



# WELCOME TO --- THE SANTA CRUZ MOUNTAINS WINE REGION

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*Santa Cruz  
Mountains*  
WINEGROWERS ASSOCIATION

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# ABOUT THE SANTA CRUZ MOUNTAINS

Breathtaking vistas. Ocean and valley views. Lush forests. Majestic first-growth redwoods. Misty fog. Ocean breezes. Surf and sand. And mountain vineyards. This is the Santa Cruz Mountains.

## THE SANTA CRUZ MOUNTAINS APPELLATION

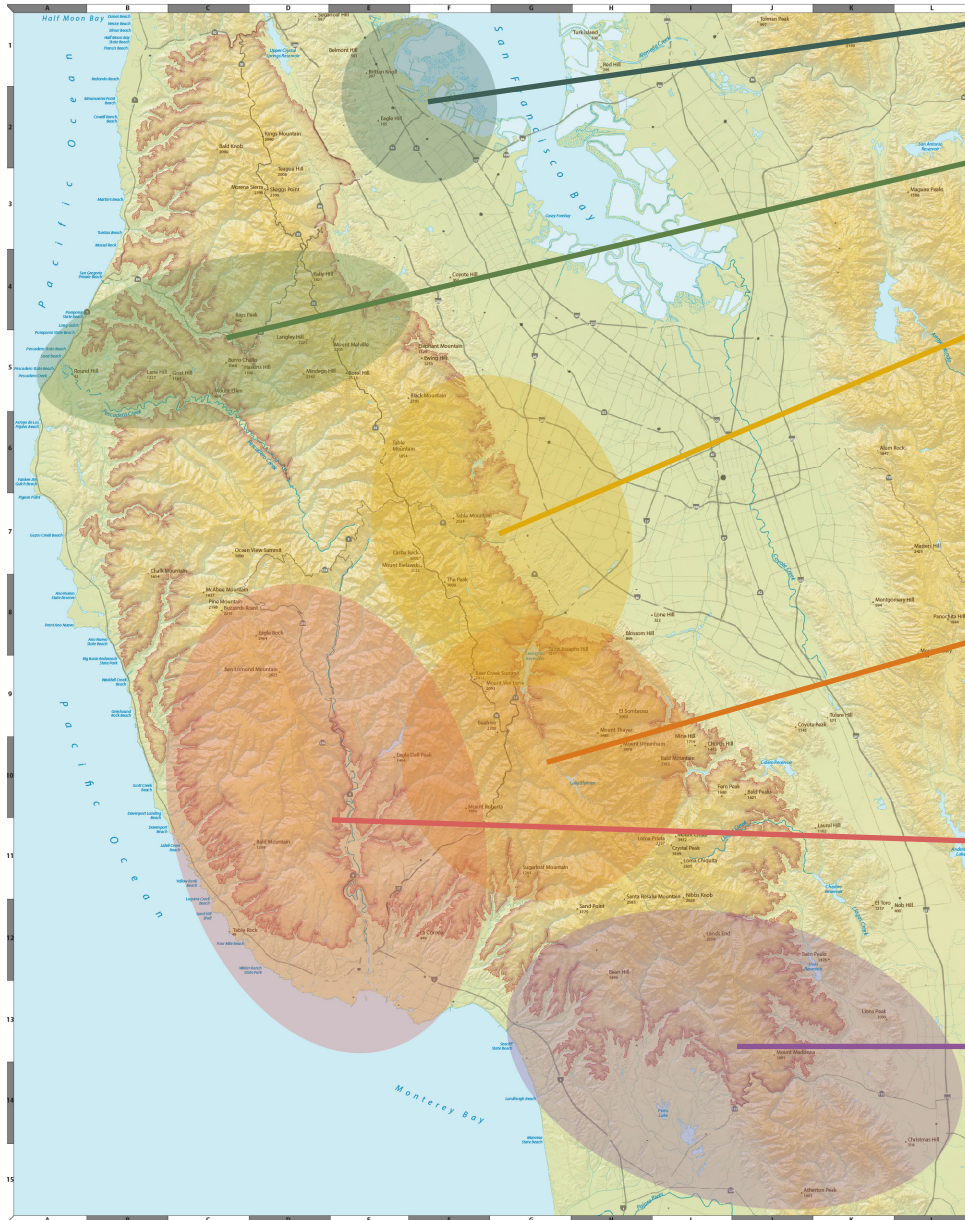
- The Santa Cruz Mountains Appellation is part of the Pacific Coast Ranges and straddles the San Andreas Fault, with the North American Plate on the east, and the Pacific Plate on the west.
- The appellation runs along the San Francisco Peninsula ridge south of San Francisco, separating the Pacific Ocean from the San Francisco Bay and the Santa Clara Valley, continuing south, bordering Monterey Bay and ending in Watsonville.
- The appellation encompasses San Mateo, Santa Clara and Santa Cruz counties, with South San Francisco at the northern end and Watsonville at the southern.
- As the first American Viticulture Area (AVA) to be defined by a mountainous region in 1981, it is known as "America's Premier Mountain Appellation."
- The Santa Cruz Mountains AVA was the first in the U.S. to use the European model of climatological and geophysical aspects instead of political boundaries.
- The appellation is comprised of mountain topography, following the fog line along the coast to encompass our highest vineyards on the ridgetops at 2600'+ elevation.
- The AVA is defined primarily by elevation – down to 800 feet on the east (the valley side) and 400 feet on the west (the coastal side).
- The appellation encompasses more than 480,000 acres of Mediterranean forests, woodlands, coastal forests and scrub biome consisting of California native vegetation such as Chaparral, Scrub Oak, Tan Oak, Valley Oaks, Redwoods, Eucalyptus, Madrones and grasslands.

