

Creating Ridge's Diversity Committee

Ten Ridge employees from different departments with diverse backgrounds started the Diversity Committee in 2020 with a vision to create and cultivate an environment of belonging that drives Ridge to become the industry leader in diversity, equity, and inclusivity.



"Our formation of the Diversity Committee arose from the racist events of 2020, which led to a reinvigoration of our commitment to diversity and fairness in the workplace. We had to question if we were doing our part (as individuals and as a company) to combat racial, cultural, and economic inequities in the wine world," explains David Gates, SVP of Vineyard Operations and Executive Sponsor of Ridge's Diversity Committee.

"Two of our Core Values at Ridge are respect for people and our traditions and collaboration. We have always believed that what makes us unique and a great company to work for is our rich diversity of people who come together every day. We would not be who we are, and where we are, without the contribution of every single one of our employees, their ideas, their backgrounds, and their passions."

— Mark Vernon, President & CEO

Reflecting on our 60th anniversary, we see that our success is based not only on respect for the land and pre-industrial winemaking, but also about the people who work tirelessly, with dedication and passion. Looking to the future, we feel it is imperative to cultivate a culture of belonging, to give opportunities to everyone for growth, and for voices to be heard. One of our ongoing and most powerful projects is an internal survey named Voice of Employee. Anonymously gathered, the information has been vital for us to better understand all employees, their perspective, and how we can do better with equity and inclusivity for all. Now in our second year of the VOE, we plan to implement real change to ensure that concerns are not only acknowledged, but actionable change occurs.

What does this mean for wholesale? Our priority has been focused on our employees in the first few years of the committee, but part of our vision includes being an industry leader in diversity, equity, and inclusivity. This work is ongoing and will be a part of Ridge's future.

To learn more, please visit ridgewine.com/diversity or email diversity@ridgewine.com.

—Christina Donley, Western Regional Director & Chair Emeritus of Ridge's Diversity Committee



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LYTTON SPRINGS WINEMAKER
SHAUNA ROSENBLUM

We are pleased to announce that Shauna Rosenblum has been named Lytton Springs Winemaker. In collaboration with Head Winemaker & COO John Olney, Rosenblum will lead all winemaking duties at our Lytton Springs winery and carry forward Ridge's 60-year commitment to producing site-specific wines using traditional methods. She will be working alongside Michael Bairdsmith, who joined as Lytton's Assistant Winemaker in 2014.

"I am delighted that Shauna is joining the Ridge winemaking team. She brings a wealth of knowledge and experience in crafting exceptional single-vineyard zinfandel. I look forward to working with Shauna as we carry this legacy forward."
— John Olney, Head Winemaker & COO

JOIN US

Virtual Tasting

Friday, April 21, 2023
10 a.m. PDT

Join us as David Gates, Senior VP of Vineyard Operations, John Olney, Head Winemaker & COO, Trester Goetting, Monte Bello Winemaker, and Michael Torino, Senior VP of Global Sales, take you through our spring release wines.

More information:
ridgewine.com/spring-2023-virtual-tasting

ridgewine.com/trade



Geyserville

Ridge's Alexander Valley Estate

Since the first vintage in 1966, Geyserville has displayed an unparalleled consistency of character. We attribute this to the distinctiveness of the site and to our commitment to sustainable agriculture. Working the land in a sustainable fashion means that we take an environmentally-conscious approach to the whole vineyard through techniques such as integrated pest management, cover cropping, composting, and hand harvesting. Farming the land as gently as possible is what allows us to capture Geyserville's unique character year after year.

A Perfect Site

Here, warm days ideal for ripening fruit give way to frequent evening breezes and occasional morning fog to give the vines time to rest. The soil is made up of deep gravelly loam mixed with larger river rocks, which were deposited by an ancient river that once flowed through the land. This combination not only permits excellent drainage while also allowing the soil to retain heat when necessary, it imparts a distinctive mineral quality to the wine. These attributes, combined with the vineyard's position three miles south of Geyserville on the western edge of Alexander Valley, create a perfect growing site for zinfandel and its complementary varieties.

Source of Great Wines Since 1966

The history of Geyserville cannot be told without mentioning the Trentadue family. Leo and Evelyn Trentadue sold the Monte Bello Winery to the four founding partners of Ridge, and the founders purchased fruit from the oldest vines on the Trentadue's Sonoma ranch on the southern edge of the Geyserville township. From that purchase, the first vintage of Ridge Geyserville was born. The close relationship with the Trentadues continues to this day. Ridge has made Geyserville as a single-site zinfandel every year since 1966.



A Word from David Gates

"We have been farming the Whitton Ranch at Geyserville since 1991, when we took out a 32-year lease on this parcel that contains the Old Patch, a mixed planting dating from the 1890s. This block of zinfandel, carignane, alicante bouschet, mataro, syrah, petite sirah and 15 other varieties is the backbone of Geyserville. In an effort to replicate its synergy and vibrancy, we recently interplanted one of the middle-aged zinfandel blocks at Whitton with a mix of other varieties. This block was planted with a spacing of 8 feet by 12 feet; we changed the row direction and interplanted to make the new spacing 6 feet by 8 feet, effectively doubling the vines in the block. Instead of 100% zinfandel, this block is now 75% zinfandel, 10% petite sirah, 5% carignane, and 5% mixed varieties including the varieties mentioned above plus burger, palomino, petite bouschet, folle blanche, cinsaut/black malvoisie, and valdiguié. The wine from this block is more complex, richer — more Geyserville in character."

—David Gates, Senior Vice President Vineyard Operations



Scan to Learn More
Geyserville: History in the Ground



Top Right: Location in Alexander Valley
Left: Harvested grapes at Geyserville
Right: Gnarly vines at Geyserville



Since the first vintage in 1966, Geyserville has displayed an unparalleled consistency of character with each subsequent offering.

RIDGE 2023

Spring Releases

At Ridge, we call our approach to winemaking "pre-industrial." We believe that for anyone attempting to make fine wine, modern additives and industrial processing limit true quality. Our philosophy comes from the techniques used in the finest 19th-century California wineries and Bordeaux chateaux.



2021 Estate Chardonnay

Site: Monte Bello Estate vineyard in the Santa Cruz Mountains. Red, decomposing Franciscan rock mixed with clay/loam; fractured limestone subsoils.



2021 Paso Robles Zinfandel

Site: Three miles south of Paso Robles on the east side of Highway 101. Zinfandel grape vines planted in 1923.



2021 East Bench Zinfandel

Site: On top of the bench that separates Dry Creek Valley and Alexander Valley appellations, north of Healdsburg in Sonoma County.



2021 Geyserville

Site: Western edge of Alexander Valley, Sonoma County. Zinfandel, petite sirah, carignane — oldest vines planted in 1891.



2020 Estate Cabernet Sauvignon

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