



## Mendocino Wineries Recognized as California's Hottest

March 25, 2013

Mendocino vineyards and wineries are prominent on Jon Fredrikson's list of the hottest California wineries of 2012, which was publicly released at the 2013 Unified Symposium. Six of the brands included on this list are based in Mendocino or have strong Mendocino connections, demonstrating that the region is gaining both recognition and market share.

Included were Brutocao Cellars from Hopland, Frey Vineyards from Redwood Valley, and Duckhorn Wine Company - who makes Goldeneye wine in Philo. Mendocino grapes are prominent in three of the other wineries honored: Hess Collection, Rosenblum Cellars and Weibel Winery.

"Mendocino County accounts for less than 3% of the wineries and winegrape acreage in the state. Yet 6 of 18 wineries on the Fredrikson list have Mendocino County roots. This is another sign that Mendocino is starting to shine" states Zac Robinson, the president of the Mendocino Winegrowers Inc.

The list of hot brands is based on a combination of factors, including wine sales, sales growth, and "buzz" associated with each brand.

Katrina Frey, Executive Director at Frey Vineyards credits a great 2012 with Frey's inclusion on the list. "We saw a huge increase in consumer demand for additive free wines. Our organic and Biodynamic®, no sulfites added wines, made big splashes in Whole Foods with two exclusive labels." Frey Vineyards pioneered organic winemaking in 1980 as the nation's first organic winery.

Another hot brand for 2012, Brutocao Cellars prides itself on producing entirely estate wines. "Since the 1940s, we used to sell our grapes to prestigious Napa and Sonoma wineries. Now we keep those same high-quality estate grapes for our own brands," stated President Steve Brutocao. Aaron Niderost, General Manager, adds "This is our niche. We grow it, pick it, press it and bottle it. We give fans of our wines tremendous quality and value."

The other brands on the list have leveraged Mendocino's premium winegrapes in a variety of different ways.

- Duckhorn Wine Company has been making its Goldeneye Pinot Noir in Mendocino's prestigious Anderson Valley since 2002. The company built a new winery at the vineyard in 2010.
- Weibel – one of Mendocino's pioneering wineries 4 decades ago – now maintains a large vineyard presence (over 500 acres) with an emphasis in the Redwood Valley region.
- Hess Collection makes a variety of Mendocino wines, including old-vine Zinfandel from the county's heritage vineyards.
- Roseblum is part of the Diageo group. Director of grower relations Terese Geniella explains that Diageo has found success with Mendocino grapes, especially from vineyards in the Potter Valley region.

For more information about Mendocino County grapes and wines **contact Aubrey Rawlings** from Mendocino Winegrowers Inc.

### **HOTTEST CALIFORNIA WINERIES IN 2012**

Frey Vineyards  
Duckhorn Wine Co.  
Rosenblum  
Brutocao Cellars  
Weibel/Stone Creek  
Hess Collection

DFV Wines  
Bogle  
J Lohr  
Cecchetti Wine  
McManis  
The Other Guys  
Robert Hall  
Lange Twins  
Crew Wine Co.  
Vinum  
Herzog/Royal Wine  
Fox Barrel Cider

*Source: Gomberg,  
Fredrikson & Associates*