



Santa Barbara Winery
Regal NY Presentation

SANTA BARBARA WINERY
ESTABLISHED 1962

Santa Barbara Winery History in Every Glass

- **The First Winery**

Founded in 1962 Santa Barbara Winery was established in 1962 by Pierre Lafond, making it one of the oldest commercial wineries in Santa Barbara County. It helped ignite the modern wine era of the region.

- **Early Pioneer of Sta. Rita Hills**

Long before Sta. Rita Hills became internationally known, Santa Barbara Winery believed in its cool climate potential. Along with Sanford & Benedict they were the founding vineyards in 1972. Helped plant and develop vineyards in what would later become one of World's most respected Pinot Noir and Chardonnay regions.

- **Historic Roots and Early Adoption of Cool Climate Philosophy**

Lafond North Vineyard became a cornerstone site for cool climate Burgundy varieties and later helped define the character of the region. Before “cool climate” became a trend, Santa Barbara Winery focused on: Balance over power, Acidity over excess ripeness, and Site-driven expression

- **Helped Put Santa Barbara on the National Map**

In the 1970s and 1980s, when Napa dominated headlines, Santa Barbara Winery was proving Santa Barbara could produce serious, structured wines. it helped build the county's identity as a world class coastal wine region.

- **Legacy + Longevity**

Over six decades of production lends credibility & experience with deep institutional knowledge of the terroir. Many of today's Sta. Rita Hills luminaries including Bruce McGuire, Greg Brewer, Craig Jauffers, Graham Tatomer and more have emerged from the Santa Barbara Winery that helped shape the modern identity of the region.



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Why Santa Barbara? Sta. Rita Hills?

Why Santa Barbara

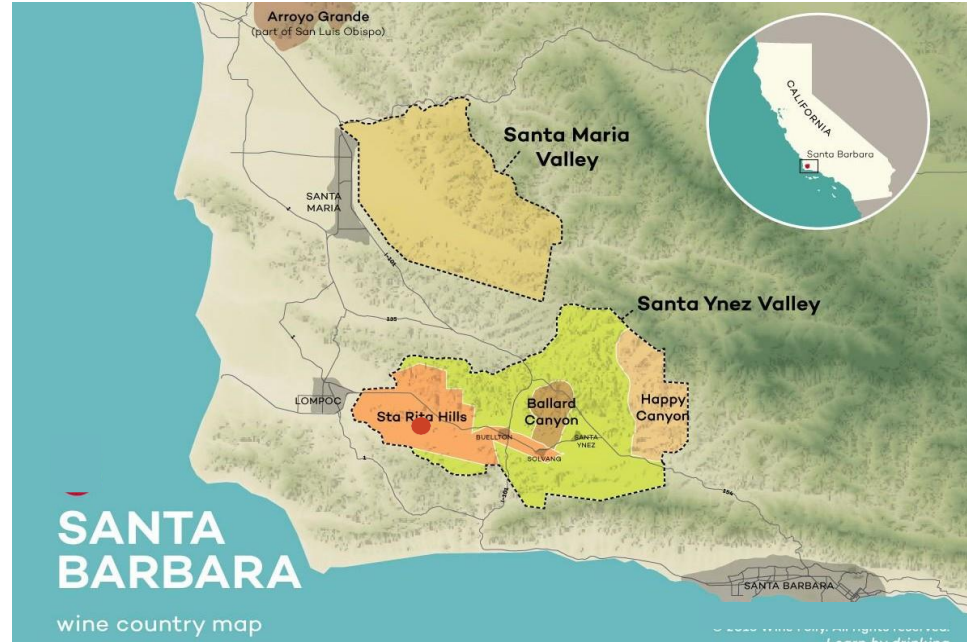
- Rare east west mountain range (Transverse Ranges)
- Direct Pacific Ocean influence
- Long, cool growing season
- Low annual rainfall (~14 inches)
- Strong diurnal shifts (cool nights preserve acidity)
- Reduced disease pressure vs. wetter regions
- Reliable vintage consistency
- Ideal balance of ripeness and natural acidity
- Premium quality without premium pricing inflation

Why Sta. Rita Hills AVA

- One of the coolest growing regions in California
- Direct, unobstructed marine fog and wind corridor
- Extended hang time without sugar spikes
- Natural acid retention
- Excellent phenolic development at lower Brix
- Distinctive minerality from marine sediment & diatomaceous soils
- Proven world-class Pinot Noir & Chardonnay performance
- Strong critical acclaim and market credibility

The Strategic Advantage

- Old World structure + New World precision
- Consistency that Burgundy cannot guarantee
- Lower rainfall than Oregon cleaner, more controlled farming
- Exceptional “points-per-dollar” value in fine wine



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The Vineyard

Lafond North Vineyard

Lafond North Vineyard is a 105+ acre historic site in the heart of the Sta. Rita Hills, one of California's most respected cool climate AVAs. Approximately 54 acres are planted to Pinot Noir, Chardonnay, Syrah, Grenache, and Riesling, varieties that thrive in the region's maritime driven growing conditions.

