

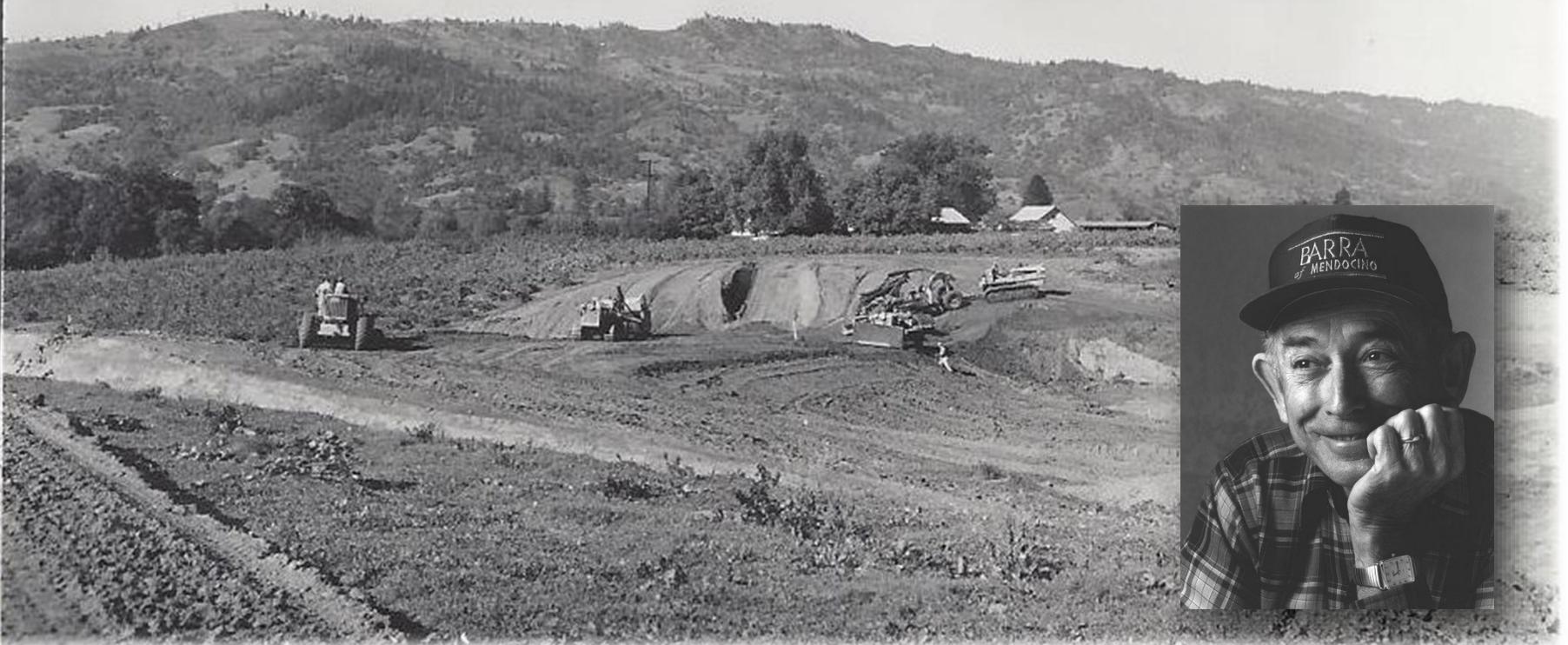




FACT SHEET

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

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 and Shawn, continue to champion Charlie's vision of growing premium wine grapes and providing consumers with wines that are both approachable and affordable.



2-5766-7

Expansive, diverse, and
off the beaten path...



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 must not exceed 99 ppm of sulfites . **Both BARRA and Girasole Vineyards wines carry the CCOF certification on their back labels.**



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](#)

GIRASOLE

Vineyards

BARRA

of MENDOCINO

<i>Varietal</i>	<i>SRP</i>	<i>Cases</i>
2019 Muscat Canelli	\$15.00	850
2020 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
- Girasole is pronounced "jeer-a-so-lay" and translates to sunflower in Italian.

<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





Located in the heart of Mendocino County wine country, the BARRA of Mendocino Tasting Room & Event Center is located approximately 2 hours north of San Francisco, just off Highway 101 (\$10 per person tasting fee applies and is refunded with any wine purchase).

Set on 50 acres of beautiful organic vineyard surroundings planted with Cabernet Sauvignon, Zinfandel and Pinot Noir, the Barra winery is an architectural phenomenon that dates back to the 1970's. Originally the home to Weibel Champagne Cellars, the facility was designed to resemble an upside down champagne glass (also known as a coupe). The sprawling 5,000 square foot tasting room highlights 40 foot ceilings, a circular tasting bar, and indoor fountain.

Our tasting room also provides a stunning backdrop for special events including weddings, corporate gatherings, anniversary parties, and more. For more information, call us at 707.485.0322 or email events@barraofmendocino.com.

The Chanterelle Wine Club Club

If you've ever gone foraging for wild mushrooms, you can appreciate the similarities with grape farming. Success with either pursuit depends upon weather, soil, location, and experience.

Charlie Barra, who grew grapes for over 70 years in Mendocino County, was also a master mushroom forager. He began hunting mushrooms as a child in the 1930's with his family in the dense, damp forests of Mendocino County. In the spirit of Charlie's love of sharing fruits of the earth with friends and family, we invite you to join the BARRA of Mendocino Chanterelle Wine Club. 2/4/6 bottle options, with shipments 3x per year.



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



BARRA
of MENDOCINO

GIRASOLE
Vineyards

PRESS CONTACT

Julie Ann Kodmur

707/963-9632 desk

707/225-7710 cell

Email: corking@julieannkodmur.com