





FACT SHEET

Proprietor:	Martha Barra	Brands:	BARRA of Mendocino, Girasole Vineyards, CORO Mendocino
Established:	1955	Varietals farmed:	Chardonnay, Pinot Blanc, Muscat Canelli, Pinot Noir, Sangiovese, Zinfandel, Cabernet Sauvignon, Merlot, Petite Sirah
Tasting room contact:	7051 N. State Street Redwood Valley, CA 95470 Ph: 707.485.0322	Certifications:	California Certified Organic Farmers
Business contact:	PO Box 196 Redwood Valley, CA 95470 707.485.8771 info@barraofmendocino.com	Wines by brand:	BARRA of Mendocino: Chardonnay Pinot Noir, Zinfandel, Cabernet Sauvignon, Petite Sirah, Bella Dolce Dessert Wine, CORO Mendocino red blend Girasole Vineyards: Muscat Canelli, Pinot Blanc, Chardonnay, Rosé, Sangiovese, Pinot Noir, Zinfandel, Cabernet Sauvignon, Charlie's Blend
Head Winemaker:	Randy Meyer		
Vineyard Manager:	Roberto Gonzalez		
Sales & Marketing Contact:	Shelley Maly (Martha's daughter)		
Finance & Operations:	Shawn Harmon (Martha's son)		
Custom crush facility:	Redwood Valley Cellars 2.8 million gallon custom crush		
Acres farmed:	350 acres in Mendocino County	Olive orchards:	200 Leccino, Frantoio and Arbequina olive trees located on Bella Collina hilltop vineyard

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Charlie Barra was born in Calpella, CA (just 5 miles north of Ukiah) in 1926 to Italian immigrants Marie Rovera and Antonio Barra. Descendants of Piedmont, Italy, both the Rovera and Barra families worked in the vineyards of Italy spanning as far back as the mid 1800s. In 1955 Charlie purchased Redwood Valley Vineyards, 175 acres of vineyard located at the headwaters of the Russian River, nestled at the base of rolling foothills. Over the next 65 years, the Barra family continued to purchase prime real estate in the Mendocino County appellation and now farms over 350 acres of organic vineyards. Charlie passed away in June of 2019. Today, Charlie's wife Martha, and her children Shelley & Shawn, continue to champion Charlie's vision of growing premium wine grapes and providing consumers with wines that are both approachable and affordable.





REDWOOD VALLEY, CA

Tucked away in the most northern part of the Mendocino County grape growing region lies a unique appellation, distinguished from other appellations by its geographical elements, weather patterns, but most importantly by the people who farm grapes in this micro-region. Italian and Greek immigrants were the first grape growers to establish vineyards in the late 1880s. They sought out the benchlands above the headwaters of the Russian River where the soils were well-drained, the climate permitted the grapes to mature, but was still cool enough to allow the grapes to ripen slowly to enhance the deep, rich flavors.



REDWOOD VALLEY VINEYARDS Redwood Valley, CA

- Original home ranch planted in 1955
- 264 total acres
- 837 feet in elevation with Pinnobie & Redvine soils
- Water drawn from 6 man-made ponds for drip irrigation in the summer and overhead frost protection in the spring
- Chardonnay / Pinot Blanc / Muscat Canelli / Pinot Noir / Sangiovese / Zinfandel / Merlot / Petite Sirah / Cabernet Sauvignon
- CCOF certified in 1989



BELLA COLLINA VINEYARDS Ukiah, CA

- 27 total acres first planted by Barra family in 2000
- 948 feet in elevation with Pinnobie soils
- Deficit irrigation. Available water drawn from man-made pond or holding tanks depending on rainfall
- No frost protection needed due to elevation
- Petite Sirah / Zinfandel
- 200 Leccino, Frantoio and Arbequina olive trees
- CCOF certified in 2001
- Bella Collina translates to "beautiful hillside"



TASTING ROOM VINEYARDS Redwood Valley, CA

- 50 total acres
- 764 feet in elevation with Pinole & Talmage soils
- Water drawn from man-made pond for drip irrigation in the summer and overhead frost protection in the spring
- Pinot Noir / Cabernet / Zinfandel
- CCOF certified in 2007
- Home to Redwood Valley Cellars, 2.8 million gallon CCOF certified custom crush facility

ORGANIC GRAPE GROWING & WINES MADE WITH ORGANIC GRAPES

Defining The Terms

On wine store shelves, when you seek out the organic wine section, you will most likely see a variety of seals/certifications on the wines (more domestic organic wines carry certifications than European wines, although many European vineyards have been farming without chemicals for centuries).