The vineyard sits along the Santa Ynez River corridor and benefits from strong Pacific influence due to the east-west mountain orientation of the valley. This consistent marine airflow creates cooler temperatures and extended hang time, resulting in balanced ripening and preserved acidity.

Select vineyard blocks originate from plant material dating back over five decades, reflecting early Sta. Rita Hills viticulture and long established site adaptation.

The soils are marine-derived, uplifted from ancient ocean floor, with significant deposits of diatomaceous earth (silica-based fossil soil), along with sandy loam and marine sedimentary layers. These low vigor soils naturally limit vine growth, producing smaller berries, thicker skins, and greater concentration.

In the glass, this translates to wines with:

- High natural acidity
- Structural tension
- Mineral lift and saline finish
- Precision over heaviness

Historically the vineyard represents both regional credibility and long term commitment to quality in Sta. Rita Hills.



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The Team

David Choi – Proprietor

David has been in the wine business for over 17 years. Originally starting in the industry in retail at one of the nation’s oldest wine stores in Washington DC he quickly found his passion in the art of winemaking. With a background in Bordeaux, David was inducted into the Jurade of Saint Emilion, the oldest wine society in Bordeaux, and awarded the Merite Agricole by the French Ambassador and Republic of France for his work in wines. The Proprietor of Magna Carta Cellars (Napa Valley) and Angel Falls Wines his wines have been well received by World Renowned Wine Critics since being established in 2012 and have been served in the top leading restaurants including over 30 Michelin and James Beard restaurants including The French Laundry, Peche, Press, etc.

John Kochis – Operations Director

John brings more than 30 years of executive leadership in wine sales and management, with a career dedicated to driving growth, operational excellence, and long-term brand value with a focus on privately owned wineries achieving their financial objectives and broader lifestyle goals. Prior to this, John spent 18 years with E. & J. Gallo Winery, where he concluded his tenure as National Sales Director for the On-Premise Channel. In this role, he led strategic planning, wholesaler management, supply chain coordination, and performance optimization across multiple brands and markets, while also contributing to national marketing strategy development. John also served as General Manager for Gallo’s Bridlewood Estate Winery and Edna Valley Vineyard, overseeing both commercial and operational performance. He also played an instrumental role in the early development of Brave & Maiden Estate and Alma Rosa Winery & Vineyards.

Sashi Moorman – Winemaker

Sashi has earned a reputation as one of the World’s brightest and most compelling winemakers. The culmination of his belief that the philosophy of the old world *vigneron* can be applied to and enhanced by bringing together entrepreneurial spirit, traditional winemaking, and authentic storytelling with a focus on elegance, highlighting soil types, and creating wine with a true sense of place. He is the managing partner at Domaine de la Cote, Sandi Wines, Piedrasassi, and Evening Land Vineyards in Oregon.

Ruben Solorzano – Vineyard Manager

Known as the “Grape Whisperer”, has been well esteemed in his almost 30 years in vineyard management, Ruben has established himself as a leading winegrower in California, managing many celebrated estates in Santa Barbara County including Jonata, Stolpman, etc. Ruben has part of the planting and management of Santa Barbara Winery for over 20 years.

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The Wines

Santa Barbara Winery Chardonnay 2021 Santa Barbara

33% barrel fermented in neutral French Oak and aged 67% stainless steel tanks. The wine was aged 'sur lie' and its lees regularly stirred to impart flavor and complexity. The result is a wine that is bright and flavorful with a great deal of fruit intensity. We consider this our trademark Chardonnay, a wine we have consistently produced year after year.

Santa Barbara Winery Pinot Noir 2021 Santa Barbara

Aged in 10 months French Oak (15% new)
Exhibiting flavors and aromas of black cherry, strawberry, violets and black tea. Primarily from our youngest vines. This fruit forward wine is accessible to drink now.

Santa Barbara Winery Pinot Noir 2021 Santa Rita Hills

Aged in 12 months in French Oak (15% new)
The 2021 Sta. Rita Hills Pinot Noir has a rich ruby color with aromas of raspberry and ripe cherry. Subtle notes of cedar are just behind the fruit. Medium bodied and Well balanced, cherry pie and sweet tobacco cross the palate for a smooth, lingering finish. Composed from clones of Wente, 667, 777, 828. to produce a wine of complexity and diversity.



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Market Launch

Philosophy and Focus

- Focus on steady, sustainable growth
- Build reorder velocity
- Target respected independent retailers
- Focus on chef driven and sommelier-led restaurants
- Protect brand positioning
- Aim for consistent monthly retail movement
- Seek repeat by-the-glass placements in on-premise

Market Positioning Goal

- Establish Santa Barbara Winery as a serious Santa Barbara/ Sta. Rita Hills producer in NY
- Build credibility within the sommelier community
- Create visibility in top independent wine shops

Partnership Support

- Dedicated SBW team support
- Distributor ride withs and sales team alignment
- Ongoing staff education and in market trainings
- Support for by the glass and seasonal feature placements
- Activation support for retail feature placements and programmed volume opportunities
- Strategic support for floor stacks, email features, and retailer promotions
- Trade and consumer tastings tied to key accounts
- Digital amplification of key NY restaurant and retail partners
- Story driven POS materials and shelf education tools and updates
- Direct communication and long-term market commitment



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