

WINE BUSINESS MONTHLY

Technical Review ~ Remy Wines

Building a New Facility Spurs Creation of New Concrete Formulation



Plus ~

Hot Brands

Powdery Mildew-Resistant Vines Successfully Propagated

Managing Nitrogen in the Vineyard

DTC Shipments Drop After Banner Year

Hot Brands of 2022

Erin Kirschenmann



Erin Kirschenmann, DipWSET, is the managing editor for Wine Business Monthly and has been with the company since 2012. In addition to production responsibilities for the monthly trade magazine, she writes about business, technology, sales and marketing, and also oversees content and programming for WBM's symposiums. She speaks on wine industry trends at numerous conferences, including the Unified Wine & Grape Symposium and the World Bulk Wine Exhibition, and guest lectures on wine, media and public relations. In 2022, she joined the Napa Valley Wine Academy as a WSET Level 1 and Level 2 instructor. Erin has served as a judge in the international Concours Mondial de Bruxelles wine competition since 2016 and at several regional competitions. She earned her Bachelor of Arts in communications with a journalism emphasis from Sonoma State University. Find her online via her Instagram, @erinakirsch.

OUR HOT BRANDS surprise us every year. Sometimes, finding the brands we'd like to feature is a challenge—having been in the wine industry so long it's easy to become jaded, or feel like there aren't anymore original stories. Family winery? Heard that one. Left the crazy tech world to return to their roots? That's become pretty common in the North Coast.

But then, there are times when coming up with the list is a cinch. We've either been to the winery or stumbled upon a fantastic story. Family winery? Let's plant a vineyard at the local high school to get more students interested in agriculture. Left a tough industry? She started blending other people's wines before deciding to do it on her own.

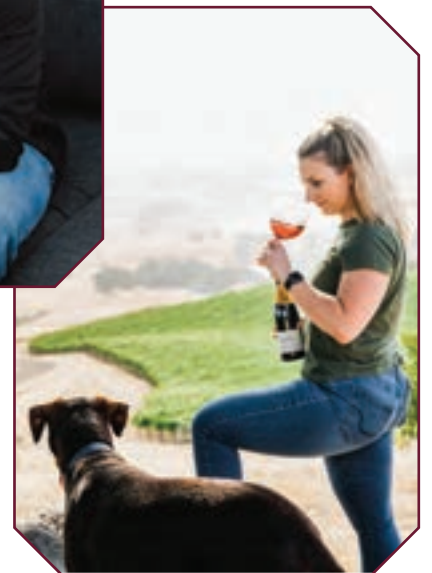
No matter how simple or difficult it may be, our Hot Brands list always attempts to encompass the latest trends in the American wine market.

In 2022, Wine Business Monthly ended up choosing a number of wineries from east of the Rockies or in regions that aren't always celebrated. We chose wineries that are determined to do well by their communities and be a catalyst for change in a "heritage"-based industry. We found wineries that are using hybrids, a wide array of fermentation vessels and making the best of limited space.

This was certainly an enterprising bunch. Not one of these brands are static—they are all pushing the status quo in their own ways. All of them, though, are dedicated to producing high-quality, premium wines that taste delicious and are more accessible to the average consumer. These aren't wine geeks' wines (though wine geeks would certainly enjoy them). They're meant for everyone to enjoy, to feel a part of the wine community.

The men, women and wines you'll meet in the following pages are the embodiment of all that is great about this industry. Whittling their stories down to a page was an impossible feat, but we hope you take the chance to try a few of their wines and let the bottles tell you the rest!

Cheers!