We have a proud history of having farmed our vineyards organically before there were even any certifications. We often are asked about the array of terms---“organic,” “natural,” “green” or “sustainable.” Do organically grown grapes produce organic wines? There are nuances which distinguish the terms “organic wine” and “wines made from organically grown grapes.” We add sulfites to our wines, but they must not exceed 99 ppm of sulfites. USDA organic wines have no added sulfites, only naturally occurring. That is the difference. This is only in the U.S. Ours qualify as organic in Europe. Term definitions can be found below and also can be found at <https://www.girasolevineyards.com/organic-education/defining-the-terms>):



USDA Organic Seal: When you see a wine carrying this seal, it tells you that no sulfites have been added during the winemaking process. While there are naturally occurring sulfites in all wines, wineries that apply this seal cannot add any sulfites to their wine. Additionally, for wines to carry this seal, both the vineyards where the grapes are grown and the winery facility where the wines are made, must be certified organic. These wines are, by USDA definition, organic wines.



CCOF (California Certified Organic Farmers): The CCOF is another certifying agency (accredited by the USDA) that requires that both the vineyards and the winery to be certified organic in order to carry their seal. In accordance with CCOF regulations, wineries that use the term “**Made With Organic Grapes**” on the front of their label are only allowed to add less than 100 ppm of sulfites in the winemaking process. **Both BARRA and Girasole Vineyards wines carry the CCOF certification.**



Vegan wines: In order for a wine to qualify for vegan status, there can be no use of animal products in the winemaking process (e.g. egg-whites or edible gelatins). Both organic and non-organic winemaking practices sometimes employ fining techniques (fining wine refers to the process of purifying the wine to remove or reduce any unwanted matter from the wines, and is also done to reduce astringency in red wines). All **Girasole wines are vegan friendly**, and depending on the vintage, most BARRA of Mendocino wines are as well.



National Organic Program: Created by the USDA, the National Organic Program is the governing body for all organic foods, including wine.



Non-GMO wine: GMO products (ingredients or processing aids) are not allowed in products labeled as organic/made with organic grapes. Because our wines are CCOF certified, they are therefore GMO-free.

Sulfites: Yeasts naturally produce sulfites during the fermentation process. Sulfites act as preservatives for wine, allowing for stability and longevity. The FDA allows traditional wines to contain up to 350 ppm of sulfites. Wines made with organic grapes, such as Girasole Vineyards and BARRA of Mendocino wines, must not exceed 99 ppm of sulfites.

FOR MORE IN-DEPTH DETAILS REGARDING THE HISTORY OF ORGANIC WINE LABELING, PLEASE SEE [THIS 2012 ARTICLE BY DANA NIGRO](#)

2020-2021 FARMING AND HARVESTING BACKGROUND

From Martha Barra

2020 grape harvest details

“Watch and Wait” was the protocol for growers in Mendocino County this year. With fires burning in the neighboring counties of Lake, Sonoma and Napa, they wondered if disaster would strike their area next.

Usually, Mendocino County is the one that gets too much rain at the wrong time, causing problems during bloom; extreme frosts (because of growing in climes so far north) that diminish the size of the crop, or fires in 2017 and 2018 that destroyed vines and caused smoke taint. But this year, Mendocino was the one with the least impacts.

Redwood Valley Vineyards, the BARRA umbrella which farms three vineyard locations, harvested a total of 639 tons, a decrease of 19% from what was carefully estimated prior to harvest. This reduction was caused by several factors: (1) rain during Chardonnay bloom (2) lack of substantial rains which in a normal year would reach deeply into the soils and feed the root systems (3) a week’s worth of severe heat in August (4) limited amount of irrigation because of low level of stored water in six ponds (5) shrivel waiting for sugars to rise and ripeness profile to arrive. Oh well! There is always next year. Isn’t that a typical farmer saying?

Harvest started on August 25, 2020, with 12 tons of lower than usual sugars of old Wente clone chardonnay we sold to a small winery in the Bay Area called Les Lunes. After that we took a bit of a break, but started again on September 5, progressing through the other tonnage to be picked in a smooth progression. Our cabernet sauvignon is always the last varietal harvested, and this year, the same was true, with the last bunch picked on October 29, 2020. We needed to put our H-2A workers on a bus and send them back to Mexico by October 31, so on the 30th, we brought all the cellar crew from our sister wine company, Redwood Valley Cellars, together with our harvest crews to enjoy a socially distanced festive luncheon, which consisted of Nopales Salad, Pozole, Fried tortillas and Mexican rice and was cooked by staff at the winery and vineyard. We enjoyed that feast sitting in the gardens at the tasting room. Accolades and thank yous were given to those who made this harvest season an outstanding success.