# SANTA CRUZ MOUNTAINS AVA



# WINEMAKING SUB-REGIONS OF THE SANTA CRUZ MOUNTAINS

The Santa Cruz Mountains winegrowing region encompasses more than 850 square miles, beginning from San Francisco down the Peninsula to Silicon Valley and Gilroy over to Watsonville, Monterey Bay and back up to Santa Cruz and Half Moon Bay. Each sub-region has a distinct terroir and microclimate. Due to the size of the Santa Cruz Mountains wine region, visitors are encouraged to plan their itinerary by sub-regions or urban winery locations.



## MID-PENINSULA

Domenico Winery, Kings Mountain Vineyards, La Honda Winery, Waxwing Wines, Woodside Vineyards

## SKYLINE/WOODSIDE/SLOW COAST

Chaine d'Or, Clos de la Tech, Neely Wine, Portola Vineyards, Pescadero Creek Vineyards, Rhys Vineyards, Sante Arcangeli Family Wines, Thomas Fogarty Winery & Vineyards

## CUPERTINO/SARATOGA/LOS GATOS

Big Basin Vineyards, Cinnabar Winery, Cooper-Garrod, Domaine Eden, Eden Estate Wines, Fellom Ranch Vineyards, House Family Vineyards, Kathryn Kennedy, Left Bend Winery, Lexington Wine Co., McCarthy Family Estate Vineyards, Mindego Ridge, Mount Eden Vineyards, Muccigrosso Vineyards, Naumann Vineyards, Ridge Vineyards, Roudon-Smith Winery, The Mountain Winery, Vidovich Vineyards

## SUMMIT/HWY 35


Black Ridge Vineyards, Burrell School Vineyards & Winery, La Rusticana d'Orsa Vineyards, Muns Vineyards, Radonich Brothers Vineyards, Regale Winery and Vineyards, Silver Mountain Vineyards, Silvertip Vineyards, Villa del Monte Winery, Wrights Station Vineyard & Winery

## SANTA CRUZ/SOQUEL/BONNY DOON/SAN LORENZO VALLEY

Bargetto Winery, Big Basin Vineyards, Bottle Jack Winery, Equinox, Kissed by an Angel Wines, McHenry Vineyard, Partage, Rexford Winery, Santa Cruz Mountain Vineyards, Stockwell Cellars

## APTOS/CORRALITOS/GILROY

Alfaro Family Vineyards & Winery, Armitage Wines, Clos LaChance Vineyards, Dorcich Family Vineyards, Integrity Wines, Lester Estate Wines, Martin Ranch Winery, Nicholson Vineyards, Storrs Winery, Windy Oaks Estate Vineyards



*“A mountain vineyard  
is the most beautiful  
sight on earth!”  
-Martin Ray*

# SOILS & CLIMATE



## CALIFORNIA SUSTAINABLE VITICULTURE

Sustainable wine grape growing has long been the rule of thumb in the Santa Cruz Mountains. Area winegrowers have for decades employed sustainable practices such as planting cover crops, erosion control, and canopy management. Since the first sustainable workshops in 2004 the region has seen an increase in the adoption of sustainable vineyard practices. Some have adopted alternative energy such as solar and biodiesel. Several vineyards grow organically and are certified by the California Certified Organic Farmers organization.

