



## *DeLoach Vineyards Brings Burgundian Traditions to California*

DeLoach Vineyards has been reborn as one of the foremost American examples of a time-honored European tradition. For generations, individual families in Burgundy have achieved success with an estate winery, built strong relationships with neighboring growers, created “families of families” that expand their winemaking to include multiple vineyard-designated wines from outside their own estate, and finally gained enough size and scale to produce single vineyard, single appellation, and regional wines that bring Pinot Noir and Chardonnay to a diverse audience and at a range of price points that reflect the pedigree of the bottling. This Burgundian tradition has created world-class reputations for families such as Boisset, Bouchard, Leflaive, Faiveley and Jadot among others; it has produced extraordinary wine at all price and production levels; and it has attracted countless people to either become more engaged wine drinkers or simply to explore the world of wine to a greater extent.

The Boisset family has brought their first-hand experience and success with winemaking in Burgundy to California’s Russian River Valley with their purchase of DeLoach Vineyards in 2004 and its subsequent transformation. As it was under founder Cecil DeLoach, the winery is family-owned. Yet it is now anchored more deeply than ever in the Russian River Valley appellation, America’s most renowned appellation for Pinot Noir. At DeLoach, terroir reigns. The Boisset family brings to California their commitment to understanding the microclimates of a region in order to refine their understanding of the best growing sites for Pinot Noir, Chardonnay, Zinfandel and other varietals that thrive in this *terroir*. To that end, the winery’s 17-acre estate vineyard has been completely restored and converted to organic and Biodynamic® viticulture, a tradition upheld by many foremost Burgundian vineyards. The DeLoach estate vineyards are certified organic by CCOF.

DeLoach has found a camaraderie with many of its neighbors – a mutual respect for Russian River Valley’s great *terroir* – and has partnered with these independent winegrowers to produce more than half a dozen vineyard-designated Pinot Noirs as well as award-winning Pinot Noirs from the Russian River, Sonoma County, and California appellations.

One lesser known yet widely influential aspects of Burgundian winegrowing is increased attention on organic and Biodynamic® farming. While many wine drinkers know, for example, that Burgundy’s Domaine de la Romanée-Conti is one of the most famous vineyards in the world, few know that it practices Biodynamic® farming. Jean-Charles Boisset, who now leads the family business from bases on both sides of the Atlantic, grew up with this awareness and has been a proponent of greener viticulture and its attendant





holistic benefits for the land and the people who work it from an early age. He has brought his experience and convictions to DeLoach. Winegrowers who provide grapes to DeLoach are offered incentives, the knowledge of the DeLoach winegrowing team, and technical support to eliminate synthetic chemicals from their vineyards and to validate their practices with third-party certifiers.

DeLoach is looking ahead in other ways as well. Its leaders are young yet thoroughly experienced professionals equally at ease in an old-vine vineyard and a state-of-the-art winery, equally comfortable with wine's great European traditions and modern American practices. In fact, DeLoach has quickly become one of the more innovative wineries in the country in the area of environmentally-friendly packaging with the launch of its eco-friendly Barrel to Barrel concept. Making the wine business more sustainable sounds like a modern idea, but as the great houses of Burgundy demonstrate, managing the land and winery for the benefit of future generations is an idea with a long history.

Case in point:

- As one of the great houses of Burgundy, Boisset is a classic example (artisanal estate + vineyard designator + regional negociant) of a winery that has created extraordinary reputations, produced great wines at all price points, and inspired countless wine-drinkers to take up the glass or explore wine of greater refinement.
- Since 2003, Boisset has been successfully transplanting the Burgundian model to DeLoach:
  - family-founded and family-owned;
  - anchored in America's best-known and most respected appellation for Pinot Noir, Chardonnay and Zinfandel;
  - producing multiple tiers ranging from accessible negociant wines to small-production appellation wines to vineyard designated artisanal wines
  - using winemaking tools such as native yeasts and open-top fermentors
- DeLoach also brings a Burgundian sensibility in its determination to implement and inspire more earth-friendly farming – along with a decidedly global perspective that drives DeLoach's leadership in innovative, earth-friendly packaging.





## *DeLoach Vineyards: At Home in Russian River Valley, Sonoma County, and Beyond*

Russian River Valley has quietly become one of the most prestigious wine appellations in the U.S. after Napa Valley, without the geographical and geological advantages that make Napa a top tourist destination. Like Burgundy, the region's reputation is based primarily on its exceptional Pinot Noir, site-specific expressions of terroir, and legions of small growers who coax extraordinary flavors out of the ground. DeLoach is deeply involved in all these activities: creating appellation-designated Pinot Noirs, tending its own 17-acre estate vineyard on the eastern bench of Russian River, and sourcing vineyard-designated Pinot Noirs from carefully selected growers in Russian River Valley.

Half the wines in DeLoach's Vineyard Designate Series are grown in Russian River Valley and include Pinot Noir, Chardonnay, and a Sauvignon Blanc. Cabernet Sauvignon, Zinfandel, and even more Pinot Noir and Chardonnay are grown from neighboring appellations that radiate out from Russian River Valley like the petals on a rose: Dry Creek to the north, Sonoma Mountain to the east, and Sonoma Coast to the south and west. Other Vineyard Designate Wines come from the counties of Mendocino and Lake, which bound Sonoma on the north and east, respectively.

"Russian River Valley is a great place to come from when you're looking for vineyards that stand out," explains DeLoach Vineyards winegrower Eric Pooler, "because Russian River itself is made up of all kinds of individual microclimates, there are many small growers, and they tend to be really conscientious. So when we venture out into Sonoma County and beyond, we have good reference points for how a site is working and what the grower is doing. That helps us find great sites, and it helps us work with the grower more successfully."