Hot Brands OF YEARS PAST

2021 • Bodkin Wines • Dot Wine • Gonzalez Wine Company • La Pelle Wines • Rivaura Winery • SMAK Wines • Ulloa Cellars • Walsh Family Wine • 2Hawk Vineyard & Winery • **2020** • Bodega Pierce • Devium Wine • Eden Rift Vineyards • Parra Wine Co. • Sharrott Winery • Scheid Family Wines • Sokol Blosser Winery • Wade Cellars • **2019** • Andis Wines • Early Mountain Vineyard • J. Wilkes • Land of Promise Wines • Obvious Wines • Domaine Drouhin Oregon • Tarpon Cellars • Thacher Vineyards • The Hilt • William Chris • **2018** • Acquiesce Winery & Vineyards • Alara Cellars • Aridus Wine Company • Elk Cove Vineyards • Intrinsic Wine Co. • Lagier Meredith • Onesta Cellars • Sangiacomo • Sans Wine Co. • Smith Story Wine Cellars • **2017** • Alexandria Nicole Cellars • Amista Vineyards • Ankida Ridge Vineyards • Band of Vintners • Bella Grace Vineyards Winery • Parrish Family Vineyard • Stewart Cellars • Syncline Winery • Vidon Vineyard • Winery Sixteen 600 • **2016** • Amavi Cellars • Dan Cohn Cellars • Fujishin Family Cellars • Illahe Vineyards • Infinite Monkey Theorem Winery • LVVR Cellars • Mi Sueño Winery • Presqu'île Winery • Senses Wines • Sleight of Hand Cellars • **2015** • Napanook (Dominus) • Guffy Family Wines • Kinero Cellars • Lovington Winery • Mathis Wine • Naked Wines • Post Familie Vineyards • Savage Grace • Sonoma Collection, District 3 • Cacciatore Fine Wines • **2014** • Brys Estate Vineyard & Winery • Concrete Wine Company • Fiddlebender/Cellar 433 • Halter Ranch • Keller Estate • La Chertosa • McIntyre Vineyards • Skinner Vineyards • Treveri Cellars • Union Wine Company • **2013** • Cowhorn Vineyard & Garden • Drew Family Cellars • Frogtown Cellars • Lake Sonoma Winery • LangeTwins Family Winery and Vineyards • Matthiasson • Rack & Riddle • Riverbench Vineyard and Winery • Rôtie Cellars • Vino Noceto • **2012** • Ca' Momi • Carr Winery • Hidden Ridge Vineyards • Jefferson Vineyards • Kunin Wines • Milbrandt Vineyards • Red Caboose Winery • Tinhorn Creek • Troon Vineyard • Two Shepherds • **2011** • Wine by Joe • Cecchetti Wine Company • JC Cellars • Truett Hurst • Barnard Griffin • Bennett Valley Cellars • Talbott Vineyards • Veritas Vineyard & Winery • Barrister Winery • Lone Madrone • **2010** • Cameron Hughes • Crew Wine Company • Dusted Valley • Twisted Oak • Black Ankle Vineyards • Salinia Wine Company • Bella Vineyards and Wine Caves • Persimmon Creek Vineyards • Willakenzie Estate • Gloria Ferrer Caves & Vineyards • **2009** • Pacific Rim • Wines of Substance • Cambiata • Abacela • Cinder • Swanson Vineyards • L'aventure • Marynissen Estates • Bartholomew Park Winery • Raffaldini Vineyards And Winery • **2008** • Graziano • Four Vines Peasant • Becker Vineyards • Red Tail Ridge • Sojourn Cellars • Domaine Drouhin • Jeff Runquist Wines • Marilyn Remark Winery • Trio Vintners • Purple Wine Company • **2007** • Willamette Valley Vineyards • Ceja Vineyards • Tangent • Clos Du Val • Kutch Wines • Coro Mendocino • J.R. Storey • L'ecole N° 41 • King Family Vineyards • Gruet Winery • **2006** • A to Z Wineworks • House Wine • Liberty School • Shannon Ridge • Twenty Bench • Cycles Gladiator • Bedell Cellars • Artesa Vineyards & Winery • Black Star Farms • Buena Vista Carneros • **2005** • Parducci Wine Cellars • Solorosa • Cheapskate • Velvet Red • Incredible Red • Hard Core • Kunde Estate • Hitching Post • Andretti Winery • Esser Vineyards • **2004** • Red Truck • Cartlidge & Browne • Seven Deadly Zins • Oliver Winery • Angeline Wines • Rock Rabbit • Three Thieves Bandit • Sofia Mini • Screw Kappa Napa • Graceland Cellars • **2003** • HRM Rex-Goliath • McManis Family Vineyards • Sebastiani Vineyards & Winery • Castle Rock Winery • Black Oak • Jewel Collection • Tin Roof • Three Thieves • Jest Red • J Garcia Wines

