries, and then consultant to Peter Michael, Fisher, Lewis, Catena and others. He founded Paul Hobbs Winery in 1991 and Viña Cobos in 1999. Twice named Wine Personality of the Year by Robert Parker, Jr., he continues to be a leading consultant winemaker around the globe.



JENNIE MURPHY
Winemaker

Jennifer “Jennie” Murphy joined Paul Hobbs Winery as a laboratory technician in 2010, becoming enologist in 2012, assistant winemaker in 2016, and promoted to winemaker in 2018. As of this year, she was elevated to Director of Winemaking and works closely with Paul Hobbs to oversee all aspects of the laboratory and cellars, including fermentation, ageing and bottling.

Before coming to Paul Hobbs Winery, she attended UC Davis and received her Bachelor of Science degree in Chemistry. From there, Murphy pursued a career in biotechnology and forensics, and it was not until she was presented with an internship at Korbel Champagne Cellars that she started to follow a career in wine.

Originally from San Jose, CA, Murphy always enjoyed working outside and being hands-on creating things even if it meant getting dirty. With her unique experience in science and wine, Murphy has a strong attention to detail and desire to innovate - both highly regarded at Paul Hobbs Winery.

Driven to craft a wine that always leaves a lasting impression, Murphy enjoys learning about different wine styles and varieties, and applying it to her every day work. She currently resides in Santa Rosa, CA.



Pellegrini-Olivet Lane

4055 West Olivet Road
 Santa Rosa, CA 95401
 (707) 545-8680
pellegrinisonoma.com
 IG: @pellegriniwine

Vintner: Alexia Pellegrini | alexia@pellegrinisonoma.com

Winemaker: Charlie Fauroat | charlie@pellegrinisonoma.com

The Pellegrini family has been associated with every tier of the wine business since the early part of the 20th Century — as wine producers, grape sellers, importers, and wholesale distributors. In 1925, the first Pellegrini wine was made from Sonoma County grapes in a gravity run winery in San Francisco. Upon the repeal of Prohibition in 1933, they were issued Winegrower License No.4.

In 1972, Vincent & Aida Pellegrini purchased a 70-acre plum and apple orchard on West Olivet Road in the Santa Rosa Plains. The first vines Pinot Noir and Chardonnay were planted in 1975, using heirloom Martini and Wente Clones respectively, establishing Olivet Lane Vineyard as one of the first Pinot Noir pioneers in Russian River Valley. 50 years later, Olivet Lane is home to the region's oldest still producing Pinot Noir vines. The secret to its longevity is being blessed by the perfect combination of terroir and climate. Widely recognized as a prime example of the classic style of Russian River Valley Pinot Noir, it has been the grape source for many of the Valley's Pinot Noir luminaries — many of whom are in the Pinot Forum.



ALEXIA PELLEGRINI
Proprietor & Vintner

Fourth generation vintner Alexia Pellegrini oversees and guides winery & vineyard operations. She continues to build upon the Pellegrini legacy in wine, melding work amongst the vines with her passion for design & music. In 2000, Alexia worked her first harvest at Penfolds in South Australia, sparking a life long passion for working the land. She joined the cellar team at Pellegrini Family Vineyards in 2003. Having earned her BA in Design from Art Center in Pasadena, she is responsible for all design and packaging for the Pellegrini-Olivet Lane brands. No stranger to hard work, in 2018, she earned her MBA in Wine Business at Sonoma State University, and led the charge to certify the Olivet Lane Winery & Vineyard as Sustainable through the California Sustainable Winegrowing Alliance.

Winemaker Charlie Fauroat joined the Pellegrini winemaking team in 2013, earning his way from Cellar Master to Assistant Winemaker to Winemaker. Feeling privileged to work with the stellar fruit of Olivet Lane Vineyard, he is excited to share his passion for making wines representative of a place and time. He loves the art, science, hard work, and people in wine. Growing up in Ventura, he was born more into avocado country than wine country. Moving to Sonoma County in 2007, he earned his bachelor's degree in Wine Business from Sonoma State University. Before arriving at Pellegrini, he worked in the cellars at Bella Vineyards in Dry Creek Valley, Vavasour Winery in Marlborough New Zealand, Bird in Hand in the Adelaide Hills of South Australia, and Williams Selyem and DuMol in Russian River Valley. In addition to a great palate for wine, Charlie is a truly talented chef, specializing in meat curing & asian cuisines.