DeLoach Vineyards has a heritage of making vineyard-designated wines from its Russian River Valley neighbors, and that tradition continues today. The difference is that under the Boisset family's guidance, the winery embraces Pinot Noir qualities unavailable to growers in Russian River Valley, as well as great examples of other noble grapes with a long history in Sonoma. This has brought the Vineyard Designate Series its Pinot Noirs from Sonoma Coast, Sonoma Mountain, and Redwood Valley, its Cabernet Sauvignon from Dry Creek Valley, and its old vine Zinfandel from the Mayacamas foothills.





Ranging even further afield, DeLoach sources grapes from appellations throughout northern California for its popular, affordable California appellation wines. “We put as much time and attention into our California wines as we do for our most expensive small-production wines, including sourcing, blending and aging,” says winemaker Julia Vasquez. “It’s as if we’re still making a terroir-based Russian River Valley wine. We’re just doing it on a larger scale so that more people can enjoy the results.”





## *The DeLoach Vineyard Designate Series: Letting Great Sites Speak*

With wine roots deep in Burgundy, the Boisset family understands that their home and the iconic Pinot Noir grape reached their exalted status in the wine world because vintners allowed extraordinary sites to speak – no matter how small or unassuming they might look to a casual observer. What matters is what shows up in the glass. DeLoach founder Cecil DeLoach understood this as well, becoming one of the earliest Russian River Valley vintners to create individual bottlings that bear the names of the best sites within his vineyard portfolio. The winery continues to showcase exceptional vineyards today with its Vineyard Designate Series.

The sites in the Series are primarily in Sonoma County, with the majority of these in the winery's home appellation, Russian River Valley. Some are extraordinary due to their physical position on slopes or ridges, others due to rare old vines or unusual clones, still others due to growers with decades of proven excellence. Many share more than one of these advantages. The two vineyards outside Sonoma are unusual in that they are certified organic or Biodynamic®. DeLoach's own estate vineyard is certified organic and certified Biodynamic®. The winery's commitment to sustainable winegrowing is evident in the support it offers to all of its growers, working hand in hand with each to move from conventional, chemical-based farming toward greener growing practices.

The Series' two white-wine vineyards, Hawk Hill and Ritchie, are in the heart of the Russian River Valley appellation. Both produce Chardonnay and Ritchie produces Sauvignon Blanc as well. Both are farmed for quality rather than quantity, much like red grapes, with yields near three tons per acre.

The seven Pinot Noir wines are more widely distributed in geographic origin, in line with the grape's requirement for a great site in order to produce fully ripe, balanced wine from the delicate grape. Maboroshi and Swicegood vineyards are in a cool quarter of Russian River Valley, on the rich loamy soils typical of the area. Nearby in Green Valley are Ferguson and Giberti vineyards. The highly regarded regions of Sonoma Coast and Sonoma Mountain are represented by the Pleasant Hill, Sonoma Stage, Van der Kamp, and Durell vineyards. Each of these properties is farmed by highly respected growers known for low yields and exceptional quality. Further north, in Mendocino County's Redwood Valley, sits the Masút Vineyard, farmed according to Biodynamic® principles by owner Jacob Fetzer of the multigenerational Fetzer winegrowing family.





The Vineyard Designate Series includes five properties planted to Zinfandel: a grape with a long heritage for both DeLoach Vineyards and Sonoma County. All are planted on fairly rich loams with excellent sun exposure. The Zin vines in the Butler, Alegria and Riebli vineyards are more than a century old, which puts them in rare company and results in wines with unique flavor profiles that almost transcend category. Butler and Alegria are both in Russian River Valley, while Riebli lies east of DeLoach in the Sonoma foothills of the Mayacamas Mountains. The “young” vines in the Zin portfolio are more than 70 years old at Von Weidlich vineyard in Russian River Valley and more than 40 years old at the organically farmed Nova vineyard near Mount Konocti in Lake County.

Some people are surprised to learn that the Vineyard Designate Series includes a Cabernet Sauvignon. The fact is that DeLoach Vineyards was one of the first Sonoma wineries of the pre-appellation period to demonstrate that it was possible to produce high-quality Cabernet in Sonoma County. Another surprise: while Dry Creek Valley is best known for Zinfandel and Sauvignon Blanc, it has more acres planted to Cabernet Sauvignon than any other variety. DeLoach’s Wild Creek Cab comes from the western bench of the valley, where red grapes thrive.





## **Lisa Heisinger, General Manager**

Lisa Heisinger climbed the professional ladder from college graduate to general manager of DeLoach Vineyards in a scant dozen years. A university year in France gave her ample opportunity to visit Burgundy and explore French wine culture, and she took her first job out of school with Boisset Family Estates, the U.S. marketing company for one of Burgundy's best-known families. Under the leadership of Jean-Charles Boisset, the family was creating and acquiring a steady stream of new brands and exporting them to the U.S. Heisinger expanded her responsibilities just as quickly. In a few short years she was marketing manager for the company's entire portfolio and had helped Boisset Family Estates triple its annual revenue.

Heisinger's natural resourcefulness was a perfect fit for Boisset Family Estates, a small company based in the San Francisco Bay Area and marked by the fast-moving entrepreneurial style of Jean-Charles Boisset. Yet she decided to contribute more. "I wanted big-company chops to go along with my entrepreneurial skills," Heisinger recalls, "so I decided to get an MBA while continuing to work." Shortly before she was accepted into the Haas School of Business at UC Berkeley, the Boisset family bought DeLoach Vineyards in Russian River Valley. Without missing a beat, Heisinger added both MBA studies and strategizing for DeLoach Vineyards to her responsibilities at Boisset Family Estates.

When it came time for Boisset Family Estates to establish new leadership for DeLoach Vineyards, Heisinger was in her final semester at Haas. Where some might have seen conflicting priorities, Heisinger saw opportunity: she applied for the position of DeLoach's new general manager. While Jean-Charles Boisset interviewed other candidates, Heisinger's experience and education won out. "We lost a wonderful marketing director when Lisa went to DeLoach," Boisset says, "but the winery had such an amazing history and an exciting future that it didn't matter. We had to make the move."