Hot Brands OF 2022



	DoFFo Winery	eStCru	Mathew Bruno
Wine Name and Vintage	2020 Yote 980	2020 No Middle Ground	2019 Carneros Chardonnay
Vineyard/Winery Location	Orange Vista High School; Perris, CA	Merwin Vineyard, Clarksburg; Winery in Santa Rosa, CA	Los Carneros AVA, Napa, CA
Price	\$40	\$45	\$45
Case Production	100	200	476
Blend	N/A	Petite Sirah, Cabernet Franc	100% Carneros Chardonnay
pH	3.75	3.7	3.42
TA	7.2 g/L	6.5	5.0 g/L
Brix	24%	25°	26.1
Residual Sugar	2g/L	None	< 2.0 g/L
Alcohol	13.1%	14.5%	14.95%
Winemaking Data			
Picking Methods	Hand-harvested	Machine-harvested	Hand-harvested
Sorting method	Triple sorting by hand	Hand-sorted, fully destemmed	N/A
Crush Details	No crush; Destemmed only	Berry fermented in stainless steel tanks	Destemmed and crushed into a bladder press, then juice settling in tank
Cold Soak?	N/A	Five days at 50°F	N/A
SO₂ Applications	Yes	Low, about 30 ppm free SO ₂ at bottling	At crusher and as needed
Yeast	Commercial yeast	BDX	CY3079
Nutrients/Acid Additions	Commercial	None	GoFerm Protect Evolution/Fermaid O
Fermentation Temperature	60°F to 68°F	70°F to 90°F	Bbl fermentation at 60°F to 68°F; Stainless steel fermentation at 60°F to 65°F
Fermentation Techniques	Traditional in open bin	Pump-over twice per day	50/50 barrel ferment and stainless steel
Punch-down/Pump-Over Methods & Devices	Punch-downs 3 times daily during alcoholic fermentation	Two times per day during fermentation; once during cold soak	Mixing twice daily in stainless steel, and once daily in barrel
Oak Regimen	50% American oak, 50% French oak.	45% new French and American oak	50/50 new and second-fill French and American oak barrels
Barrel Aging	20 months	20 months	8 to 9 months
Filtration	Filtered at 0.65 micron	Filtration on bottling line	Cross-flow and 0.45 micron sterile

TECH SHEET



Osmote	Six Eighty Cellars	Teneral Cellars	Timbre Winery
2021 Cayuga White Petillant Naturel	Cabernet Franc Appassimento, 2020	2018 Disrupt Now Cabernet	2019 Lead Vocals Pinot Noir
Finger Lakes, NY	Ovid, NY (Finger Lakes AVA)	El Dorado County, CA	Bien Nacido Vineyard
\$20	\$68	38	\$50
N/A	75 cases	50,000	192
100% Cayuga White	100% Cabernet Franc	100% Cabernet Sauvignon	100% Pinot Noir
3.12	3.90	3.65	3.69
9.60	8.2 g/L	5.5	0.60
N/A	N/A	25°	24.7°
0%	2%	None	None
9.5%	15.5%	13.9%	14.4%
Machine-harvested	Hand-harvested	Hand-harvested	Hand-harvested
N/A	Hand-sorted	Hand-sorted	No sorting in the winery
Destemmed	Partially dehydrated on racks prior to fermentation	Whole-berry	100% destemmed, no crushing
None added	None	None	Approximately 48 hours
30ppm	One addition prior to bottling	30ppm free SO ₂	30 ppm at crush
None added	Indigenous	BDX	RC212
Nutrients added	None	None	1g/L tartaric acid on day 2
Cold	Unknown	85°F	Start 58°F; Max 78°F; Press at 62°F
Stainless steel fermentation	Open-top fermenter	Open top fermenters	20% whole-cluster, open-top macrobin 48s
N/A	Gentle pump-overs once a day	Four fire hose pump-overs per day	Pre-innoculation pump-overs twice per day, then punched down twice per day from inoculation to pressing
N/A	2 neutral oak barrels plus one Italian terra cotta cigar	50% new French oak	15% new Francois Freres M+-French oak; 85% neutral French oak
N/A	18 months in oak and terra cotta	18 months	17 months
N/A	Unfined and unfiltered	Cross-flow filtration	Unfined and unfiltered