## CLIMATE

Defined by its elevation, the Santa Cruz Mountains AVA spans the Pacific Coast from San Francisco in the north to Watsonville 90 miles south. A trademark fog line wraps around the entire mountain range, encompassing the region's highest vineyards on the ridge tops at 2600' (792m) elevation. The region's vineyards, wineries and resulting wines reflect this unique coastal mountain terrain and proximity to the Pacific Ocean.

## SOILS & EARTH

This broad region is defined by diverse microclimates. Warmed on the eastern (inland) side by high daily temperatures and low wind, zinfandel, cabernet, and merlot predominate. Cooled on the coastal side and ridge tops by ocean breezes and fog, varieties such as pinot noir and chardonnay flourish. Soils are varied and reflective of the proximity of beach sands and mountain geology, and consist of decomposed rock, clay, loam, and limestone. The presence of cinnabar, graphite, gypsum, melanterite, and talc contributes a fresh, mineral character to the wines. Abundant mineral content often releases a fresh, mineral character to the wines. Soil diversity is the norm and depending on the elevation of the vineyard block it may contain several different soil types.

## RAIN

In the Santa Cruz Mountains' Mediterranean-type climate, precipitation falls between November and April. According to the National Weather Service, this totals more than 50 inches (127 cm) of rain annually. Due to a rain shadow effect, precipitation on the eastern side of the range is significantly less, about 11 inches (28 cm) a year, giving way to a slightly dryer climate for growing cabernet, zinfandel, syrah and merlot.

# HERITAGE TIMELINE

**1794**

Wine making in the region began with the Spanish missionaries who made a sweet wine for church ceremonies

**1886**

Osea Perrone, created his summer retreat, vineyard and winery at the top of Monte Bello Ridge in 1886 (Ridge Winery).

**1896**

Paul Masson born in Burgundy, purchased 40 acres in the mountains above Saratoga (The Mountain Winery).

**1976**

Two wineries from the Santa Cruz Mountain region participated in the Judgment of Paris wine tasting, with the 1973 David Bruce Winery Chardonnay placing 10th in the white wine tasting and the 1971 Ridge Vineyards Monte Bello Cabernet Sauvignon placing 5th in the red wine tasting.

**1854**

Viticulture got its start in the Santa Cruz Mountains -- Early viticulturists included Lyman J. Burrell near the summit (Burrell School); the Jarvis brothers near Scotts Valley (Santa Cruz Mountain Winery, Annamaria's Vineyard); the Burns family in Ben Lomond (Beauregard).

**1888**

Pierre Klein purchased 160 acres (now owned by Ridge Winery). Klein was regarded as one of the primary winemakers of his day, winning a gold medal at the Paris Exposition of 1900.

**1883**

Emmett Hawkins Rixford, established La Questa with 7,000 vines imported from France. Now less than an acre, the vineyard continues to produce a small amount of the coveted La Questa cabernet sauvignon, bottled by Woodside Vineyards.

**1933**

The first winery to emerge after Prohibition was Bargetto Winery in Soquel

**1981**

The Santa Cruz Mountains AVA was established and was one of the first AVAs determined by altitude.

**NOW**

Over 70 wineries exist, producing premium wines in a broad range of styles from 1,500 acres planted to winegrapes.

# HISTORY

The Santa Cruz Mountains has played a pivotal role in the history of winemaking in California, with roots going back over 100 years, and include well-known winemakers such as Paul Masson, Martin Ray, Paul Draper (Ridge Vineyards), David Bruce and others. The appellation has seen significant growth and change since the start of the 21st century. The precedence set by these legendary figures (along with best and sustainable practices in the vineyards and wineries) can be tasted today in our world-class wines.