Success has come in part from Heisinger's management style. "I'm a ground-up enabler rather than a top-down boss," she says. That turned out to be perfect for DeLoach's talented team, which had been rocked hard by the winery's rapid descent into bankruptcy under its previous owners. With her broad background in everything from administration to hospitality – plus a strong relationship with the Boisset family and a refined palate for fine wine – Heisinger was able to teach, collaborate with, and provide better resources for everyone at the winery.

"People say all the time that the wine business is a team sport," she says. "That's true, but it leaves out the fact that half the teams in any sport have to lose. My model from B-school was to lead a winning team – whatever that meant, whatever that took."

One thing it takes is nerve. To rebuild DeLoach's reputation and production in the face of a fierce recession, she and Boisset Family Estates have made bold moves with winegrowing, production, packaging, and marketing. "I try to set an example by being unafraid of failure," she says. "We're young enough and smart enough at DeLoach Vineyards to turn things around if we don't get something right the first time. If we don't take risks we'll regret it later." She applies the same philosophy to her personal life, driving herself to compete as a tri-athlete. "It's actually relaxing," she says with a smile. "At work I am constantly managing change. In the water, on the bike, there's only one variable: how much can I give it on this day, in this minute, right now?"





### Julia Vazquez, Winemaker

Julia Vazquez is a rarity in American wine: a female winemaker at a major label who learned on the job rather than in the university. She accomplished her remarkable rise starting with a bachelor of science degree in natural resource management, a determination to learn everything she could in every job she had, and the ability to blend personal ambition into seamless team play.

Vazquez had been working for California’s Department of Fish and Game when she returned to her native San Francisco and discovered a thriving wine culture among her friends and family. “I could see that the wine industry was increasingly drawing on scientific studies and laboratory data to improve grape and wine quality, and I already had the science background for that work,” she recalls. “I also loved the idea of tying the lab to the land in a meaningful way.”

She found exactly what she was looking for when she took a laboratory position in the Artisans & Estates group of high-end wineries assembled by Jess Jackson and his family. “I would spend mornings in the vineyards and afternoons in the lab,” she says, “learning all the subtleties of site, soil, climate and irrigation. I look back on it now and realize that I was getting an incredible foundation in how the earth makes wine.”

She began to build on that foundation immediately when she was hired to run the winery laboratory at DeLoach. With her mastery of wine analysis, Vazquez was able to get out of the lab and become involved with the rest of the production process. “I learned everything that was connected to lab analysis,” Vazquez relates. “At first I just wanted to be a better team player and help everyone else. At the same time, I’ve always had a sensitive palate. So it wasn’t long before I was putting together the chemistry, the production processes, and the flavors and textures of the wine. In other words, I was starting to think like a winemaker.”

When an assistant winemaking position opened up in 2000, Vazquez stepped right into it – just in time to help position the winery for its current transformation. DeLoach, always renowned for Zinfandel, had acquired Pinot Noir winery Hartmann Lane. “Today DeLoach is known for Pinot Noir, but back then it was a major learning experience for everyone,” Vazquez recalls. “You can do almost anything to Zin and it’s





still Zin. You look at Pinot Noir wrong and it can turn on you.” Vazquez’ experience with and respect for Pinot Noir is one of the keys to DeLoach’s current strength with the grape, which demands patience, wisdom, and more patience. It’s also one of the reasons she was promoted in 2008 to join Brian Maloney as co-winemaker for DeLoach Vineyards.

As the winery has focused its strategy and emphasized more organic and biodynamic winegrowing, Vazquez has come to draw more and more on her full range of capabilities, from pure science to winery production processes to the signals from her palate. “It’s true that winemaking is both art and science,” she says, “but there’s more to it than that. My approach is that intuition is right in the middle between art and science. I know I can quantify what my intuition tells me, and that together Brian and I can achieve the art.”





### **Brian Maloney, Winemaker**

DeLoach winemaker Brian Maloney was told as a child that his great-grandfather was a successful winegrower until Prohibition eviscerated the industry from 1920 to 1933. Maloney didn't learn the rest of the story until he was studying winemaking at UC Davis. His grandmother finally revealed that her father operated an illegal winery concealed beneath a trapdoor in her bedroom. "He got arrested for

bootlegging, and the family covered up the scandal," Maloney relates. "The reality is that he was trying to feed his family when his livelihood was taken away."

Learning of his forebear's whatever-it-takes winemaking spirit was a galvanizing moment for Maloney, "I grew up on a farm among animals and crops, so I was aware of the whole lifecycle of a bottle of wine," he explains. "But my family's history showed me the human dimension of the wine business -- the need for people to put themselves on the line for something they care about."

That determination kept his passion and drive alive when he found himself dragging hoses in his first winemaking job. Maloney moved to DeLoach in 2003, yet even with significantly expanded responsibilities there was little opportunity to test his palate and creativity. "Suddenly we had new ownership, wine production was shrinking drastically, and every day brought up some business or technical issue no one teaches you about in school," he recalls.

One of those issues was a nearly complete turnover in the winery's grape sources. This meant that one of the most important constants for winemakers had suddenly become a major variable. Once again the spirit of Maloney's great-grandfather kicked in. "It was hard, but we learned every new vineyard by tasting and experimenting," Maloney explains. "There were no models to copy, no fixed targets to hit. It was pure winemaking in the sense that we focused on the fruit itself, not something someone else had done in the past." This has now become DeLoach's signature approach to its Vineyard Designate Tier: making the wine





of the vineyard and vintage rather than imposing an existing idea of climate or appellation. Noted winemaker Greg LaFollette once proudly said of Brian, his protégé, “I don’t work with anybody better than him. He’s the real deal... DeLoach is in really good hands.”