And speaking of H-2A workers. For the last four years, we have worked through the U.S. Department of Labor and Homeland Security to bring legal workers both for spring cultural work as well as at harvest. Our foreman, Roberto Gonzalez, returns to a small village near Zamora, Mexico, for three weeks at Christmas time. During his vacation stay there, he recruits around six young men for spring work and 17 workers for harvest. These employees live in our three certified-compliant housing accommodations for the duration of their stay. This is an expensive way to obtain labor, but it is our guarantee of having the exact number of employees we need for the work to be completed at the precise time we need them. In years past, we have tried working with labor contractors who say, “We’ll have your 15 men at your ranch at 7:00 a.m. on Wednesday.” Well, sometimes 10 show up, or perhaps they don’t come at all. The fruit is ripe and ready to be picked, and the winemaker expects Redwood Valley Vineyards, as the grower, to deliver the grapes when the chemistry plus taste line up for the winemaker to declare a pick date. For us, we find the H-2A program the most efficient and reliable way to deal with the labor shortage. Because all of our vineyards are currently hand harvested, the H-2A crew of 17 workers supplements the other 20 regular, full-time employees who together make up our harvest crew.

This year, we pulled out three acres of 55-year -old cabernet sauvignon vines as the production did not justify the farming of that block anymore. It broke my heart to give direction to our foreman to make these old, gnarly vines disappear, but economics drives some business decisions. And then we removed another three-plus acres of old Wente clone chardonnay for the same reasons. That said, it is good to know these new vines (without any red blotch, leaf roll, or other diseases) will produce stunning, full-flavored wines with perfect acid and pH. We replanted to cabernet with clone 7 and the chardonnay with the “Robert Young Clone,” both noted for reasonable production and excellent flavor profiles. And, in looking to the future with suspected labor shortages, these new plantings move us closer to being able to have enough acreage “planted to the machine” that will enable us to machine harvest.

We are estimating that the first wines from the 2020 vintage will be the 2020 rosé and the pinot blanc, both of which do not see any kind of oak influence from barrel fermentation or barrel aging. The rosé for the 2020 vintage is composed of around 50% pinot noir and 50% zinfandel. Winemaker Randy Meyer tells us that the flavors are stunning.

A bit of other information: Redwood Valley Vineyards, with its 275 contiguous acreage, sits at the deep end of Mendocino County, to the east of Highway 101, near the village of Redwood Valley. The headwaters of the West Fork of the Russian River run within 300 yards of the home ranch, and this deep end of Mendocino County is about as far north in California as one would want to grow grapes. The days are warm, but the nights are generally 50 degrees less than daytime temperatures. We lost some fruit to frost during harvest last year, so our foreman was watchful of the early morning temperatures to make sure we didn’t receive frost damage this year. Having said all that, these factors are what allow us to produce low pH, higher acid pinot noir, which, by the way, is our most popular varietal in the marketplace. Our winemaker requires Brix to be higher to complement the higher acidity and lower pH that we experience from growing in this cooler nighttime climate. This adds to the reason that we are one of the last growers, if not the last one, to deliver fruit harvest after harvest.

Let's move to another location: Bella Collina, a 27-acre stunning piece of property located within visual distance of Lake Mendocino to the northeast, and planted to seven acres of petite sirah and 6.5 acres of zinfandel. This property has a six acre pond filled by run-off and a 2.5 gallon/minute well, but in drought years, like 2020, water is not plentiful; thus, we operate with "deficit irrigation," close to dry farming. In looking at our petite sirah (which consistently wins medals), it appears the stars have aligned on this high altitude, sloping vineyard: red vine soils, deficit irrigation which helps to increase the intensity of the fruit flavors, closeness to Lake Mendocino and the St. George rootstocks, plus the perfectly chosen varietal for this particular acreage. Are we proud of this wine year after year? You bet!!

Vineyard Pruning

We started pruning on 12/20/20 and expect to finish in early March 2021. We use our Perfect Flail Mower that attaches to the back of the tractor. It chops up all of the clippings so that we can turn them back into the ground, along with the pomace and cover crops to add humus to the soil (as part of our organic farming process). This is an important aspect of our organic farming practices.

2020 olive harvest details, Ukiah, Mendocino County

We farm 200 olive trees organically; they are planted to Frantoio, Leccino and Arbequina and were planted twenty years ago. They are situated in our Bella Collina Vineyard adjoining our 17 planted acres of petite sirah and zinfandel.

We picked 1,000 lbs of olives on November 30, 2020.

Crop was down about 45%, but quality was excellent. We think it had to do with the drought conditions that did not bring an over-abundance of rain to the trees' deep roots.

All fruit was perfectly ripe, showing dark brown, torpedo-shaped olives.

