



ST. FRANCIS WINERY & VINEYARDS **1971 ~ 2005**

The story of St. Francis Winery & Vineyards begins, quite naturally, with a vineyard. In 1971, Joe Martin, a San Francisco businessman eager for a change, purchased the 100-acre Behler Ranch vineyard in Sonoma County in the historic town of Kenwood and planted grapes.

Joe was joined by his good friend and finance expert, Lloyd Canton, as a partner in 1972. After several years of growing and selling grapes to local wineries, they decided to build their own winery. Together they built and established one of the most respected wineries in Sonoma Valley. St. Francis Winery was established in 1979 and christened after Saint Francis of Assisi, partly as a reference to the Saint's role as a protector of the natural world and as an acknowledgement of the Franciscan order, believed to be the first to bring European grape cultivation to the new world.

The original estate vineyard was planted primarily to Chardonnay and Merlot, but when winemaker Tom Mackey was hired in 1983, Cabernet Sauvignon and Zinfandel were added to the St. Francis portfolio and the Winery soon developed a reputation for intense, boldly structured red wines.

Over the next two decades, St. Francis nurtured long-term relationships with more than 45 Sonoma County grape growers, including descendants of some of Sonoma Valley's early settlers. To this day, these unique relationships provide access to some of the County's most coveted old vines Zinfandel grapes, like those of the famous Pagani Ranch. St. Francis also acquired and developed over 500 acres of prime Sonoma County vineyards, carefully selecting diverse vineyard sites with varying soil compositions of loam, clay, and volcanic soils. Additionally, St. Francis has sought a range of microclimates that vary from direct sunlight of high hillside slopes to the cooler regions of the valley floor. This dedication to fully represent the wide range of Sonoma County site-specific terroir ensures vast resources to continue producing premium wines well into the new century.

The year 2001 was the start of a new and exciting era for St. Francis with the opening of its stunning mission style visitors center, preceded by the completion of the state of the art winery in 1999 and barrel building in 2000, all located at their Wild Oak Vineyard one mile west of the original winery on Highway 12 in Sonoma Valley.

The new winemaking facilities and estate vineyards have dramatically expanded St. Francis' winemaking capabilities as well as ensured its longstanding commitment to, and investment in, Sonoma County land, agricultural heritage, and future. Additionally, the Winery's new home has allowed for a diverse program of culinary education, which integrates the best of Sonoma County's artisanal farmers, bakers and olive oil producers with St. Francis' internationally acclaimed wines.

As founders Joe Martin and Lloyd Canton fondly look back at what they've accomplished since 1971 and anticipate the challenges inherent in the growing wine market, one sentiment stands out. As Martin notes, "St. Francis has just begun to realize its fullest potential. Our commitment to producing premium quality wines from Sonoma County's remarkable, and diverse terroir deepens with each harvest."



THOMAS MACKEY
Winemaster & Director of Winemaking
1983 ~ Present

Thomas J. Mackey is the first and only winemaker ever employed by St. Francis Winery & Vineyards. He has held that position since 1983, but has always been an enthusiastic wine lover and even as a young man intended to make it the focus of his professional life.

Tom, a third generation San Franciscan, recalls that when he was a child, his father enjoyed wine at the dinner table every night, so the younger Mackey grew up thinking of it as an approachable, accessible part of daily life. His interest in the subject was nurtured as he grew up and began drinking it himself, and matured even further when a college friend introduced him to a range of European vintages. But it was the pilgrimage he made to the wine country of Sonoma and Napa that really opened his eyes. "At the time, Burgundy was going through a low period. All of my friends were looking at Cabernet, Zinfandel and Chardonnay, and a lot of great wines were being produced right here in California. I had never been to Europe and seeing local wineries was inspiring.

