



DIRECTIONS

From San Jose (one hour): Hwy. 101 south •
San Juan Bautista/Hwy. 156 exit • 7.2 miles •
right on Union Rd. • 3.6 miles • right on Cienega Road •
7.3 miles • winery is on the right

From Monterey (30 minutes): Hwy. 68 east • Hwy. 101 north •
San Juan Bautista/Hwy. 156 exit • 7.2 miles •
right on Union Rd. • 3.6 miles • right on Cienega Road •
7.3 miles • winery is on the right



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tasting and sales: 11 – 4 Sat. & Sun. or by appt.

WINE MAY BE PURCHASED VIA OUR ONLINE ORDER FORM,
PHONE, FAX OR EMAIL. ALL BUYERS MUST BE AT LEAST
21 YEARS OF AGE. VOID WHERE PROHIBITED BY LAW.

Ask about our onsite Nostalgia Vintage Car Museum

Climate

Cienega Valley is a tiny viticultural area in the Gabilan Mountains, 25 miles east of Monterey Bay. The Gabilan Range forms a barrier between the cool coastal climate of the Monterey Basin and temperate Cienega Valley. To the east are the lower Santa Clara Valley and the Diablo Range, the latter protecting Cienega Valley from the intense summer heat of San Joaquin Valley. This strategic location, classified as Region II, creates an ideal environment for wine grapes.

The growing conditions of the DeRose estate surpass those found in many internationally renowned wine regions. With elevations over 1,100 feet, grapes enjoy moderate temperatures and one of California's longest growing seasons. The warm, sunny days help build deep colors and desired sugars while the cool nights ensure the development of ample acids. Mid-morning and late-afternoon breezes temper summer heat to enhance fruit quality. Averaging about 15 inches, annual rainfall is considerably less than the north coast.

Along with altitude and mild weather, the property's distinct combination of old vines, topography, geology and cultural practices imparts unique fragrances and flavors to each estate-grown wine.

Vineyards

DeRose has 100 acres of vineyards including 40 planted before 1900. All of the old vines are dry-farmed in deep sandy-loam soils on terraced hillsides. Situated directly above the San Andreas Fault, they lie in one of the world's most active earthquake areas.

Both sides of the infamous fault are under cultivation. Soils east of the fault line contain fragmented granite and crumbled sandstone, while those west of the fissure are mostly granite and limestone. Young in geologic time, these soils contain very little clay and are absent of unwanted hardpan layers. They are a wonderful medium for growing ripe, well-balanced grapes.

Winemaker Pat DeRose works year-round to achieve optimum vine balance, beginning with well-planned winter pruning and later with careful leaf removal throughout the growing season. With adequate rainfall and extensive root systems, vines obtain proper hydration and nutrition during the long, dry summer. Harvest typically lasts through early November.

*winemaking
by the
generation*

History

Located in Cienega Valley, DeRose Vineyards was founded on land rich in winemaking history. Since 1854, when French immigrant Theophile Vaché began hauling his wine to market in San Juan Bautista, the property has survived several changes in ownership, a few major earthquakes and the age of Prohibition. Prized by generations of vintners for its temperate climate and great soil, it is an ideal location for growing wine grapes.

William Palmtag, a German immigrant, acquired the estate from Vaché in 1880 and produced wine of such quality as to win silver medals at the 1900 World Exposition in Paris.

Run by only a handful of people over the next 50 years, it was purchased by Almaden Vineyards in 1953 for its red wine production. The industry giant changed its focus in the 1980s and sold the land to Heublein in 1987. It lay dormant in Heublein's hands and was soon put on the market.

The DeRose and Cedolini families purchased the vineyards and cellars in 1988 along with partner Ernie Miller. Later, Winemaker Pat DeRose rescued 100 acres of abandoned vines from the clutches of tall weeds and thistles, including 40 acres planted before 1900. Besides revitalizing the vineyards, the DeRose and Cedolini families downsized the large operation into an ultra-premium artisan winery.

In their first year of production, the family made just

600 gallons of zinfandel, cabernet franc and pinot St. George (now called negrette) under the Cienega Valley Winery label. Production increased to 9,700 gallons in 1990 and is now at 5,000 cases. The ultra-premium DeRose Vineyards label was introduced with the release of the 1993 wines.

Situated directly above the San Andreas Fault, DeRose is one of only a few wineries on Earth to have a major fault line dissecting its main building. A plaque declares the site a National Natural Landmark for its strategic positioning while University of California Berkeley seismologists have installed instruments to monitor movement.

The property's largest cellar, four acres in area with a capacity of 37,000 fifty-nine-gallon barrels, was at one time "the world's largest covered wine cellar" according to the Guinness Book of World Records. The winery is also the "oldest existing winery" in the State of California according to well-known wine historian Charles Sullivan.

The award-winning wines of DeRose Vineyards show depth, intensity and true varietal character. Drinkable upon release or with proper cellaring, they possess the necessary fruit and structure for enjoyment at any level of interest.

This winery truly has it all — history, climate, soil and most importantly, a family dedicated to producing wines their ancestors would be proud of.



Winemakers Pat and Al DeRose

Generations

Franciscan padres founded California winemaking in the late 1700s using indigenous grapes to vinify sacramental wines. European settlers later pioneered wines made from the grapes of their homelands (*Vitis vinifera*) in the 1850s. Winemaking was a family affair back then, with the craft typically passed from one generation to the next. Vintner families such as Harazthy, Palmtag, Simi and Gundlach were among the most notable. Winemakers or *winegrowers* spent as much time in the vineyard as they did in the cellar.

The 1890s saw the addition of more Italian immigrants to the wine industry. Some producers survived Prohibition, the Great Depression and two World Wars. A few (Sebastiani, Martini, Trinchero and Pedroncelli) remain family owned today and are managed by third- and fourth-generation winegrowers.

Following the lead of these early California vintners, the father-son winemaking team of Pat and Al DeRose presents an interesting mix of traditional farming methods and practical winemaking techniques.

Like earlier generations of their Italian-American family, Pat and Al DeRose have great respect for the land. The DeRose family farmed a 60-acre ranch in the Willow Glen area of San Jose from 1928 until 1970. Led by Pat's father Gene DeRose

and uncle Al DeRose, they grew prunes, cherries and apricots. And like their ancestors in Calabria, Italy, Pat and Al DeRose make wine by hand in small tanks and fine oak barrels.

In 1974 uncle Al DeRose began making small lots of wine in a cellar dug beneath his home. Nephews Pat DeRose, Nick DeRose and Dr. Tony Cedolini and friend Ernie Miller joined him a year later. The men continued making wine in the cellar until the founding of Cienega Valley Winery in 1988.

Al DeRose has been sharing the winemaking responsibilities with his father Pat since graduating from California State University Fresno with an enology degree in 2001.

Winemaking

After harvesting their grapes by hand, Winemakers Pat and Al DeRose focus on making big, bold and rustic wines with native yeasts and little-to-no filtration. This style has earned them numerous awards and a national following. Current releases include zinfandel, cabernet franc, negrette, viognier, cabernet sauvignon, Hollywood Red (a zinfandel-based proprietary blend), merlot, syrah, chardonnay and a cabernet franc Port.

