

*Santa Cruz
Mountains*

AMERICAN VITICULTURAL AREA

SANTA CRUZ MOUNTAINS AVA





Clos de la Tech

ABOUT THE SANTA CRUZ MOUNTAINS AVA

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).
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Ridge Vineyards

THE SUB-REGIONS

THE SANTA CRUZ MOUNTAINS WINEGROWING REGIONS

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.

An aerial photograph of a lush, green landscape in the Santa Cruz Mountains. The scene features rolling hills, dense forests, and expansive vineyards. A winding dirt road cuts through the middle of the image, leading the eye from the foreground vineyards towards the distant hills. The sky is a clear, vibrant blue. The overall atmosphere is one of natural beauty and tranquility.

APTOS, CORRALITOS & GILROY

“Exploring the Santa Cruz Mountains often feels like hopping from one enormous island to another. As you drive through the winding mountain roads and rolling hillsides, you might not see a winery for miles. Suddenly, as you round a corner, you’ll stumble upon a massive estate that stretches out as far as the eye can see.”

- Vinfolio

ALFARO FAMILY VINEYARDS & WINERY, [ARMITAGE WINES](#), CLOS LACHANCE VINEYARDS, [DORCICH FAMILY VINEYARDS](#), EL VAQUERO WINERY, [INTEGRITY WINES](#), LESTER ESTATE WINES, [MARTIN RANCH WINERY](#), NICHOLSON VINEYARDS, [STORRS WINERY](#), WINDY OAKS ESTATE VINEYARDS & WINERY

SANTA CRUZ, SOQUEL, BONNY DOON & THE SAN LORENZO VALLEY

**“The Santa Cruz Mountains hosts some of
California’s defining wines and vineyards.”
- San Francisco Chronicle**

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**



SUMMIT & HWY 35

“This is an area that produces world-class chardonnay, pinot noir, and cabernet sauvignon. The mountainous geography means that the fog affects the vineyards in variable ways: Some are hot enough to ripen cabernet, others are cooler and better suited for chardonnay and pinot noir.”

-Jim Rollston MS, wine director at Manresa

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



CUPERTINO, SARATOGA & LOS GATOS

“Pinot Noir is grown in many places – the Santa Cruz Mountains is one to watch.”

- Food & Wine Magazine

CINNABAR WINERY, COOPER-GARROD ESTATE VINEYARDS, DOMAINE EDEN, EDEN ESTATE WINES, FELLOW RANCH VINEYARDS, HOUSE FAMILY VINEYARDS, KATHRYN KENNEDY WINERY, 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



SKYLINE, WOODSIDE & SLOW COAST

“The Santa Cruz Mountains, as a wine region, is one of the best-kept secrets in the business. Capping the mountain range between the San Francisco Bay and the Pacific Ocean, from just south of the city down toward San Jose, it’s a stone’s throw from two of Northern California’s major population centers. And yet it remains hidden; its small wineries perched in clearings among the evergreens, their vineyards planted on slopes calculated to eke out just enough sun for ripeness, between shafts of fog that encourage freshness. So close, and yet so untraveled.”

- Sara Schneider, Robb Report

CHÂNE D'OR VINEYARDS, CLOS DE LA TECH, NEELY WINE, PORTOLA VINEYARDS, PESCADERO CREEK VINEYARDS,
RHYS VINEYARDS, SANTE ARCANGELI FAMILY WINES, THOMAS FOGARTY WINERY & VINEYARDS

A photograph of a vineyard on a hillside under a clear blue sky. The vineyard is composed of many rows of grapevines, each supported by a wooden post. The vines are green and leafy, with some clusters of grapes visible. The ground is dry and brown. In the background, there are more hills and some trees under a clear blue sky.

MID-PENNINSULA

“If I had to name the greatest estates in California, at least two, possibly three, would come from the Santa Cruz Mountains. These rugged hillsides above Silicon Valley are home to some of the most distinctive, pedigreed Chardonnays, Pinot Noirs and Cabernet Sauvignon-based wines readers will come across.”

-Antonio Galloni, Wine Critic, Vinous

DOMENICO WINERY, KINGS MOUNTAIN VINEYARDS, LA HONDA WINERY, WAXWING WINES, WOODSIDE VINEYARDS

THE HISTORY

HISTORY OF THE SANTA CRUZ MOUNTAINS

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 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 centerpiece 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 wine making 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

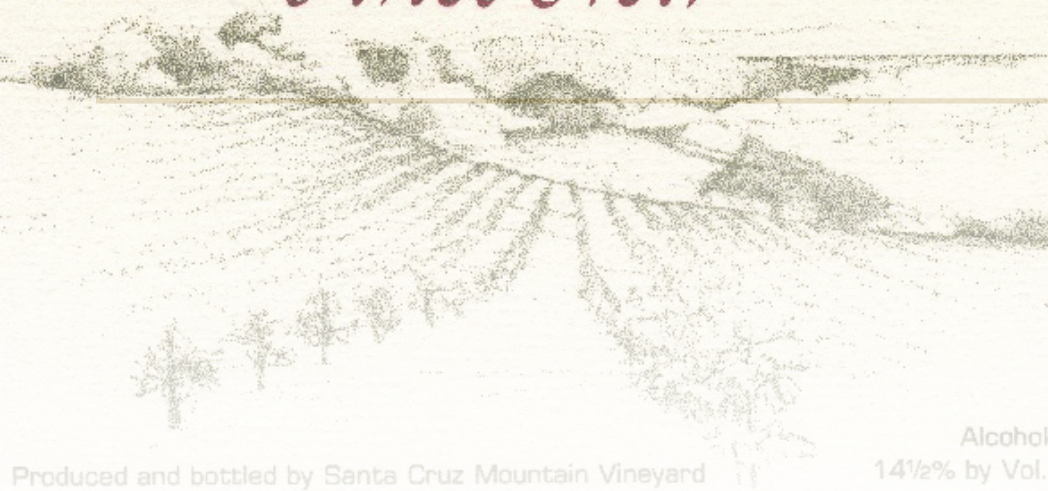
Santa Cruz Mountain Vineyard

Santa Cruz Mountains

Pinot Noir

Estate Bottled

1975 Vintage



or fined, and will throw a considerable amount of sediment. Before serving **must** stand for several days and carefully decanted.

Variety 100% Pinot N

Picking completed . 10/1/75

Vineyard Rider Ridge

Must

Sugar 25-1/4° Brix

Acid 0.91 Gr./100

pH 3.3

Wine

Residual sugar .. 0.1° Brix

Acid 0.69 Gr./100

pH 3.4

Alcohol 14-1/2% by V



Alcohol

14½% by Vol.

Produced and bottled by Santa Cruz Mountain Vineyard

2300 Jarvis Rd., Santa Cruz, Ca. 95065—K. D. BURNAP, Proprietor

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 Mount Eden Vineyards.

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.

HERITAGE

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).

1933

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

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.

TIMELINE

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.

2006

The SCM AVA beat out the best wines from Napa and Bordeaux. The 1971 Monte Bello cabernet winds first place at the "Judgement of Paris 30th Anniversary Wine Tasting" in London and Napa, a redo of the original tasting conducted in 1776.

1943

Establishment of Martin Ray (now Mount Eden Vineyards).

1981

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

TODAY

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



Regan Vineyard, Bargetto Winery