



FARMING

Certified Sustainable

VARIETALS

Gamay

ABV

11.9%

AVAILABLE SIZES (L)

0.750



Hobo Wine Company

Folk Machine Gamay Noir Rosé

Arroyo Seco

UNITED STATES, CALIFORNIA, ARROYO SECO AVA



WINERY OVERVIEW

The Hobo Wine Company is the brainchild of Kenny Likitprakong. Kenny grew up at the winery, Domain Saint George, where his father Somchai worked as general manager since 1972. He considered several career options, including medicine, film and professional skateboarding before a gig in San Francisco introduced him to wine. UC Davis subsequently beckoned, and Kenny started spending time with the professors and students studying organic farming practices.

Kenny found his first winemaking job in the Santa Cruz mountains in 1999 before starting Hobo Wine Company in 2002. The “Hobo” name refers to Kenny’s winemaking experiences traveling and working place to place. It applies now to the fact that Kenny does not own his own vineyards, but sources fruit from vineyard owners who he has longstanding relationships with around California, some of which he worked with before starting Hobo.

The Hobo winery has been based in Santa Rosa since 2013. You can look at a map and see the spread of his 42 vineyards: 240 miles between his most southerly parcels in Arroyo Seco and his most northerly vineyards in Redwood Valley. His vineyards go as far east as Clarksburg, near Sacramento, over 60 miles from his winery in Santa Rosa. Kenny has cultivated relationships with 27 different farmers across 14 or more AVAs. Nearly all of the vineyards they lease are organically farmed and 88% of the total vineyards that they source from are sustainably, organically, or biodynamically farmed. The winery itself is Certified Organic which will be represented on the labels beginning with the 2021 vintage.

Kenny’s wines are accessibly priced, especially for California. The labels are eye-catching and without capsules, helping to eliminate waste. The winery is committed to sustainable packaging including a high percentage of recycled glass (all domestic) and natural corks. On the back of his labels, it is noted that he is a member of 1% for the Planet, an organization started by the founders of Patagonia to facilitate donations to green organizations. He donates 1% of his gross sales to non-profits.

Kenny’s wines are well thought of in the wine industry community. Eric Asimov of the New York Times has written about five of Kenny’s wines just since 2017. Jon Bonne, a former writer for the San Francisco Chronicle, included Kenny in his landmark book, *The New California Wine*.

Folk Machine: In 2005, Kenny saw a gap in the market for more affordable Pinot Noir, and Folk Machine was born. A little more fun and experimental, this label has grown to house more obscure vineyards and varieties from around California.

VINEYARD

A very sandy site covered in “Greenfield Potatoes” (i.e. big rocks) and ideal for light aromatics and early ripening. Arroyo Seco AVA is very cool and windy and often compared to Carneros. Certified Sustainable Winegrower by the CSWA.

VINIFICATION

This is our 8th vintage of Gamay Rosé and in full stride with our aspirations for it. Lots of natural acidity giving it a mouthwatering sensation and refreshing character. The grapes were taken directly to press with just a short amount of maceration time during the transportation. Fermented in in stainless steel with temperature control to keep the fermenting juice cool and the fermentation slow, preserving the natural aromatics and flavors. Only 463 cases produced.

Residual Sugar: 1.6 g/L

