

*Gather*  
to **GROW**



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# *AVA Wines Unveiled: An Exploration and Comparison of Distinct Wine Regions*

**Arroyo Seco Chardonnay and Sonoma Coast Reserve Chardonnay**

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**Wine is more than what you taste, smell  
and see. It reflects the place where the  
grapes come from.**

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# What is an AVA?

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An American Viticultural Area (AVA) is a designated grape-growing region in the United States. It helps define specific wine-producing areas based on their unique geography, geology, and climate.



AVAs have distinct features that set them apart, such as climate, soil type, elevation, and geography



By indicating the AVA on the label, winemakers can show that the grapes used for the wine were grown in a specific region with its own unique characteristics

# Sonoma Coast AVA





# Sonoma Coast AVA

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- Influenced by its proximity to the Pacific Ocean
  - Maritime climate
  - Cool breezes and fog
  - Ideal conditions for growing cool-climate grape varieties like Pinot Noir and Chardonnay
- Higher annual rainfall compared to inland neighbors
  - Beneficial for grape growing, providing ample water supply
  - Helps maintain soil moisture levels in the vineyards
- Diverse soils
  - Marine sediment with iron-rich volcanic and metamorphic rocks
  - Fine-grained, sandy loam soil with excellent drainage
  - Soil composition adds complexity and nuance to the wines
- The combination of cool climate, diverse soils, and slower ripening allows for the development of complex and balanced fruit flavors
  - Contributes to the bright acidity found in wines
  - Nuanced fruit characteristics that are both vibrant and elegant

# Arroyo Seco AVA



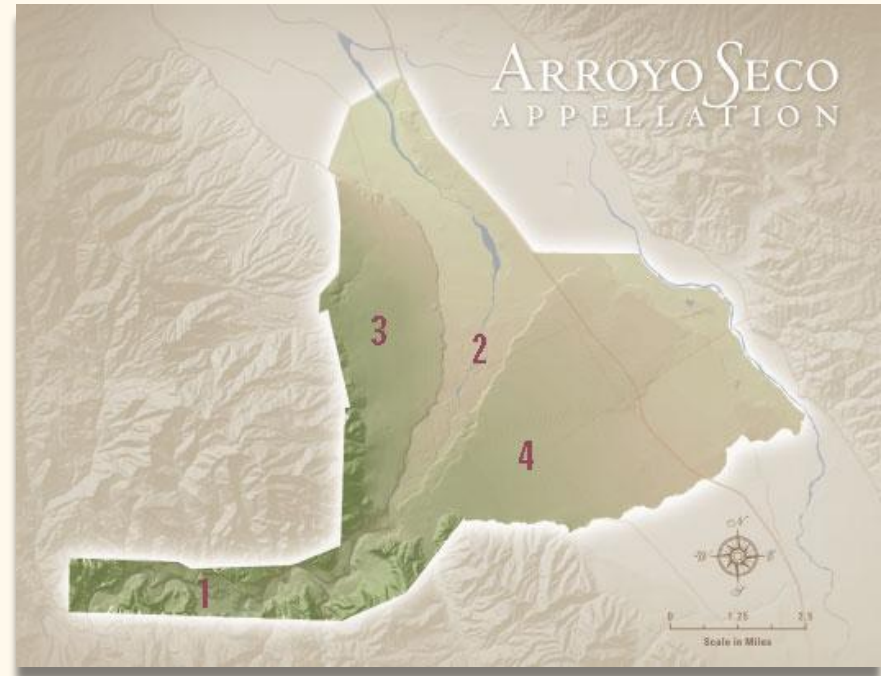


# Arroyo Seco AVA

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Characterized by four distinct and visually recognizable areas of terrain, each with its own unique influences on grape cultivation

1. Gorge: Protected from direct marine influence, but still experiences fog; shallow, rocky soils
2. Ancient Riverbed: Exposed to strong maritime influences, dense fog, and winds; soil quality is limited
3. Western Bench: Overlooks the riverbed, experiences extreme marine influences, including saturating fog and gale-force winds
4. Southern Bench: Located on the southern side of the riverbed, mixed soil of shale and granite, slightly more fertile; convergence of easterly wind from the Gorge and southerly wind from the Pacific Ocean



# Arroyo Seco AVA

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- Steeped in history and rooted in the geographic features of the Arroyo Seco waterway
  - One of the smallest AVA's in California
  - Considered one of the most “distinguished”, complex and diverse place to grow grapes
  - Chardonnay is the most widely planted white grape here
- Cool climate, diverse soils, and extended ripening period contribute to the development of complex and harmonious fruit, spice and earthy flavors
  - The unique combination of these factors also contributes to the wines' bright acidity, which adds liveliness and freshness to the palate
  - Nuanced fruit characteristics that are vibrant and elegant, reflecting the region's terroir and careful grape cultivation

# Exploring the Wines

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## Sonoma Coast Chardonnay

- Crisp Acidity
- Light - medium bodied
- Dry
- Green apple, bright lemon with hints of lime and crushed slate
- Rich and elegant Chardonnay
- 2020 Vintage

## Arroyo Seco Chardonnay

- Crisp Acidity
- Medium bodied
- Dry
- Lemon, pineapple, sweet cream and vanilla
- Complex Chardonnay
- 2021 Vintage

# Selling the Wines

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## Arroyo Seco and Sonoma Coast

VS

## Vintner and Hospitality Collection

- Come from a single AVA
- Crisp acidity
- Dry
- Arroyo Seco - \$35 retail  
(\$5.95 - 7.44 in commission)\*
- Sonoma Coast - \$40 retail  
(\$6.80 - 8.50 in commission)\*

- Blend of AVA's
- Balanced acidity
- Off-dry
- Vintner - \$25 retail  
(\$4.25 - 5.31 in commission)\*
- Hospitality - \$30 retail  
(\$5.10 - 6.38 in commission)\*

\* Depending on the commission levels of 20-25% on 85% PCV