The latest winemaking challenge for DeLoach’s winemaking team is designing a new process especially for the winery’s biodynamic estate vineyard. “This is a chance to take all our winemaking up a level,” Maloney explains. “It’s easy in a winery this size to live in the now, because there is always so much to do. To achieve our full potential, we have to think ahead and be ready for what’s coming before it arrives.”





### Eric Pooler, Winegrower

Eric Pooler manages DeLoach Vineyards' 17-acre estate vineyard and relationships with all of its growers throughout the Russian River Valley, Sonoma County and beyond. His job is to deliver the right kind of grapes to DeLoach's winemakers – even when “right” has more than one meaning depending on the circumstances.

“Our whole Vineyard Designate tier rests on the premise that we know how to find truly distinctive vineyards and express their *terroir*,” explains Pooler.

“A lot of that expression comes from the winemaking, of course, but it all starts with the vines and the people who grow them. And just like winemaking, working with a diverse group of growers is as much art as science.”

The science of viticulture has leaped forward in the past generation, and Pooler is a college-educated agriculturalist like many of his peers. The difference may be that he's a lifetime outdoorsman working for a wine company that espouses organic and biodynamic principles. The first time he worked on converting a vineyard from conventional to biodynamic agriculture, others were focused on the subjective yardstick of “grape quality.” Pooler saw the bigger picture, including the fact that the vineyard crew was healthier because they were no longer exposed to toxic chemicals.

“As an outdoorsman, you spend a major portion of your time noticing and caring about the health of the ecosystem,” he says. “When I look at a vineyard, I'm looking at the whole site and everything in it, not just the grapes. We're not going to get the best fruit from a vineyard – or a vineyard operation – that's not 100%.”

His philosophy for helping contract growers get to 100% is to emphasize practical assistance over requests for changes in philosophy or vineyard practices. “DeLoach offers growers production bonuses for farmers willing to farm organically or biodynamically,” Pooler notes, “but most growers at our level are thinking about more than money. They're thinking about quality and sustainability, so I focus on helping them with





that. Once they see that I am thinking along with them, they start to think along with me.” Pooler draws on many sources for the information he dispenses, including his pre-DeLoach stint as a pest control specialist with Kendall-Jackson.

When he feels it’s time for a grower to move to the next step on the quality ladder, one of his most effective selling points is DeLoach Vineyards itself. “I know that our winemakers are going to understand the quality and character of the grapes I bring in,” Pooler says, “and I know they’re going to do a great job of expressing it. If a grower wants to see the highest and best use of their fruit, and they’re willing to deliver the kind of quality we need, it’s not hard to show them why DeLoach Vineyards is the best possible home for their grapes.”





### *Jean-Charles Boisset: Innovator for the Earth*

Jean-Charles Boisset has been instrumental in the resurgence of DeLoach Vineyards since 2003, when he led his family's purchase of the winery, turned it toward more sustainable viticulture, and invested heavily to elevate the wine quality, bringing open-top fermentors from Burgundy and recruiting several new very select vineyard sources. To this winery he brings a life-long experience in the wine business, deep knowledge of the U.S. wine market, and a personal determination to reduce the wine world's environmental impact.

Jean-Charles grew up in Burgundy among the historic vineyards of the Côte de Nuits, where he was immersed in the world of wine from his early years. He began working in the family wine business as a teenager and completed his studies in business and finance in Europe and the U.S. His first mission for the family firm was helping to build the wine import and domestic production operations in North America. He then returned to France, contributing to the family firm's growth into the third largest wines-and-spirits concern in France.

During this period he began pushing Boisset to take an active interest in all aspects of winegrowing, coining the term *viniculteur* to underscore the company's emphasis on the winemaker's profession as one defined as much by time in the vineyards as in the cellars, leading to greater focus on quality and on sustainable farming practices. In particular, he elevated the family's estate winery in Burgundy to new heights of quality by focusing on small-production wines from vineyards with very low yields that relied on organic or biodynamic farming methods. This effort saw its culmination in 1999, when together with his sister, Nathalie, he united the family's vineyards in Burgundy into a single domain known as Domaine de la Vougeraie. The Domaine has proven to vintners around the world that certified organic viticulture and world-class Pinot Noir go hand in hand.

Jean-Charles then extended his family's leadership in Pinot Noir to the New World, working with Canadian partners to create a new winery on the Niagara Bench in the province of Ontario. Le Clos Jordanne is now widely recognized as the premier producer of Pinot Noir and Chardonnay in Canada. Several years later, he led Boisset's acquisition of DeLoach Vineyards in California's Russian River Valley and remains actively involved in its growth and evolution.





With the entire Boisset portfolio attuned to high quality and environmentally sound vineyard practices, Jean-Charles launched a new company-wide initiative aimed at reducing the environmental impact of delivering the world's best wine to consumers. Despite deep-seated attachment in France and other countries to glass bottles and cork stoppers, he quickly proceeded to launch successful new brands in alternative packaging whose lighter weight and recycling-friendly materials reduce the transportation cost and carbon footprint of every bottle. These new brands include French rabbit – varietally and vintage labeled French wine in Tetra Pak containers; Yellow Jersey – Pinot Noir and Sauvignon Blanc in PET plastic bottles; Mommessin Beaujolais in the industry's first-ever 750ml aluminum wine bottle; Bonus Passus Côtes du Rhone – the first AOC wine in PET; and Fog Mountain – the first California wine in PET.