For centuries massive tracts of virgin coastal redwoods covered the Santa Cruz Mountains, growing on top of substantial lime deposits. Early loggers harvested 18,000,000 board feet of virgin redwood. Cleared spaces allowed homesteaders to plant fruit, vegetables, and vineyards. Early viticulturists included Lyman J. Burrell near the summit (Burrell School); the Jarvis brothers near Scotts Valley (Santa Cruz Mountain Winery, Annamaria's Vineyard); the Burns family in Ben Lomond (Beauregard); Dr. Robert Tripp, in the town of Woodside. By 1875, existing records note that the Santa Cruz Mountains had 262,275 vines (300 acres, 121 hectares) and were producing 70,000 gallons of wine a year.

On the east side of the mountains, Emmet H. Rixford planted a small vineyard on the top of a small ridge (cuesta in Spanish) above Woodside and established La Questa Winery in 1883. Rixford evokes the type of



Harvest in Glenwood Area circa 1900 (Photo Courtesy of The Late Harvest Project)

winemaker that you're most likely to find in the mountains today -- people dedicated to preserving the quality of small vineyards in their wine. Rixford's book, *The Wine Press and the Cellar*, published in 1887, was a staple for new winemakers well into the 20th century.

Further south, another group of winemakers began their ascent up Monte Bello Ridge in current day Cupertino. Vincent and Secundo Picchetti (Picchetti Winery) purchased land towards the bottom of the mountain in the early 1870s. Further up the mountain, Pierre Klein purchased 160 acres in 1888 (now owned by Ridge Vineyards).

Klein was regarded as one of the primary winemakers of his day, winning a gold medal at the Paris Exposition of 1900. Osea Perrone, a dapper San Francisco physician, created his summer retreat, vineyard and winery at the top of Monte Bello Ridge in 1886 (Ridge Vineyards). The Monte Bello region is the center piece of what is known as Chaine d'Or, or golden chain of highland wine country. By 1980 the Chaine d'Or was a well-established wine district known for excellent clarets with Woodside at the North end and Saratoga in the South.

Paul Masson was probably the most notable character to establish a vineyard

in the Santa Cruz Mountains in the early 1890s. Born in Burgundy, he purchased 40 acres (16 hectares) in the mountains above Saratoga (The Mountain Winery) in 1896. For the next 40 years, he produced champagne. The other significant winery established in the 1880s was the Novitiate in Los Gatos (Testarossa).

In 1881, deep in the heart of the Santa Cruz Mountains, California pioneer Pierre Cornwall established Heart O' The

Mountain; this premium grape growing property was once owned by the famous director, Alfred Hitchcock.

