



# HIGH VALLEY

*Vineyard*



# HIGH VALLEY

## *Vineyard*

### **The High Valley Story:**

High Valley Estate Vineyards is a new business dedicated to producing memorable ultra-premium varietal wines from one of California's newest appellations. Owners Dustin and Bobbie Brassfield purchased their property and planted Cabernet Sauvignon and Sauvignon Blanc beginning in 1999. Their first wines, made at Brassfield Estate Winery (Dustin's uncle) from the 2003 vintage, will be released in early 2004. Only 150 cases (total) will make up the initial release.

**Proprietors:** Dustin and Bobbie Brassfield

### **Key Story Points:**

- **Winery** - High Valley Estate wines are currently crushed and produced at the Brassfield Estate Winery.
- **Vineyards** - High Valley Estate currently has 25 acres equally divided between Sauvignon Blanc and Cabernet Sauvignon. Syrah, Merlot, Cab Franc, Malbec & Petite Verdot will be planted in late 2004. The vineyards have northern exposure and vary in elevation from 1,980 to about 2,200 feet above sea level, with slopes of 25-30%. Soils are deep and volcanic.
- **Winemaker** - Dustin has been making wine at home for 02 years. With advice from his uncle, owner of Brassfield Winery, Dustin crushed his first grapes for the High Valley Estate brand in 2003.

### **Quick Facts:**

- 150 case initial release
- 12.5 acres of Sauvignon Blanc
- 12.5 acres of Cabernet Sauvignon
- Property is in Lake County above Clearlake Oaks

### **Development Timeline:**

- 1999 to 2003 Dustin and Bobbie Brassfield clear and plant their 80 acre property to Cabernet Sauvignon and Sauvignon Blanc. They also build their own home and raise three kids (including twins).
- 2000 to 2003 Vineyard design and layout, soil analysis, planting, trellising
- 2003, Summer BATF petition to establish the High Valley AVA submitted
- 2003, Harvest The majority of their first harvest is sold to Napa and Sonoma County wineries. Dustin retains 2 tons each of Cabernet and Sauvignon Blanc for his own wine.
- 2004, March First High Valley Estate wines bottled at Brassfield Estate Vineyard
- 2004, June High Valley Estate wines available for sale
- 2004, October Additional acreage planted: Syrah, Merlot, Cab Franc, Malbec & Petit Verdot.

### **About High Valley AVA:**

- **Pioneer Heritage/Youthful Exuberance** – High Valley's winegrowing history dates back into the 19th Century – but winegrowing ended with Prohibition. New winegrowing pioneers, like the Brassfields, are putting High Valley back on the winegrowing map.
- **Location** – East/West orientation pulls in cool marine air; cooler growing area than surrounding Lake County. Vineyards have northern exposure. High Valley Estate Vineyard rises from 1,980 to about 2,200 feet above sea level, with slopes of 25-30%.
- **Volcanic** – Shallow volcanic soils allow for good root development and drainage. Round Mountain, an old volcanic cone just north of High Valley Estate Vineyard, created the valley when it dammed the drainage to Clear Lake.