At DeLoach Vineyards, Jean-Charles spearheaded creation of a new vessel to deliver a unique barrel tasting-like wine drinking experience at restaurants, cafés and bars. He introduced this through the wines by the glass program, one of the most important sources of profitable revenue in the on-premise market; instead of opening individual bottles, servers open the spigot on a miniature DeLoach wine barrel. Inside the barrel is a 10 Liter vacuum-sealed bag of lightly-fined and lightly-filtered wine that eliminates air as the wine is dispensed, keeping the remaining wine fresh. The barrel is easy to refill with replacement eco-bags of wine and dramatically reduces storage, waste, and labor costs.

For these and other innovations, Jean-Charles was named “Innovator of the Year” by *The Wine Enthusiast* magazine in 2008. That same year he was named “International Wine Entrepreneur of the Year” by the Meininger Group, publishers of *Meininger's Wine Business International*. He has several times been named to the *Decanter* list of the Top 50 Power Brokers in the global wine industry. Jean-Charles blogs about sustainability and eco-friendly initiatives in the wine world for *The Huffington Post*.





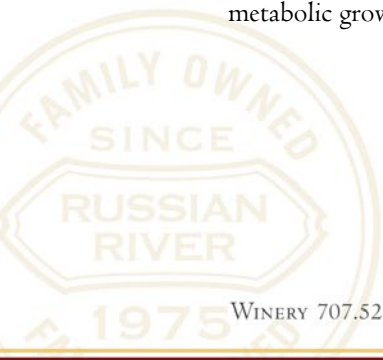
### *The DeLoach Estate Vineyard: A Great Site is Reborn*

When the Boisset family purchased DeLoach Vineyards in 2003, one of their first decisions was to convert the 17-acre estate vineyard surrounding the winery to organic and Biodynamic® farming. Decades of conventional chemical farming had left the soil tired and drained. The vineyard, with its prime location on an eastern bench of the Russian River, is one of the primary assets of the winery and one of the first things that visitors see upon arrival. Restoring the vineyard was a chance for the new owners, under the leadership of Jean-Charles Boisset, to demonstrate their commitment to changing the wine industry from within. These changes included Earth-friendly innovations in how wine is packaged and delivered to consumers, but they began with the Earth itself. The DeLoach estate vineyard would not just be replanted, but reborn in order to exemplify how great wine comes from great sites that are allowed to express themselves naturally.

The process of restoring the DeLoach estate vineyard was conducted from the perspective of nature. A conventional farmer might have simply pulled out the old vines and put in new ones. The DeLoach team, however, began by restoring the health of the land. The vineyard was allowed to recharge itself by growing cover crops that return essential nutrients to the soil. Farmers call this letting the land go “fallow;” simply put, do nothing but let the land grow something different for a change. Biodynamic® agriculture takes the restoration process even further.

The first cover crop planted was safflower, whose deep roots drew moisture up and out of the sticky clay soil of the Russian River floodplain. Once the soil dried out to a more balanced level of moisture, it was turned over at a depth of several feet. This introduced more space for oxygen and water, which make up nearly half the composition of good winegrowing soil. The soil was then amended with a combination of rock phosphate (a natural slow-release form of phosphorus), lime (to raise the soil pH and adjust the calcium/magnesium ratio), and a Biodynamic® compost preparation.

Production of the compost had begun the winter before and was a mixture of organic barley straw and clean cow manure containing no hormones or other chemicals. DeLoach acquired manure from local dairies, thus recycling the natural nutrients from the manure back into the local ecosystem. A hundred tons of manure and straw were formed into a large windrow, covered with straw to hold in moisture and heat and thereby encourage metabolic activity. At certain points in the compost’s development the winery added Biodynamic® preparations, teas made from beneficial plants. The preparations further stimulated and focused the compost’s metabolic growth.





During the first cover crop season, DeLoach applied horn manure to the soil to introduce more beneficial microorganisms. Horn manure is made by filling a cow horn with dried cow manure, burying it in the vineyard, and letting it remain there all winter. The horn shape is one of nature's inventions, and Biodynamic® adherents see it as focusing the decomposition process while the horn is buried underground. When fully broken down, the finished compost is essentially "bugs in a jug," or soil inoculum, because it contains microorganisms that have naturally adapted to the farm's soil conditions.

In the second year of vineyard restoration, the vineyard soil was again inoculated with horn manure and its host of beneficial microorganisms. These minute living creatures carry nutrients into the soil and distribute them evenly to encourage the formation of good soil structure. Then DeLoach planted a winter cover crop of barley, vetch (which fixes nitrogen in the soil), and indicator plants, which are known to either thrive or wither under specific soil conditions. Like a canary in a coal mine, the indicator plants helped DeLoach's vineyard experts understand what was going on in the underlying soil.

After the second cover crop had successfully run its course, the vineyard was ready to plant to Pinot Noir and Chardonnay. Planting took place according to the Biodynamic® calendar, which takes account of celestial and terrestrial movements such as the moon and tides. According to astronomers and geologists, our Earth and moon are part of a single gravitational system because of their close proximity. This explains why the moon can create the powerful tidal forces that are easily observable at the seashore or in the mouths of rivers as they reach the sea. In fact the moon creates tidal effects in many other places as well, including lakes, streams, underground reservoirs, and river floodplains like the one surrounding DeLoach Vineyards.

Even after planting the new grapevines, the vineyard's rebirth was not complete. From a Biodynamic® point of view, everything moves in cycles: instead of endings, nature continually finds new beginnings. DeLoach therefore continues to plant a variety of cover crops alongside the vines to encourage beneficial insects and microbial diversity, and enhance soil fertility and structure. The estate vineyard is now a rich ecosystem in which grapevines are able to express the unique combination of soil, climate, air, water, nutrients and human attention that turn the concept of *terroir* into a tangible reality. 2010 will mark the first vintage of wines from the estate vineyards at DeLoach Vineyards since their conversion to Biodynamic® farming.