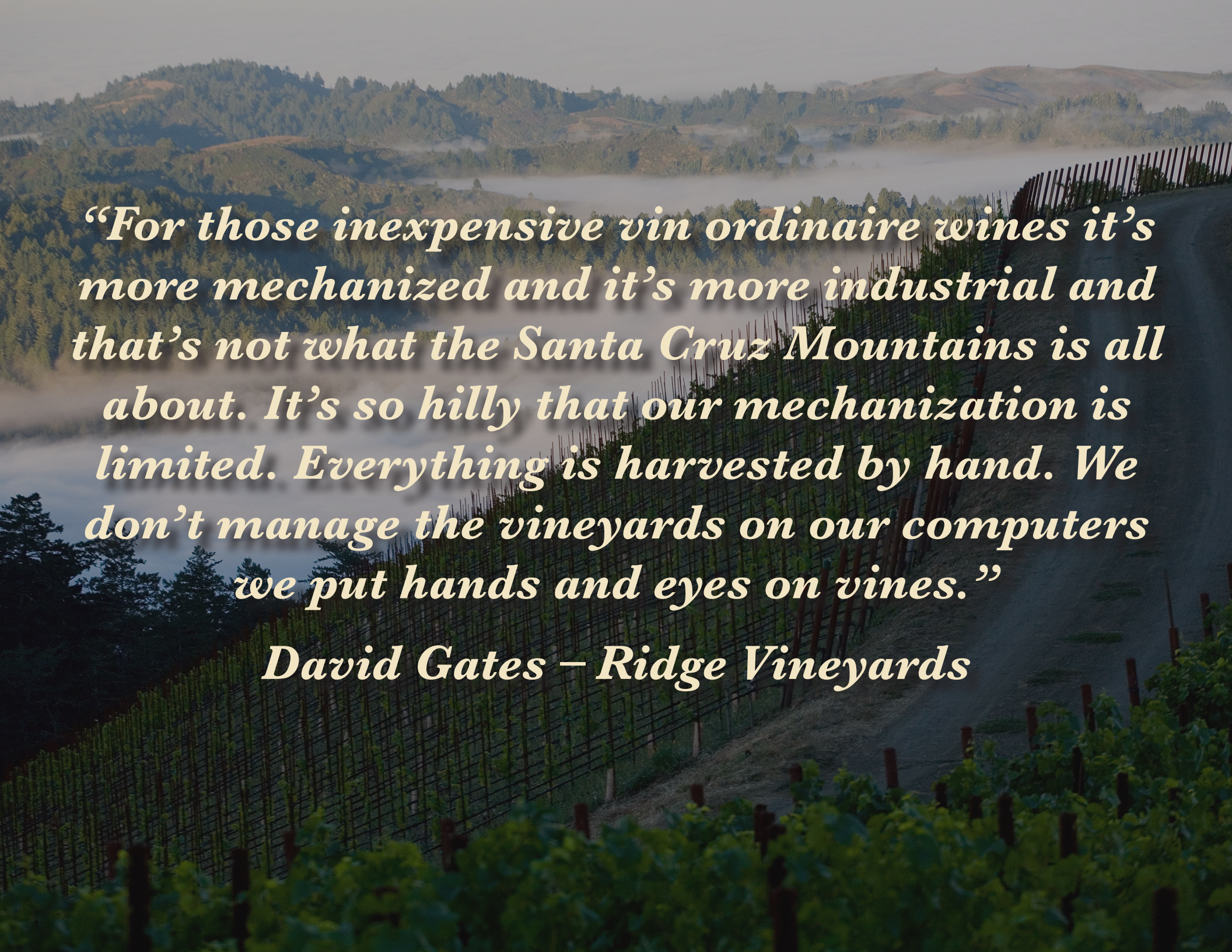
Prohibition was the looming cloud that finished off most of the premium winemaking in the Santa Cruz Mountains. Paul Masson continued on with his "medicinal" champagne and the Novitiate still made altar wine, but any other winemaking efforts went underground. The first winery to emerge from Prohibition was run by the

Bargetto family—John and Phillip Bargetto opened Bargetto Winery in Soquel in 1933.

The person who may have had the greatest hold on the style and imaginations of Santa Cruz Mountains winemakers was Martin Ray. Throughout his education and employment as a stockbroker, journalist and real estate broker, Ray's dream was to own his own vineyard in the mountains. He originally purchased Masson's property in Saratoga, but subsequently sold it to Seagrams and purchased land further up the mountain. One of the most significant changes that Ray brought to the wine business was his focus on varietal grapes. Martin Ray fought his entire life to increase the percentage of the varietal wine in a bottle named with that variety. By all accounts, a visit to Ray's home was both fascinating and unpredictable. On at least one occasion he sent someone packing back down the mountain in the middle of dinner. Martin Ray's property is now part of the Mount Eden Vineyards Estate.

In the 1960s and 1970s, there was a resurgence of winemaking in the Santa Cruz Mountains. In the early 1970s, a small group of Santa Cruz Mountain winery owners prepared an application to the government for a Santa Cruz Mountains American Viticultural Area (AVA). The AVA, established in 1981, was one of the first AVAs determined by elevation. The number of wineries has grown exponentially throughout the last 25 years, continuing to produce wine befitting a region with a long and distinguished history.



A scenic view of a vineyard on a hillside. The foreground shows rows of grapevines with green leaves. In the background, a valley is filled with a thick layer of white fog or mist, and rolling hills are visible under a soft, hazy sky. The overall atmosphere is peaceful and rural.

