



Taking “home” winemaking to a whole new level

Who We Are, What We Offer

Wine is nothing if not social. No better beverage exists to start conversations, explore common bonds of passionate interest, lift hearts, spin poetry, share insights, show off a chef’s magic, or bring a smile at the end of a well-told tale. At Owl Ridge Wine Services, we have created a community of award-winning professional winemakers, individuals perhaps a little like you, who take their work seriously but leave time to relax and enjoy fine wine.

We invite you to come and make your own premium Russian River premium Pinot Noir and other wines with us from some of America’s most highly prized vineyards. As a member of our pilot microcrush program, you’ll be producing your varieties at a custom-crush winery in Sonoma’s Russian River where a cross-section of the country’s best boutique winemakers win top scores from the Wine Spectator and Robert Parker, Jr. for their premium Pinot Noir, Chardonnay, Syrah and Cabernet Sauvignon. And you’ll be doing it—from vineyard to bottling to designing your own label with our help— at a considerable savings over of the retail price you would pay for wines of similar quality.

Introducing Sonoma Grapemasters

At Owl Ridge Wine Services in west Sonoma County, where we provide state-of-the-art processing, fermentation equipment, barreling, lab facilities and cellar technicians to boutique commercial winemakers, a recent expansion allows us for the first time to offer this same level of professional service to a selected number of non-commercial clients in our pilot microcrush Sonoma Grapemasters program. The primary difference is that while our commercial clients provide their own grapes and barrels, for Sonoma Grapemasters we organize the purchase of all client resources.

WHAT WE DO, WHAT YOU DO:

Sonoma Grapemasters doesn’t make wine for you. We make it with you. Throughout the entire process, from vine to bottle, you participate in winemaking decisions —choosing and sorting grapes, blending wines and designing your personalized labels-- to the degree that you decide to become involved, all the while guided by our professional staff. You work closely with your own consulting winemaker, a seasoned professional with years of experience in making premium wines in the variety of your choice. Through emails and the Internet, we keep you up to date on your wine’s progress throughout the year.

The process includes:

- **Strategy Sessions:** Based on a Sonoma Grapemasters Profile that you complete, you join the group that will be producing wine in the variety you choose. At the same time, working with your winemaker, you decide on the specific details of your own barrel, or barrels—the wine’s ageing time in oak, kind of oak, and so forth. In the initial sessions, consulting closely with the winemaker, you develop a strategy to produce the wine—whether a layered Pinot Noir from prized Russian River fruit, a crisp Chardonnay that balances citrus with tropical flavors, a dense, chewy Napa Cab, or other variety.
- **Customized Roadmap:** We work with you to devise a plan, with destination stops along the way. First stop, the vineyard—where we source the grapes. Second stop: the monitoring station—our viticulturist keeps you informed about the progress of the grapes, the sugar levels and degree of ripeness that best suit your goals, and the picking date. Third stop: the winery at harvest time—picking and sorting and fermenting, where you participate in the both decision-making and the crush. Fourth stop: pressing and barreling down to the barrel and new oak percentage of your choice. Fifth stop: bottling & packaging—when your wine, red or white, is ready to label, capsule, cork and bottle. Your label is designed specifically for your wine.
- **Participation:** Like all plans, which involve an agricultural product, yours will change as nature, and your personal strategies, dictate. In making wine, getting there is at least half the fun, if not more. That’s why we urge you to participate in as many available steps as possible along the way.
- **Salut!** That’s the moment your friends lift their first glass of your Sonoma Grapemasters wine at your dinner party, eagerly anticipating tasting the results. Your wine is more than good—it’s superb, and you made it. Humbly accept all accolades with a smile.

COST & QUANTITY:

Using standard winery practices, Sonoma Grapemasters determines cost and conducts all of its operations by barrel. Typically a barrel holds 60 gallons. That translates to 24 cases of wine, allowing for liquid absorption.

As a client, your minimal investment is 24 cases. Many clients form a group of friends or family to share the cost and proceeds. For safety and efficiency, we limit single barrel participation on premises to three or less. The individual who contracts for the wine as a Sonoma Grapemasters participant is the financially responsible.



Your barrel cost depends on the variety you choose, and ranges between \$5700 and \$9500—or \$20 to \$33 a bottle, all-inclusive.

Sonoma Grapemasters contracts directly with Napa and Sonoma vineyard owners to source the best available grapes, and for the rest of the winemaking process, we are the source. That puts your investment exactly where it belongs, in your winemaking experience and in the final bottled wine.

WWW.GRAPEMASTERS.COM:

Our website allows you to stay in touch with the winery, no matter where you are. On the site, we translate chemistry numbers (after all, fine wine is where chemistry meets magic) into plain English. For example, when you learn via the Sonoma Grapemasters Website's that the TA on your Pinot Noir is 5.49g/L after ML, you'll know you're reading the total acidity in your wine after malolactic fermentation. Grapemaster.net will also include a member blog, a glossary, tutorials, and an events calendar.

PRO WINEMAKING 101

If you've ever considered owning your own winery, don't even think about it until you've first become a Grapemasters client. You'll experience the entire process and save a vast amount of the money you would have spent by learning the hard way. Gain first-hand, inside knowledge about wine industry operations at a fraction of the cost of launching your own commercial label before you commit to large expenditures, and produce a fine wine of your choice while doing so.

GRAPEMASTERS COMMUNITY

We provide a structured opportunity for you to participate in enjoyable, lively informal wine tastings, blending sessions, and discussions with your winemaker and other members of your group. That give-and-take is a constant feature of the Owl Ridge custom-crush environment. It's a great way to share information and to learn in the company of men and women who make wine as their passion as well as their livelihood.

CONTACT INFORMATION:

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