## About Biodynamic® Agriculture

Biodynamic® agriculture is a system of organic farming that can be applied to all types of agriculture. It was developed by Rudolf Steiner, whom most people know as the founder of the Waldorf School. The philosophy behind the school is that children learn in natural ways, and education should support and amplify these natural processes. Biodynamic® farming is gaining adherents in the wine business because it does the same thing for grape vines: amplify the combination of physical factors that make a vineyard site unique. That combination of factors is also known as “*terroir*,” so you can think of Biodynamic® farming as a way to help a vineyard express *terroir*.

Like organic agriculture, Biodynamic® farming eliminates the use of synthetic chemicals to fertilize plants and fight pests. But where organic viticulture focuses almost exclusively on soil, Biodynamic® farming attunes winegrowers to the energetic life of the soil, the vine, and its fruit. One of the simplest examples of this is the way that nature changes its focus during terrestrial seasons. During winter in the northern hemisphere, the sun is low, solar energy is weak, and the earth is warm relative to the air. So grapevines “go with the flow” by putting their energy into their roots below the ground rather than expend energy above ground. During their ripening season, on the other hand, solar energy is increasing and the soil is cool compared to the air. Now the vines put their energy into rising toward the heat of the sun even as the sun itself rises in the sky due to the Earth’s transit around it. During the seasons in between, the vines turn their energy to intermediate forms of matter, such as the liquid sap in their stems and leaves.

Much of Biodynamic® farming is concerned with thinking along natural cycles – making sure plants are aligned with and can complete the cycles fully. This is why Biodynamic® winegrowers apply natural “preparations” that gently stimulate the seasonal forces already at work. The spring preparation, for example, includes pulverized quartz, a light-reflecting form of matter. This preparation is sprayed onto the vines just as they are seeking sunlight to turn their flowers into fruit. During the previous six months, the quartz was buried in the vineyard so that its contribution would mirror the vine’s: rising from the earth toward the sunlight. (Those who doubt that quartz can do any good should consider that their wristwatch may well be powered by a tiny grain of the same material.)

Another important tenet of Biodynamic® farming is that a farm should be a self-sustaining system – one that generates compost, provides habitat for beneficial plants and insects, and feeds its human farmers. In practical terms, few modern wineries have enough land or labor to fulfill this requirement, so Biodynamic® growers





often cooperate with each other and with nearby farms to procure manure for compost, materials for “preparations,” and other resources. This too reminds us that we are part of a larger system and succeed by harmonizing with it. At DeLoach, the half-acre certified organic garden thrives with life. Sheep and chicken reside beside the garden’s seemingly endless variety of fruits and vegetables; five types of melons and fifteen different heirloom tomatoes grow hearty in the sun while a colony of honeybees pollinates the flowers. The organic garden produces food for friends and employees year round. During harvest, the entire team takes time to share in a lunch prepared by the chef using fresh produce from the winery garden and honey from the resident bees. Once a month, friends, growers, fellow winemakers and their families are invited to the winery guesthouse to share dinner and taste wine from all over the Russian River Valley. At the end of the day, Biodynamic® farming at DeLoach is about community and quality of life.





“We don’t impose our rhythm on Nature.  
The key is to listen, respect and live within Her.”

— Jean-Charles Boisset, DeLoach Vineyards Proprietor



At DeLoach Vineyards, we live by this philosophy of stewardship. As biodynamic practitioners and leaders in packaging innovation, we consider ourselves stewards of the land, with a profound responsibility to pass along a clean environment and revitalized, healthy soil to future generations.

We are dedicated to a tradition of quality and respect for terroir, showcased through our wines as well as our sustainable practices at every point in a wine’s life, from vineyard to vessel.

**100%**  
**certified**  
**organic**  
estate vineyards

**100%**  
**renewable**  
**energy use**

## DELOACH VINEYARDS — STRIVING TO BE LEADERS IN SUSTAINABLE WINEGROWING FROM VINEYARD TO VESSEL

### CERTIFIED ORGANIC FARMING

The conversion of DeLoach Vineyards to organic and biodynamic methods began when all of the estate’s vineyards were removed to begin a two-year series of cover crop rotations and preparations aimed at restoring a naturally healthy balance to the soil. Today, the new vineyards have been awarded organic certification by the CCOF (California Certified Organic Farmers) and are planted with eight clones of Pinot Noir and two Chardonnay clones that will yield their first estate-grown organic wines in 2010.

### CERTIFIED BIODYNAMIC FARMING

Developed by scientist-philosopher Rudolf Steiner, the overall approach behind biodynamics is to treat the farm as a self-sustaining, living entity that avoids the cycle of dependence

on fertilizers and pesticides by maintaining a balanced, diverse ecology. The complete program involves the use of cover crops, the application of biodynamic preparations and composts, and the maintenance of biodiversity within the estate. Biodynamics is gaining support in the wine business because it goes beyond organic viticulture to amplify the combination of physical factors that make a vineyard unique. DeLoach’s estate vineyards received biodynamic certification from Demeter in December 2009.

### RENEWABLE ENERGY INNOVATIONS

DeLoach Vineyards has partnered with renewable energy provider *Village Green Energy* to power its operations from 100% renewable energy sources, eliminating 314 metric tons of CO<sub>2</sub> from the atmosphere each year — the equivalent of greenhouse gas emissions from 57 passenger vehicles.



## CORK RECYCLING

As part of the *ReCORK America* program, 100% of all corks are recycled to become flooring tiles, building insulation, sports equipment and more. The winery also has cork drop-off boxes and encourages visitors to recycle all their corks.

## WATER RECYCLING

One of the first in the wine industry to implement an innovative membrane bio-reactor that relies on micro-organisms to purify water used in the winemaking process so it can then be used for landscaping and vineyard irrigation. The award-winning system, known as the Titan MBR, has the potential to save almost two million gallons of water per year.