*“For those inexpensive vin ordinaire wines it’s more mechanized and it’s more industrial and that’s not what the Santa Cruz Mountains is all about. It’s so hilly that our mechanization is limited. Everything is harvested by hand. We don’t manage the vineyards on our computers we put hands and eyes on vines.”*

*David Gates – Ridge Vineyards*

# GRAPES INTO WINE: FROM THE VINEYARD TO THE BOTTLE

The Santa Cruz Mountains terroir is comprised of numerous factors, probably the greatest of which is the influence of our maritime, Mediterranean climate on fruit flavors and the resulting wine:

- our cool nights and warm (but not too hot) days, which are a result of the coastal fog, create intense, concentrated flavors in the fruit
  - the long growing season and slow ripening results in complex, nuanced flavors and a long finish on the palate
- One of the coolest grape growing regions in the U.S.
  - Intensely-concentrated grapes with rich flavors
  - Average \$4,100/ton, the value of harvest is over \$15 million
  - There are over 230 vineyards in the appellation, totaling 1,540 acres

**ABOUT ONE QUARTER OF THE TOTAL ACREAGE IS PLANTED TO PINOT NOIR; ONE QUARTER TO CABERNET; A LITTLE MORE THAN ONE QUARTER TO CHARDONNAY; AND THE REST TO OTHER VARIETIES, MOST NOTABLY MERLOT AND ZINFANDEL.**



# THE WINES

Santa Cruz Mountains wines are as diverse as the variety of microclimates and individuals that produce them. Our wines reflect our special mountain terroir and, notwithstanding the different varietals, share the following acclaimed characteristics:

- Complex flavors and deep intensity backed with rich fruit
- Balanced acidity
- A long finish on the palate

## VARIETY TRAITS GENERALLY INCLUDE:

- Pinot noirs and cabernet sauvignons that are complex, elegant and age worthy
- Chardonnays that are crisp and clean, and not over-oaked, with refreshing mineral flavors

**75 WINERIES • 250,000 CASES**

**1,600 ACRES • 4,700 TONS**



# SIGNATURE EVENTS



## PASSPORT CELEBRATION DAYS (JANUARY, APRIL, JULY, NOVEMBER)

Four times a year, the winegrowing community of the Santa Cruz Mountains comes together to celebrate the generations of farmers, vintners and families that are the roots of this unique mountainous region. On the third Saturday of January, April, July and November, Passport holders are welcomed into more than 50 wineries throughout the Santa Cruz Mountains, each offering a unique winery experience. The possibilities are as varied as the wineries themselves and promise a fun, unforgettable experience.



## MENLO PARK WINE WALK (DECEMBER, JUNE)

Wines from the Santa Cruz Mountains are poured in various designated tasting locations up and down Santa Cruz Avenue. Guests can check in to pick up their wristbands, glasses and a map of the pouring locations – then enjoy an afternoon of tasting and discovering. Guests are encouraged to purchase their favorites from the bottle booth and stay downtown for a dinner or movie after the event! All ticket proceeds from the event benefit the Menlo Park Atherton Education Foundation.



## APTOS WINE WANDER (JUNE)

An afternoon of tasting Santa Cruz Mountains wines in the heart of the Aptos community. All proceeds benefit Rio Del Mar Elementary, Mar Vista Elementary and Valencia Elementary.

# SIGNATURE EVENTS



## PREMIER CRUZ (NOVEMBER)

Premier Cruz is an opportunity to meet an array of the cabernet producers from the Santa Cruz Mountains region as well as taste some world-class wines, enjoy small bites, and silent Cabernet wine auction.



## SILICON VALLEY WINE AUCTION (MAY)

A weekend of celebration, wine and giving. The weekend-long fundraiser begins with a wine pairing dinner, a library wine reception and a live auction. The festivities continue with a Taste of the Mountains Grand Wine Tasting featuring 40+ vintners from the Santa Cruz Mountains pouring over 150 wines and a silent auction including over 100 wine lots. All proceeds benefit Santa Cruz Mountains Winegrowers Education Foundation.



## PINOT NOIR & CHARDONNAY HARVEST DINNER (AUGUST)

An evening where guests can celebrate the beginning of the harvest season. Sip, sample and enjoy a day meandering your way through the many pinot noir producers of the Santa Cruz Mountains. Taste through barrel samples, enjoy the experience of meeting our winemakers and participate in personal tours of the vineyards. Following the tasting, all guests are invited to an elegant, farm-fresh dinner prepared by a local chef.

