January 23, 2018
2:00 pm – 3:00 pm

How to Survive the Wine Sales and Marketing Pressure Cooker

Suzanne Groth, Groth Vineyard & Winery, California
As a family, we are dedicated to produce the best wine that a vintage will allow. All our resources, our property, and the skills of our employees are committed to that objective. We believe that if we make great wine, success will follow.
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Rooted in Oakville.

Groth Reserve Cabernet Sauvignon embodies the essence of the most remarkable winegrowing region in the Napa Valley, or maybe the world. It originates from our tiny Reserve Vineyard, in an appellation where nature’s perfections—from soil to climate—coalesce, allowing us to produce the ultimate expression of Oakville.

www.GrothReserve.com
THE VINEYARD'S ULTIMATE EXPRESSION.

The Groth family has produced Reserve Cabernet Sauvignon from their Reserve Vineyard in Oakville since 1988. Location is the paramount factor providing the perfect blend of diurnal temperatures, rainfall amount and unique soil profiles. Wanting to realize the full potential of the site, the vineyard was replanted in 1990, updating the meridians, clones and trellising system.

The Vineyard
Area: 27.78 acres
Soil: Yolo loam, gravelly sandy
Routemaps: 939-16 and 304
Chains: 7, 15 and 137
Trellis: Quadripartite cover

RARE EARTH.
The Groth Reserve Cabernet Sauvignon block is an anomaly within the greater 165 acres that comprise Groth Vineyards. While considering why the Groth Reserve Block seems to be ministers to a notable band of varietal tasting per 27.78 acres, geologist David Howell made an insightful observation, having to do with the composition of the soil itself. The soil is made up of a disproportionately high amount of chalk, a hard and compact sedimentary rock consisting diametrically of very small quartz crystals and small mica lamellae flakes.

"In this small section of the vineyard, I noted a large number of red chert rock fragments...call it the 'Groth Sweet Spot.'"
—David Howell, Geologist
Co-author of The Winemaker's Dance: Exploring Terror in the Napa Valley

"The search for the source of the chalk led to Oakville in the Lake Helvetius drainage basin. Plunging a number of other observations together, my hypothesis is that a large alluvial fan existed out from the mouth of the Helvetius basin. With the subsequent rising of the Mayacamas Mountains, all but a thin slice of this large alluvial fan—call it the 'Groth Sweet Spot'—has been swept away by accelerated Napa River drainages into San Pablo Bay and beyond."

What remains is some of the most precious land in Oakville and Groth Reserve Cabernet Sauvignon from women as a remarkable wine that could only come from sites where we see in this unique confluence of geologic events."
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