## ORGANIC GARDEN

The half-acre certified organic garden at DeLoach Vineyards thrives with life. With a gazebo and fountain sitting at the center of the plot, the garden has a seemingly endless variety of fruits and vegetables. In addition to contributing to the winery's biodynamic preparations, the garden's bounty benefits the community through donations to local food banks and restaurants such as *Food for Thought*, *Redwood Empire Food Bank* and *Zazu* restaurant and is served to winery guests.

## WINEGROWER PARTNERSHIPS

DeLoach works hand-in-hand with its winegrower partners to encourage them to adopt increasingly sustainable farming practices. It does this by offering technical support and

financial incentives to eliminate synthetic chemicals from their vineyards and to validate their practices with third-party certifiers. It's a mutually beneficial relationship; DeLoach is able to offer more organic wines and the vineyard owners are able to learn new sustainable practices.

## INNOVATIVE PACKAGING

With its Barrel to Barrel program, DeLoach brings the winery experience directly from cellar to glass. The elegant wood barrel arrives with the wine in an eco-bag that reduces packaging by 99% compared to glass and is housed in an equally recyclable outer box. The eco-bag holds the equivalent of 67 glasses at a five-ounce pour, or more than 13 standard bottles of wine. This packaging innovation dramatically reduces the carbon footprint for wine by-the-glass.

## RECYCLED BUILDING MATERIALS

To remodel the estate, DeLoach worked with local company Quantum Builders which emphasizes sustainable and methods. They found new homes for old doors, windows and tiles, instead of sending them to the landfill. Cabinets were built using wood reclaimed from old DeLoach wine vats, and the walls were insulated using recycled denim jeans. Signage at the front of the winery was created using recycled wood from the old Levi Strauss factory.



*Sitting high above Sonoma's Russian River in the hills of southwestern Sebastopol, Maboroshi Vineyard supplies DeLoach with grapes for some of its finest Pinot Noir. Owners Tom and Rebecca Kisaichi say that their partnership with DeLoach inspired them to start many sustainable practices, including the method of using goats to help with weeding on their vineyards steep hillsides. In their own words, they strive to "train and manage our vines through a winemaker's perspective, in order to produce the best fruit we can. We will continue to do so while becoming more in tune to the flow of mother nature."*



## DeLoach Vineyards Fact Sheet

<b>Contact</b>	Patrick Egan, Marketing Manager   <a href="mailto:patrick.egan@boisset.com">patrick.egan@boisset.com</a>
<b>Parent Company</b>	Boisset Family Estates
<b>President</b>	Jean-Charles Boisset
<b>General Manager</b>	Lisa Heisinger
<b>Winemakers</b>	Julia Vázquez & Brian Maloney
<b>Enologist</b>	Katie Cochran
<b>Winegrower</b>	Eric Pooler

### About DeLoach Vineyards

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 tenth time in the winery's history in 2009.

### About Boisset Family Estates

Boisset Family Estates is a family-owned producer and importer of fine wines based in Sausalito, California with roots in Burgundy, France, Sonoma's Russian River Valley and the Napa Valley. One of the world's leading producers of Pinot Noir, Boisset crafts fine wines with a strict *terroir* approach: each house in its family of wineries has a unique history, identity, and style, yet all are united in the pursuit of superior quality. Boisset is an innovative leader in the wine world that seeks to reduce the environmental impact of wine packaging and production and protect the long-term sustainability of winegrowing from farming methods to winery practices and packaging. To learn more about Boisset, please visit its website at [www.boissetfamilyestates.com](http://www.boissetfamilyestates.com).

### Current Releases

#### Russian River Valley wines:

- Russian River Valley Pinot Noir 2008, \$24, 15,000 cases
- Russian River Valley Chardonnay 2007, \$18, 9,000 cases
- Russian River Valley Zinfandel 2008, \$20, 3,798 cases
- Russian River Valley Merlot 2006, \$18, 2,500 cases
- Russian River Valley Syrah 2006, \$18, 402 cases\*
- Russian River Valley Pinot Blanc 2008, \$16, 150 cases\*





**Coastal wines:**

Central Coast Pinot Noir 2008, \$16, 2,282 cases  
Sonoma Coast Pinot Noir 2008, \$21, 1,000 cases

**OFS (Our Finest Selection) wines:**

OFS Pinot Noir 2007, \$40, 1,475 cases  
OFS Chardonnay 2007, \$32, 963 cases  
OFS Zinfandel 2007, \$32, 287 cases\*  
OFS Tawny Red Wine NV, \$32, 371 cases\*

**Vineyard Designate wines:**

***Pinot Noir***

Masút Vineyard Pinot Noir 2007, \$45, 1,018 cases  
Green Valley Pinot Noir 2007, \$45, 991 cases  
Van der Kamp Vineyard Pinot Noir 2006, \$42, 521 cases  
Maboroshi Vineyard Pinot Noir 2007, \$45, 435 cases  
Sonoma Stage Vineyard Pinot Noir 2006, \$85, 304 cases  
Durell Vineyard Pinot Noir 2007, \$50, 104 cases\*  
Le Roi Pinot Noir 2007, \$60, 56 cases\*

***Chardonnay***

Golden Coast Chardonnay 2007, \$45, 354 cases  
Hawk Hill Vineyard Chardonnay 2007, \$50, 207 cases  
Porter-Bass Vineyard Chardonnay 2006, \$45, 156 cases\*  
Ritchie Vineyard Chardonnay 2007, \$45, 141 cases

***Zinfandel***

Nova Vineyard Zinfandel 2007, \$32, 626 cases  
Forgotten Vines Zinfandel 2007, \$32, 609 cases  
Riebli Valley Zinfandel 2007, \$48, 181 cases\*  
Butler Vineyard Zinfandel 2007, \$32, 136 cases\*  
Von Weidlich Vineyard Zinfandel 2008, \$32, 86 cases\*