# VISIT US

The appellation is characterized by intimate, artisan wineries tucked in among the trees along beautiful mountain roads, or perched atop the ridges with sweeping views into the valleys or along the coast. Visitors can meet with and talk with the winemakers and enjoy exploring the mountain and coastal ambience and little towns. Wine tasting here is as much a discovery of the natural beauty of the mountains as it is a delightful discovery of our world-class wines. Visitors can taste at several nearby wineries in a day, and drive from the mountaintops (where it snows in winter!) to the coast and enjoy a sunset walk on the beach!

## WHERE TO STAY

From a hotel on the beach, to a quaint inn or bed and breakfast, to a vacation rental for the family or a rustic campground, you can rest easy in the Santa Cruz Mountains. Inspirational places to stay near beaches, redwood forests or in quaint towns offer an array of choices when it comes to amenities and settings. Opt for a hip boutique property or a classic resort with a view. And don't forget your dog: many properties are pet-friendly!

- Best Western Seacliff Inn
- Chaminade Resort & Spa
- Costanoa
- Hotel Los Gatos
- Hotel Paradox
- Hyatt Place Santa Cruz
- Pajaro Dunes Beach Resort
- Rosewood Sand Hill
- Sand Rock Farm, Bed & Breakfast
- Saratoga Oaks Lodge
- Seascape Beach Resort
- The Inn at Saratga
- The Ritz-Carlton Half Moon Bay
- The Toll House Hotel
- West Cliff Inn

## HOW TO GET HERE

An easy drive south of San Francisco, Santa Cruz County's small-town charm and idyllic beach communities offer the quintessential California vacation. Santa Cruz County is easily accessible by car via Highway 17 through the Santa Cruz Mountains, or California's scenic Highway 1. Santa Cruz County is also served directly by bus. The nearest major airport is San Jose International Airport, 30 miles northeast of Santa Cruz. The nearest train depot is also located in San Jose. San Francisco International Airport is approximately 60 miles north of Santa Cruz, and Oakland International Airport is approximately 65 miles north of Santa Cruz.

## TRANSPORTATION SERVICES

- Mosaic Global Transportation
- The Santa Cruz Experience



*“We take great pride of place in showing them this small little appellation that is off everybody’s radar screens. Such small producers, so quality oriented, that’s what we pour and minds are blown!”*

*– David Kinch,  
Manresa Restaurant*





## DINING

The Santa Cruz Mountains farmers markets are the basis for the farm-to-table scene locally. Fresh organic produce is featured on seasonal menus at restaurants throughout the region. Try a sidewalk café or bistro, casual eatery at the beach or on the wharf, or elegant setting for a romantic dinner. Try artisan ice cream, made from locally-sourced ingredients. Stop by a lively brewery and sample craft beer, or spend a leisurely afternoon at a local wine tasting room.

- Café Sparrow
- Cantine Winepub
- Chez TJ
- Half Moon Bay Wine & Cheese
- HOME
- Johnny's Harborside
- Le Papillon
- Los Gatos Coffee Roasting Company
- Manresa
- Michael's on Main
- Nick's Next Door
- Plumed Horse
- Rootstock Wine Bar
- Shadowbrook Restaurant
- Soif Wine Bar Restaurant
- The Basin
- The Crow's Nest
- The Village Pub
- Verge
- Vino Cruz Wine Bar & Kitchen
- Vino Locale

## VISITORS INFORMATION

For additional visitor information, contact one of our local visitors bureaus.

- Visit Santa Cruz County
- Santa Cruz Chamber of Commerce
- Los Gatos Chamber
- Saratoga Chamber
- Santa Clara Chamber of Commerce
- San Mateo Chamber of Commerce
- San Jose Chamber of Commerce
- Half Moon Bay Coastsides Chamber
- Capitola/Soquel Chamber of Commerce

# ABOUT THE SANTA CRUZ MOUNTAINS WINEGROWERS ASSOCIATION

The Santa Cruz Mountains Winegrowers Association (SCMWA) represents the wineries and is nestled in one of the most unique winegrowing regions in the world, beginning just south of San Francisco spanning the mountain range between the San Francisco Bay and the Pacific south to the Monterey Bay. Mountain terrain, marine influence, varied micro-climates, and distinctive soils combine to produce ideal conditions for high quality winegrowing. Our association consists of more than 70 wineries, most of them family-run, working to promote the unique aspects of our wines and region. The small size of our wineries allows for greater attention to detail and a hand-crafted wine quality that maximizes the potential of the grapes grown here.

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