Scherrer

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(707) 823-8980 phone
scherrerwinery.com

Winemaker: Fred Scherrer

Forum Contact: Judi Scherrer | info@scherrerwinery.com

Since our first vintage in 1991, our goal has been to create handcrafted, full-flavored wines that express the personality of the unique Sonoma County vineyards where they are grown. Fred first became known for Zinfandel from his father's Alexander Valley vineyard, and his careful hand with Pinot Noir from the Russian River and other parts of Sonoma County has quietly gained attention and a steady following. His wife, Judi keeps Fred out of jail by filing government reports on time and handling essential business-sustaining activities which allows Fred to pretty much do all the physical work at the winery himself. The winery is located in the heart of the Green Valley and produces 5000 cases per year.

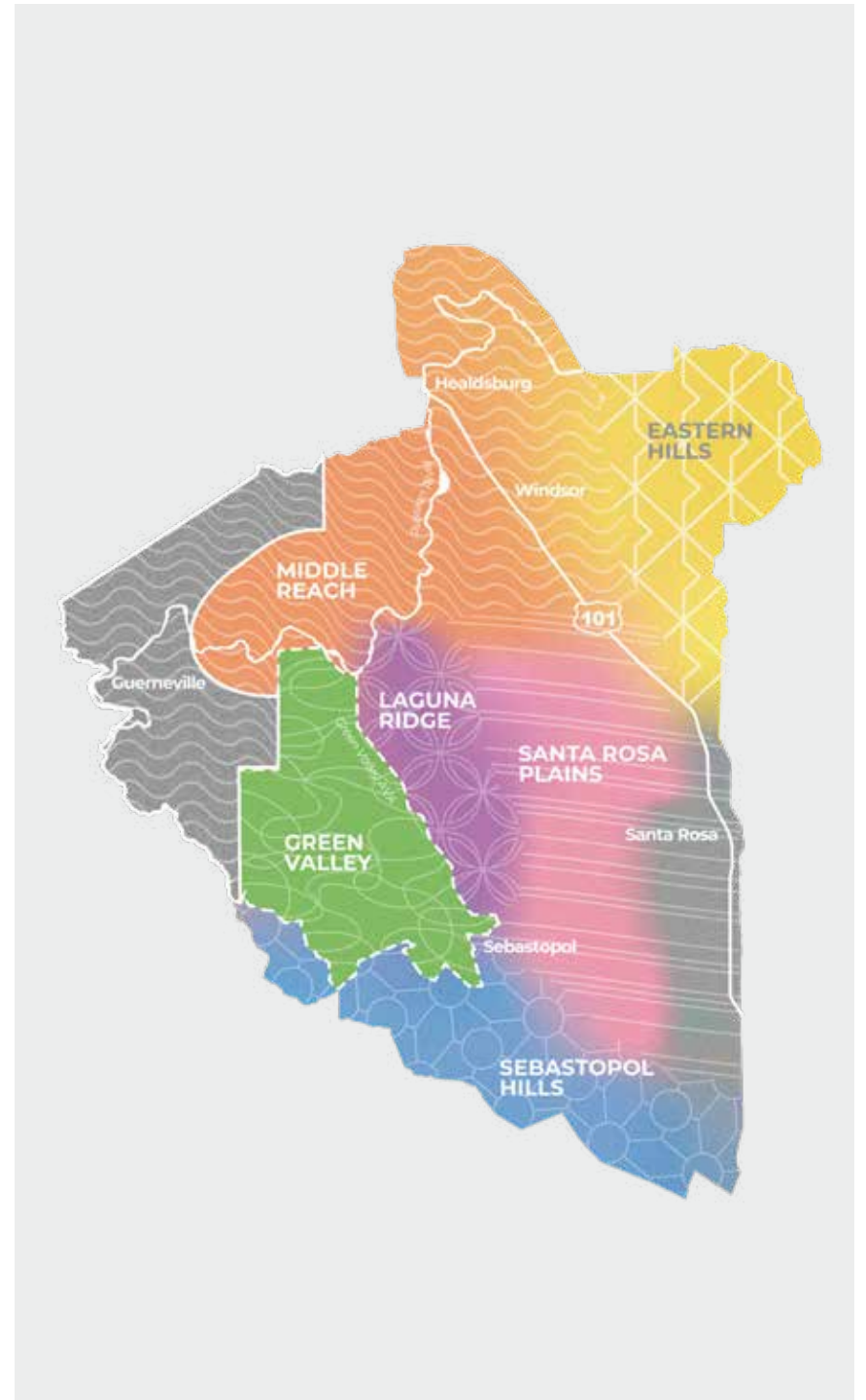


FRED SCHERRER

Winemaker

A third-generation Sonoma County native and fifth-generation resident, Fred has been making wine for his entire adult life, as well as before. At the age of 15, his parents allowed him to make wine using grapes from the families' Alexander Valley vineyard. Fred developed a devotion to Pinot Noir during his decade-long tenure as winemaker at Dehlinger Winery. It was early during this period that Fred, along with the support of his parents and Tom Dehlinger, was able to start his own brand in 1991. After the 1997 vintage, Fred moved his operation to its current location in the Green Valley as a stand-alone operation. Fred does all of the wine making and most of the physical work at the winery.

The winery currently produces about 5,000 cases annually covering over a dozen distinct bottlings from grape varieties throughout the very diverse areas of Sonoma County. With several decades' experience as an extreme 'hands-on' winemaker, Fred has a rare perspective on these different growing areas. In particular, he has worked with Pinot Noir from Annapolis, Fort Ross-Seaview, Bodega (near Freestone), Petaluma Gap, Sebastopol Hills, Green Valley, and of course his main focus for the variety, Russian River Valley.



Welcome to the Neighborhoods

Moderator Evan Goldstein, MS

JULY 12 | 1:30-3:30PM PACIFIC TIME

[illegible]

GREEN VALLEY	FREEMAN VINEYARDS AND WINERY Gloria Estate Pinot Noir 2018	