***Other Varietals***

Wild Creek Vineyard Cabernet Sauvignon 2005, \$38, 696 cases  
Ritchie Vineyard Sauvignon Blanc 2008, \$30, 468 cases\*  
\*Designates Winery Exclusives

*DeLoach Vineyards also produces a more widely available tier of California Pinot Noir, Chardonnay, Zinfandel, Merlot and Cabernet Sauvignon, offering exceptional value at \$11 - \$15 a bottle. The California Pinot Noir is also available in a 3L or 10L (\$156) eco-bag made for the DeLoach Barrel-to-Barrel for a special "cellar-to-glass" wine drinking experience. Learn more at [www.barreltobarrel.com](http://www.barreltobarrel.com)*





## Visiting DeLoach Vineyards

1791 Olivet Road, Santa Rosa, CA 95401  
707-526-9111 ext 109

- Tasting Room** Designed by renowned wine country architect Howard Backen, the tasting room reflects the casual feel of Sonoma wine country. Dark wood, weathered rugs and floor-to-ceiling wine racks invite guests to immerse themselves in the rural calm of the winery. Guests may bring their wine samples outside to the enclosed patio, relax in the newly-landscaped picnic area featuring native plants, a frog pond and Biodynamic® garden, or remain inside to enjoy artisan cheese pairings. For larger groups, DeLoach Vineyards offers private tastings in the rustic, charming Fleur de Lys room or our new Russian River Room. Both invite visitors to further enjoy the tranquility of the Russian River Valley.
- Hours** The tasting room at DeLoach Vineyards is open to the public daily from 10 a.m. – 5:00 p.m. Groups and limos are welcome by appointment only.
- Tasting fees** Wine tasting is \$10 per person; the fee is refunded with any wine purchase.
- Tours** Winery tours are complimentary with a wine tasting and can include a walk through the DeLoach estate and a visit to our organic garden. Please call our tasting room for tour times and availability.
- Picnic Program** Relax and savor the wine country! DeLoach Vineyards' picnic grounds beneath the redwoods is the perfect spot for a relaxing lunch, and we do all the work for you! Choose your favorite picnic table and DeLoach wine, and we'll provide a picnic basket of special delicacies, elegant linens, stemware, cutting board, and a knife. Priced at \$32, each basket includes salami, cheese, crackers, olives, chocolates, dried fruit, and nuts (vegetarian option available as well). Wine sold separately. Please reserve your picnic table and basket 24 – 48 hours in advance.
- Cheese Program** We offer a special artisan cheese menu for our guests. This delicious selection highlights the complementary flavors of our dynamic wines and the region's best cheeses. The cost is \$20 per person for a cheese and wine pairing or \$10 for cheese only. (Complimentary to wine club members and one guest). Please reserve 24 hours in advance.





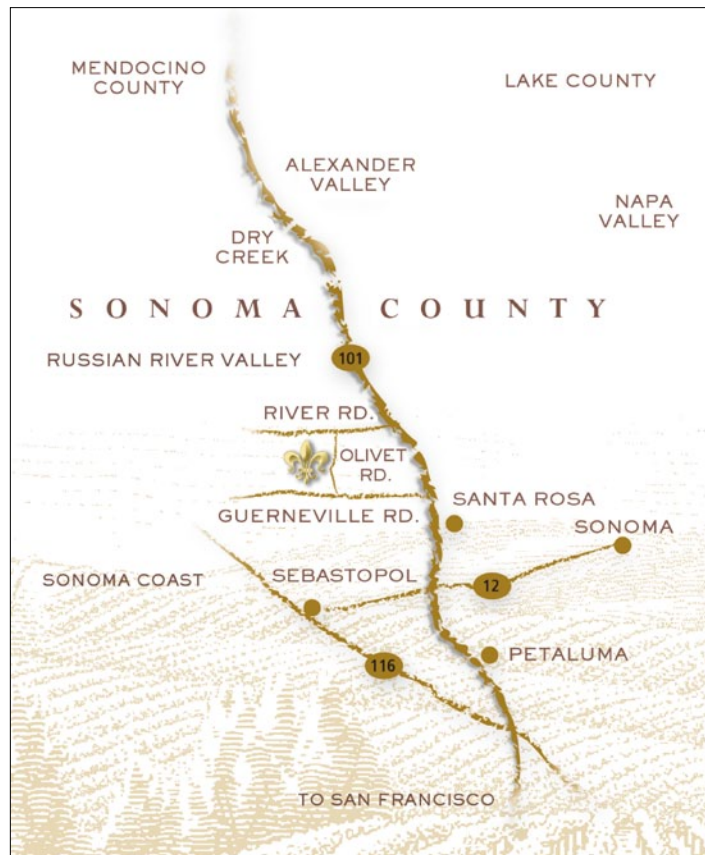
## Special Events

DeLoach Vineyards offers an exceptional wine country setting for your special events. We host private tastings, business meetings & focus retreats, corporate lunches & dinners, rehearsal dinners, and birthday parties.

For indoor events, our guest house located in the vineyards behind the winery contains an open-beamed great room and dining room with fireplaces and madrone flooring. We offer in-house catering, chairs and tables, and can accommodate up to 100 guests using the entire ground floor or 65 guests in the great room alone.

For outdoor events, we have beautiful grounds that include a large organic vegetable garden with a gazebo and fountain. There are flower gardens, a pool, and a lovely outdoor patio area. We host outdoor events April-September for up to 120 guests.

We specialize in wine tastings and wine & food pairing dinners, and are always happy to invite guests to exquisite meals made with local ingredients -- including organic produce grown in our own garden -- and pair them with the perfect DeLoach wine.



## Find Us

DeLoach Vineyards is located 60 miles north of San Francisco, just west of Santa Rosa. Take highway 101 north to the River Road exit, head west 5 miles to Olivet Road and turn left.