Tom earned his first college degree in English at the University of San Francisco in 1973. After studying to be a secondary school teacher, he reevaluated his future. Having reached an age when it is time to settle on a career, he changed direction toward the wine industry. After briefly exploring the arena of wholesale and retail wine selling Tom decided to shift gears into winemaking itself. He went on to earn a bachelor of Science in Enology in 1980 and a Master of Science in Agri-Science in 1982, both from California State University, Fresno. While working toward these degrees, Tom supplemented his education with practical experience, working at Hanns Kornell in Napa as a cellarman, as a laboratory technician at United Vitners in Madera, and at Rutherford Hill Winery as an enology intern. After assuming a winemaking position at Gold Seal in New York, he returned home to work at Round Hill in Napa.

Tom developed personal preferences and opinions that, coupled with talent, led to the production of original, memorable wines. For example, he preferred to use a blend of American oak and French oak to age some wines rather than confining himself to French barrels, and believed in limiting wine filtration to when it was absolutely necessary. His masters thesis concerned color and phenolic extraction in red wine methods. He put all of these viewpoints to work when he began making wine at St. Francis.

Among the major changes Tom has overseen at the winery in the last decade and a half, one of the most significant is a shift from white to red wine. With sensitivity to the fluctuating market, he guided the winery's output from 80% white wines in 1983 to 60% red wine today. When he began at St. Francis, there was already a lot of variety to the vineyard's output, with grapes such as Riesling, Gewurztraminer, Muscat, and White Pinot Noir. The first wines he added were Cabernet Sauvignon and Zinfandel, which is now among the winery's most popular. He also initiated the Reserve program with the introduction of the Reserve Chardonnay, Reserve Merlot, Reserve Cabernet Sauvignon and Reserve Zinfandel, which are considered among some of the finest California wines.

Tom has helped envision the winery's new state-of-the-art production facility by researching equipment in the U.S. and in Europe. Among the features of the new plant in which he takes most pride are the eight rotary fermenters used to extract extraordinary color and flavor from a large volume of grapes with the finesse and gentleness of a small winery. Even the small challenges of the winemaking process excite him and that excitement is definitely reflected in each and every wine created at St. Francis.



Terroir

The Secret of St. Francis Winery & Vineyards Success

Viticultural enthusiasts have come to regard the natural phenomenon of *terroir* as the factor between a great vineyard and a merely good or reliable one. St. Francis Winery & Vineyards was founded and developed on this philosophy – ultimately, it is the secret behind St. Francis’ continued success.

Terroir refers to the total natural environment of any region, and by extension to the individual characteristics of each vineyard, right down to the molecules that circulate around the vines themselves. Its defining components are soil, topography, macroclimate, mesoclimate and vine microclimate. Each patch of ground has its own relation to sunlight, altitude, slope, aspect, geology and soil-water ratios. The sum of these elements grants each grape-growing site a uniqueness, which is reflected in the wines produced from fruit that flourishes there.

An important aspect of *terroir* is that not all winegrowing sites are created equal – one that is ideally suited to Pinot Noir, for example the Burgundy region, may produce inferior Zinfandel. *Terroir* determines the potential for greatness of the grapes grown in a given are. When the appropriate grape is nurtured within just the right *terroir*, magic happens.

It’s no accident the concept of *terroir* originated in France, for there are few places in the world that boast macro- and microclimates that nurture such world-class grapes. Sonoma County, the home of St. Francis, is a remarkably rich agricultural community with winegrowing capabilities that approach the standard set by France. Sonoma County provides winegrowers with a “*terroir tapestry*”. For example, the Behler Vineyard, St. Francis’ original 100 acre site, rests in the upper valley, where daytime temperatures are moderate and the inland fog has a cooling effect. The wild Oak Vineyard sits at the base of Hood Mountain and has alluvial fans and terraces on its upper portion. The Nuns Canyon Vineyard is based on a steep hillside, above the fog line. The Lagomarsino Vineyard extends east from the Russian River Valley floor to the rolling hills and experiences good west and southwest exposure.

While each vineyard has a different microclimate, they are all part of the Sonoma County macroclimate that is superbly suited to the growing of wine grapes. St. Francis firmly believes in the power of *terroir* and is committed to the nurturing of superlative grapes in the right places to let their natural qualities shine.

A handwritten signature in black ink, which appears to read "Tom Mackay". The signature is fluid and cursive.