Leccino has a delicate, but spicy flavor and blends exquisitely with the more pungent Frantoio and Arbequina. These varietals have a high oil content so are used mainly for making fine olive oil.

Approximately 10 workers picked nine hours, while another five pitched in (Accounting Manager, Jennifer; Martha Barra; Martha's grandson, Brayden; Marketing Manager Sarah; Vineyard Manager, Roberto) at the end of the day to assist in getting the olives to the press before closing time.

Olives were delivered to Olivino (in Hopland), where they were pressed the same day.

Our olive oil is unfiltered and is made entirely from our own estate olives which are CCOF certified.

We sell our olive oil in sets of three 375 ml bottles (\$30), and the label reflects that the oil is unfiltered and is first-press. The oil is available [online](#) and at our tasting room, 7051 N. State Street, Redwood Valley (707/485-0322).

GIRASOLE

Vineyards

<i>Varietal</i>	<i>SRP</i>	<i>Cases</i>
2019 Muscat Canelli	\$15.00	850
2019 Pinot Blanc	\$15.00	2,223
2020 Rosé	\$15.00	1,800
2019 Chardonnay	\$15.00	4,936
2019 Pinot Noir	\$16.00	4,800
2019 Sangiovese	\$15.00	1,381
2019 Zinfandel	\$16.00	1,210
2018 Cabernet Sauvignon,	\$16.00	6,000
2019 Charlie's Blend	\$16.00	2,500

- Girasole Vineyards wines can be found in restaurants and retailers across numerous markets in the US
- All Girasole Vineyards wines are vegan friendly
- Wine closure is screw cap

BARRA

of MENDOCINO

<i>Varietal</i>	<i>SRP</i>	<i>Cases</i>
2019 Chardonnay	\$22.00	397
2019 Pinot Noir	\$24.00	399
2018 Zinfandel	\$24.00	230
2018 Cabernet	\$24.00	956
2018 Petite Sirah	\$26.00	238
2015 Bella Dolce Dessert	\$32.00	235
2017 CORO Mendocino	\$38.00	70

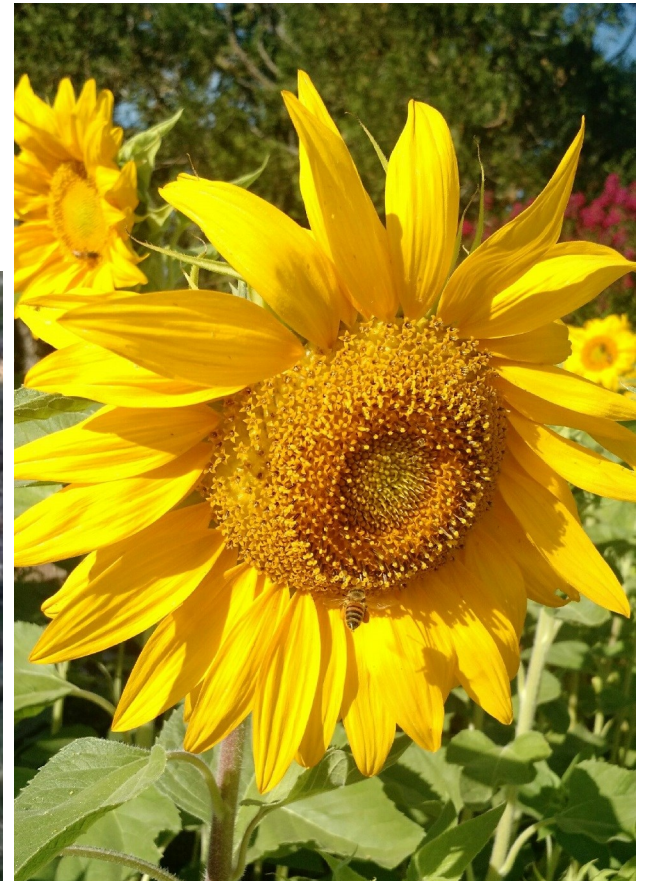
- Distribution of BARRA of Mendocino wines is primarily through the website, with availability in a handful of markets
- Select BARRA of Mendocino wines are vegan friendly
- Wine closure is Nomacorc. Using plant-based biopolymers derived from sugar cane, Nomacorc introduced the world's first zero carbon footprint cork in 2013.

All BARRA of Mendocino and Girasole Vineyards wines are made from CCOF-certified organic grapes that are estate grown in Mendocino County, CA





Pictured left right: Randy Meyer / Director of Winemaking , Martha Barra / Proprietor, Robert Gonzalez / Vineyard Manager, Shelley Maly (Martha's daughter) / Sales & Marketing, Shawn Harmon (Martha's son) / Finance & Operations



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