SEBASTOPOL HILLS	HARTFORD FAMILY WINERY Jennifer's Vineyard Pinot Noir 2019	
LAGUNA RIDGE	MARTINELLI VINEYARDS & WINERY Zio Tony Ranch Pinot Noir 2019	
SANTA ROSA PLAINS	PELLEGRINI OLIVET-LANE VINEYARDS & WINERY Olivet Lane Vineyard Pinot Noir 2017	

Sustainability with the Sonoma County Winegrowers

Moderator Nadine Brown

JULY 19 | 1:30-3:30PM PACIFIC TIME

[illegible]

DELOACH VINEYARDS

Pennacchio

Pinot Noir

2017

LA CREMA WINERY

Saralee's Vineyard

Pinot Noir

2017

DAVIS BYNUM WINERY

Lindley's Knoll

Pinot Noir

2017

Barrels & Place: Iconic Vineyards of the Russian River Valley

Moderator Michael Jordan, MS

JULY 26 | 1:30-3:30PM PACIFIC TIME

[illegible]

DUMOL WINERY

Ryan Jentoft Vineyard

Pinot Noir

2019

ENROUTE WINERY

Northern Spy

Pinot Noir

2019

PAUL HOBBS WINERY

Katherine Lindsay Estate

Pinot Noir

2019

PATZ & HALL WINERY

Chenoweth Ranch

Pinot Noir

2017

Terroir in Focus: People & Land

An Exploration of Hallberg Vineyard

Moderator Tonya Pitts

AUGUST 2 | 1:30-3:30PM PACIFIC TIME

[illegible]

EMERITUS VINEYARDS

Hallberg Ranch

Pinot Noir

2017

GARY FARRELL WINERY

Hallberg Vineyard

Pinot Noir

2017

JOSEPH JEWELL WINES

Hallberg Vineyard

Pinot Noir

2017

SCHERRER WINERY

Hallberg Vineyard

Pinot Noir

2014

Bacchanalia

AUGUST 2 | 4:00PM-6:00PM PACIFIC TIME

IT'S A TOGA PARTY!

Celebrate Russian River Valley style! We'll have trivia and a costume contest with prizes, live DJ for dancing and of course you'll have plenty of delicious Russian River Valley Pinots to toast with!

Think outside Pandora's Box: Put your personality into your toga. Adorn your toga with something unique. Pinterest is loaded with ideas.

Get Crafty: You can simply use a white bed sheet (or if you're getting really crafty, a sheet with a crazy print!), tie it around your waist and Ta-Da—Toga! Don't spend a lot; this should be fun.

TOGA CONTEST

The Reward: Most creative toga will take home a mixed case of Pinot Forum wines.



Thank you to our Sponsors!

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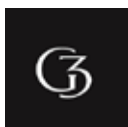
GOLD



SILVER



BRONZE



AVA: AMERICAN VITICULTURAL AREAS

RUSSIAN RIVER VALLEY

& GREEN VALLEY | EST. 1983

R.R.V. SUB-AVA NEIGHBORHOODS & VINEYARDS





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