

# Somm Symposium

After a two-year hiatus, we hosted our 10th Somm Symposium the first week of May. Joined by 14 incredible somms, we toured our Monte Bello and Lytton Springs properties, finishing with an informative tour at Charlois Cooperage in Cloverdale.

## Highlights

- On Monday at Monte Bello, we had the opportunity to do a blind vertical tasting of Monte Bello. The lineup consisted of the 1999, 2006, 2012, and 2019 Monte Bellos, with the 2006 as the group favorite.
- For many in the group, it was their first time getting to visit Dry Creek Valley and the Santa Cruz Mountains. The incredible tours and presentations by our vineyard and winemaking teams were a highlight of the trip for almost everyone.
- By unanimous vote, the dinner at the Plumed Horse on Monday evening was the highlight of the trip. Each of the somms commented on the quality of the meal, service, wines, and pairings for the evening. Of all the pairings, the mushroom tartlet with the 1985 Monte Bello had the most praise: *“Amazing wines and amazing food. Loved the 1985 with the mushroom tartlet. The 1978 drank younger than the 1985 mag!”*
- On Wednesday morning, we toured Charlois Cooperage in Cloverdale and had the chance to see how barrels are made. This was mentioned several times by the group as a highlight.

We are honored to have had the chance to host each of these amazing somms and are already looking forward to next year!

## What Our Somms Are Saying:

- “Very educational. I thought I knew a lot, but I learned even more. Everything we saw from start to finish, I soaked up like a sponge.”

“Do not change a thing!”
- “Very well organized, superb wine selection. Big thank you to everybody who contributed to this amazing experience.”

Below: David Amadia, President; David Gates, Sr. VP of Vineyard Operations; and John Olney, Head Winemaker & COO



“Over the past decade we have had the pleasure of hosting almost 200 of the top somms in the world at our Somm Symposium. Our entire team looks forward to opening our doors and welcoming a new group each spring. The Symposium was designed to give somms full access to the people, vineyards, and practices that comprise Ridge. And it has become so much more than that. The relationships and connections between both the somms and the Ridge Team that are forged each year are special. Many of our first attendees remain some of our best partners.”

— Michael Torino, Senior VP of Global Sales



## JOIN US

# Virtual Tasting

Friday, September 16, 2022  
10 a.m. PDT

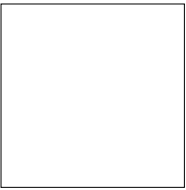
Join us as David Gates, Senior VP of Vineyard Operations, John Olney, Head Winemaker & COO, and David Amadia, President, take you through our fall release wines.

More information:  
[ridgewine.com/fall-2022-virtual-tasting](https://ridgewine.com/fall-2022-virtual-tasting)



FALL 2022

RIDGE  
VINEYARDS  
PO Box 1810 | Cupertino, CA 95015



98 POINTS

“The 2019 Monte Bello is a wild, exotic wine. Huge, soaring aromatics meld into a core of heady, exotically ripe fruit. Not a shy wine by any means, the 2019 is atypically opulent, and yet all of the classic Monte Bello structure is there, underneath all of that fruit. The 2019 needs time in the bottle to shed its baby fat, but there is a lot to look forward to. I imagine it will always be a pretty exuberant wine. Inky red fruit, blood orange, espresso, sweet American oak, cedar and pipe tobacco leave a lasting impression. In a word: magnificent!”  
— Antonio Galloni (May 2022)

[ridgewine.com/trade](https://ridgewine.com/trade)



# The Consistency of the Ridge Label Over Time

Since our first release in 1962, our label has remained remarkably consistent not only in style, but in its transparency. From the beginning, the founders wanted a clean, honest label. To this day, we have not strayed from that, even down to the Optima font used on the label.

