

LAKE COUNTY

The Mountains of the North Coast

On the elevated ridges and flanks of the Mayacamas Mountains to the west and the Vaca Range to the east, Lake County's 8,380 acres of vineyards ring one of the oldest geological lakes in North America. Under cobalt blue skies that boast the purest air in California, one hundred and forty growers cultivate vines in an astounding array of soils, from rocky volcanic highlands to mountain valleys lined with gravelly river courses.

Lake County's intensity of place — climate, soils, and sunlight — produces grapes and wines of compelling quality and character.



HIGH QUALITY

Quality and Pricing in Line with the New Wine Market

High quality, varietally true grapes with prices targeted for \$10 to \$40 programs. Cabernet Sauvignon and Sauvignon Blanc as well as other varietals (Chardonnay, Merlot, Petite Sirah, Syrah, Tempranillo, and Zinfandel) have gained industry recognition with multiple high scoring wines, the evolution of some 250 Lake County labeled wines, and the inclusion in a number of North Coast wine programs.

COMPELLING TERROIR

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The Mayacamas and Vaca Ranges join and rise in Lake County. The majority of the region's vineyards are planted at 1,500 feet and above, and the upper elevations enjoy higher ultraviolet light levels, promoting phenolic intensity with balance. The appellation boasts the purest air quality in California (Cal EPA), some of the youngest soils in the North Coast, and one of the oldest lakes in North America.

PROFESSIONAL

Lake County has Evolved from Historical to Traditional to Professional

The County boasts a small, experienced cadre of growers who have planted the right varietals in the right locations at the industry standard. Lake County is a center of industry research on Sauvignon Blanc as well as the effects of elevation through The Elevation of Wine Symposia and the website www.theelevationofwine.org. The Lake County Winegrape Commission integrates research and education with the UC Extension system, The California Association of Winegrape Growers, and other organizations.

SUSTAINABLE

Higher, Drier, Shorter, Colder

Higher and drier mountains have less pest and mildew pressure. Cold winters reduce pest populations, and a shorter season requires fewer pesticide and other applications. As a result, Lake County is among the lowest pesticide use areas of any wine region in California. Lake County's Winegrowing Sustainability Coordinator tracks this measurement using the CA Pesticide Use Reports.

Organic

Lake County has 5% of its vineyards organically and or biodynamically farmed and is on track by 2012 to raise that level to 15%, one of the highest rates in the state.

Sustainable Mindset

70% of Lake County growers have participated in the Code of Sustainable Winegrape Practices Self-Assessment Workbook (a CAWG program).