

QUICK FACTS

Edna Valley Vineyard

OVERVIEW

Benefit of East-West Orientation

Because both Edna Valley and the mountain ranges of the area run east-west, and the valleys between the local mountains run perpendicular to the coast, cool ocean breezes are sucked inland during the late afternoon and evening. These conditions result in hot, sunny days and cool nights, ideal for grape growing.

Visitor Center

At the visitor center, tours are available to observe ongoing winemaking activities and the venue is open to the public for hosting private events.

HISTORY

Town of Edna

Edna Valley's name comes from the small community of Edna, established in the late 1800s, south of the town of San Luis Obispo. Today, few know there is actually a town of Edna, but many wine lovers are familiar with its namesake valley and vineyard.

VINEYARDS

Paragon Vineyard Pinot Noir Blocks

The new blocks comprising Pinot Noir clones also feature narrow vine spacing to enhance flavor concentration and north-south row orientation for optimal sun exposure.

Cloning

Cloning is defined as a genetically uniform group of individuals derived originally from a single individual by cuttings, grafting, etc., which could result in desirable variations. The vine might be further propagated, birthing a new clone that is assigned a number to distinguish it from other clones.

Working with the Paso Robles Terroir

According to winemaker, Harry Hansen, the warmth of Paso Robles means the vineyard manager is well advised to wait it out before harvesting to avoid the green vegetable quality (bell pepper, green bean) that could result in a Cabernet Sauvignon from this area.

WINEMAKING

Malolactic Conversion

Tart malic acid is deliberately converted to softer-tasting lactic acid by the inoculation of desirable bacteria into the barrel. This conversion creates a creamier mouthfeel, sometimes described as a buttered popcorn taste in white wines, especially Chardonnays.

Light-handed Winemaking

Only 25% of Edna Valley Chardonnay juice undergoes malolactic conversion and just one third is aged in new oak. This minimal treatment prevents strong oak and butter tones while adding interest to the overall flavor profile.

PEOPLE

Harry Hansen

Harry Hansen joined Edna Valley Vineyard in June 2001 as Winemaker and is currently Director of Winemaking. Upon receiving his master's degree in genetics from the University of California, Davis in 1986, he worked as an enologist in Sonoma County. Hansen worked with Pinot Noir and Chardonnay and gained extensive knowledge of these varieties by conducting vineyard clone trials. The experience transferred seamlessly to the work he does at Edna Valley Vineyard. We have the award-winning wines to prove it.

Josh Baker

Josh Baker joined Edna Valley Vineyard in 2003 as Cellar Master, putting his degree in microbiology to good use. Today Josh is lead Winemaker, working closely with Harry Hansen on all day-to-day operations. His extensive five-year study of the region's varieties reinforces his belief in the distinctive nature of Edna Valley Vineyard wines, inspiring him to produce wines that accent the special character of the region's grapes.

WINE TIERS

Edna Valley Vineyard Excellence

89 points: 2005 Edna Valley Vineyard Chardonnay Paragon Vineyard. *Wine Spectator*, May 2008.

86 points: 2006 Edna Valley Vineyard Pinot Noir Paragon Vineyard.
"GOOD VALUE." *Connoisseurs' Guide To California Wine*, October 2008.

87 points: 2006 Edna Valley Vineyard Sauvignon Blanc Paragon Vineyard.
". . . vibrant acidity with Key lime and grass flavors echoing on the finish." *Wine Spectator*, August 2008.

KEY SELLING POINTS

- 1) Situated along California's Central Coast near San Luis Obispo, Edna Valley Vineyard is California's best-kept secret. Our first-rate hospitality center is a top destination for visitors to San Luis Obispo County.
- 2) Located near the Pacific Ocean, the AVA of Edna Valley experiences one of the coolest and longest growing seasons in California. Estate-grown Chardonnay, Pinot Noir, Sauvignon Blanc and Syrah show great balance of acid and fruit afforded by the region's long growing season and mineral-rich soils.
- 3) Hailing from Paso Robles, our Cabernet Sauvignon and Merlot attain their approachable, yet distinctive quality from exposure to warm daytime temperatures followed by breezy, cool evenings.
- 4) Due to our winemakers' combined years of experience and minimalist approach, Edna Valley Vineyard wines are easy to drink and fruit forward, yet compelling with viscous texture and rich mouthfeel.

5) Edna Valley Vineyard is a benchmark winery, having pioneered the Edna Valley AVA and California's Central Coast for over 25 years. Our skilled winemaking team and unique location yield complex, yet approachable wines.