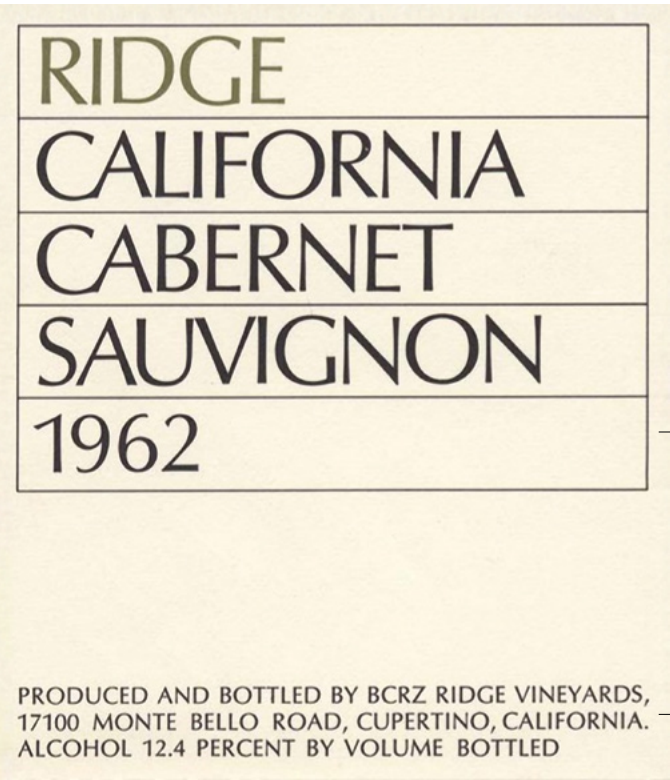
## From the Founders

“We wanted a name that would distinguish us from a valley winery, that hinted at where we were. We also wanted a clean label, with no pictures, no curlicues, no fancy words, nothing French or German. Also, we wanted the label to be informative. We were ahead of our time in emphasizing completeness and honesty with a wine label. Ridge Vineyards was a good choice. It was easy to say and it described our location. Jim Robertson (the label’s original designer) liked it too, and he suggested that we use Optima type font. It had just been developed in Germany, but we were the first on the West Coast to use it. It has since become very popular. Our label for the 1962 Cabernet won an award for industrial design.” – Hew Crane

“We were concerned about what we saw happening in California with wine. We talked a lot about the honesty factor. We were going to make an honest label, and all the information that a real wine lover would want was going to be on it. We were going to tell where the grapes came from, how much of each, how the wine was made. That’s one of the reasons we ended up with the big double label, to get everything on it we wanted.” – Charlie Rosen

For \$495 (33 hrs X \$15/hour) worth of wine, the partners had their label design. It was clean, in the spirit of the mid-century modern aesthetic of the time, and presented information about the wine in the straightforward easy-to-read style the founders were looking for.

The result is seen below with the label for the 1962 Ridge Cabernet Sauvignon — grown, produced and bottled at Monte Bello. The term Monte Bello was not used because the trademark was still controlled at the time by the corporate decedent of Osea Perrone’s Montebello Wine Company. Happily, a number of years later Ridge gained control of the Monte Bello trademark.



Left: The first label  
Right: One of the original invoices for the label design

THE TOP BLOCK

THE BOTTOM BLOCK

More than 50 years later we are proud to continue to use Jim Robertson’s design elements for our labels, while adhering to our founder’s philosophy of providing the customer with useful information about the wine. There is no other label in the industry like it, and it makes it easy for our customers to instantly recognize a bottle of our wine.

## The Front Label

The front label is composed of two main elements—the “Top Block” and the “Bottom Block.” The Top Block is the most prominent portion of the Ridge label and is used to quickly establish the identity of the wine for the customer. Key elements of the Top Block include the Ridge brand and the vintage, as well as a designation for the wine. The Bottom Block provides additional facts about the wine.

## The Back Label

The Back Label is used to provide a short description by the winemaker of what unique or important events occurred that contribute to the unique character of the vintage as well as other important information including a number of items required by the TTB (The Alcohol and Tobacco Tax and Trade Bureau).

Starting with the 2011 vintage, Ridge has included an ingredient list on the back label. All ingredients that are used in the production of the wine are listed in keeping with Ridge’s desire to provide the customer with as much information about the wine as possible.

“We talked a lot about the honesty factor. We were going to make an honest label, and all the information that a real wine lover would want was going to be on it.”

<b>Robertson-Montgomery</b>	
<b>300 Broadway</b>	
<b>San Francisco II</b>	
<b>YUkon I 1996</b>	
RM 486	
18 September 1964	
Mr David Bennion 1310 Bay Laurel Dr Menlo Park California	
Ridge wine label	
Services rendered	
Design, consultation, preparation of finished art* 33 hrs @ \$15.	no charge
Expenses	
Photocopying*	27.05
Photostats*	45.00
Typography*	69.85
Delivery	14.00
Service charge on expenses	
15.59	
171.49	
*Sales tax on items above (141.90)	
7.68	
Total	
179.17	
PLEASE PAY FROM THIS INVOICE	

RIDGE 2022

# Fall Releases

“Ridge manages to pull off the impossible, which is to excel in both larger-volume, commercial bottlings while also offering a number of small production, niche wines that will appeal to the nerdiest of wine lovers. The range continues to expand, which makes it a challenge to keep up, but a very fun challenge.”

— Antonio Galloni  
(May 2022)



## 2019 Monte Bello

**Site:** Monte Bello Estate vineyard in the Santa Cruz Mountains. Cabernet sauvignon, merlot, petit verdot, and cabernet franc — oldest vines planted in 1949.



## 2020 Pagani Ranch Zinfandel

**Site:** Located in Sonoma Valley. Zinfandel, interplanted with minor amounts of petite sirah, carignane, and alicante bouschet — oldest vines planted in 1896.



## 2020 Lytton Springs

**Site:** On the eastern bench lands of the Dry Creek Valley appellation, north of Healdsburg in Sonoma County.



## 2019 Lytton Estate Petite Sirah

**Site:** The oldest petite sirah vines on our Lytton Estate were planted in 1901 and the youngest in 2008. Gravelly clay loam soils.



## 2021 Grenache Blanc

**Site:** Located in Paso Robles, Adelaida District. The vines are 20 years old; planted in fractured limestone soils, including shale and sandstone.