Hot Brands of 2022

Continuing a Family Legacy

Mathew Bruno Wines 2019 Chardonnay

MATHEW BRUNO GREW UP as part of a winemaking family—he learned the ins and outs while spending time in his grandparent’s homemade root cellars. His grandfather would pour Bruno and his brother a small glass of 7-Up and add a teaspoon of his wine to turn it a pink hue. It sounds silly, but it made the boys feel like they were part of the winemaking process.

And it worked. In 2008 Bruno decided that he wanted to make some homemade wines as well. He ran out to purchase as many books he could find on the process to make sure he knew what he was doing. He went up to Oak Knoll, hand-picked some grapes, had a winery destem and crush them and he brought them home to ferment and mature in his garage. Bruno caught the wine bug and wanted to make it a career.

“After that first pick and the first fermentation and secondary fermentation at home, I was like, ‘Okay, we’re going to do this in 2009,’” he explained. “I thought about waiting a year, but we jumped right into it.” He received a tremendous amount of support from the family; Bruno’s father, a fellow entrepreneur, supported any project his children begin and served as a cheerleader.

“I learned so much of about business and relationships during the ages of 10 to 18 years old, going to business meetings with my dad,” he said, recalling lessons to, “Treat your clients and employees as they are family and always deliver a product and service that exceeds the highest standard. Most of all with honesty and integrity.”

The product that would exceed the highest standard? For Bruno, that meant making wine from the premier site at the time: Napa. Though his family hails from Central California, he noticed that there aren’t all that many differences between the two—at least when it came to turning to friends for help. “Napa Valley is just another farming community in the sense that neighbors help neighbors. Being a guy coming into Napa, I expected there to be more pushback from locals, but I never had a discouraging word,” he reported.

In fact, Bruno found encouragement and a winemaker in someone he went to junior high and high school with: Stephens Moody. He and Moody played baseball and football together and now, along with Dr. Nichola Hall, have embarked on the latest stage of their friendship.

“I had no idea he had winemaking training and the background he did,” Bruno said. “We hired him from day one and he and Nichola have been with us since. It’s just been a great working relationship and rekindling of a good friendship.”



The three set out to make the first vintages of Mathew Bruno Wines and looked to their neighbors for inspiration, as well as the top vineyard sites.

“Before we make any new variety, we always taste other wineries’ wines and come to a conclusion on the style we want, alcohol content, barrel profile, etc.” he said, adding that once they come to an agreement, they seek out a vineyard that can produce that style, or go directly to the winery to see if there is any extra fruit available.

For the Chardonnay, he didn’t want a 100 percent stainless steel ferment with no barrel, but also not a wine that was over-oaked. He hoped to showcase the mineral characteristics you can find in some Chardonnays.

“We wanted fruity characteristics in our Chardonnay and not one dominant attribute,” he explained. “We wanted a very approachable Chardonnay that had fruity characteristics, a nice blend of alcohol and a hint of the different barrel profiles we have.”

Now, Bruno has also expanded into Sonoma County for his Pinot Noir, doubled production and opened a new tasting room. Bruno recently purchased 5 acres of vineyard land in Oakville, across from Silver Oak and between Opus One and Groth Winery. He’s planting it to 100 percent Cabernet Sauvignon and it will be his first estate wine.