Director of Winemaking



~St. Francis Continues to Harvest Words of Praise~

2001 NUNS CANYON CABERNET SAUVIGNON, Sonoma Valley 88 Points

Wine Spectator, November 15, 2004

Well-oaked with gobs of smoky, toasty, mocha-laced wood flavors that hold the upper hand over the rich currant, black cherry and blackberry flavors. Finished with a burst of fruit and wood flavors that are tight and focused. Drink now through 2009

1999 RESERVE NUNS CANYON CABERNET SAUVIGNON, Sonoma Valley..... 92 Points

Wine Enthusiast, November 15, 2003

This is a very good wine, but a young one. It tastes immature now, with its brash, dusty tannins that hide the underlying plum, currant and herb flavors. Even with the softness of its acids, it calls for time in the cellar to open up its hidden treasures. Try after 2005.

1999 CABERNET SAUVIGNON “Kings Ridge Vineyard” 92 Points

Wine Access Magazine - Canada, October 2004

Aged for 30 months in barrel and 14 months in bottle before release. Black, cherry, cassis aromas with minty, spicy, peppery, sandalwood, vanilla, licorice streaks – very aromatic. Rich, fat, intense but slightly dry and tannic. Big cassis jam, sandalwood, peppery, minty, black cherry, mocha, cedar flavors. Very spicy, vanilla, cinnamon sandalwood aftertaste.

1999 RESERVE BEHLER MERLOT, Sonoma Valley..... 90 Points

Wine Enthusiast, December 2003

Best of the Year Guide

2001 RESERVE ZINFANDEL “Pagani Vineyard” Sonoma Valley..... 90 Points

Robert Parker’s WINE ADVOCATE, October 2003

Its saturated purple color is followed by a big, full-bodied nose of creosote intermixed with black cherry liqueur, espresso, incense, and spicy new oak. Ripe, long opulent, and nearly viscous, it is loaded with fruit, extract, and most importantly, pleasure. Enjoy it over the next 4-5 years.

2001 RESERVE BEHLER CHARDONNAY, Sonoma Valley..... 90 Points

Wine Spectator, October 2003

A very stylish wine, with fresh citrus blossom scents and a lively citrus, lemon and nectarine core of fruit that veers away from being tart, holding a nice beam of flavors, picking up traces of green apple and spice on the finish.

2002 RESERVE BEHLER CHARDONNAY, Sonoma ValleyTop Ten California Chardonnays

Quarterly Review of Wines, Spring 2005

Luxurious nougat, fig and toasted hazelnut flavors punctuated by good acidity.

2001 SONOMA COUNTY ZINFANDEL “Old Vines”..... 89 Points

Robert Parker’s Wine Advocate, October 2003

A dark plum/purple color is accompanied by big smoky, earthy nose revealing aromas of pepper, black cherries, and earth. This spicy, dense, full-bodied, macho Zin should be drunk over the next four years.

2000 SONOMA COUNTY CABERNET SAUVIGNON Editor’s Choice..... 90 Points

Wine Enthusiast, September 2003

A blend of the big three Cabernet valleys, Alexander, Sonoma and Dry Creek. Polished and elegant, with good berry flavors balanced and green olive, dill, unsweetened chocolate and earth. Feels plush in the mouth, smooth and soft, but complex. Good enough for your best fare.

1999 “ANTHEM” MERITAGE, Sonoma Valley 92 Points

Wine Spectator, May 15, 2003

Very dark, rich and concentrated, almost syrupy, with dense mocha, currant and blackberry-laced flavors and a nice touch of chocolate. Finishes with smooth, polished, ripe and rich tannins. A blend of mostly Petit Verdot (46 %) and Malbec (40%) with Cabernet Franc (10%) and traces of Cabernet and Merlot. Best from 2004 through 2012

Wine Enthusiast, October 2003.....**93 Points**

A big, dark, dense wine that is flamboyant now, but will be stunning in a few years. As soft as velvet, with huge stuffing of berries, chocolate, herbs, coffee and oak, and balanced. Winemaker Tom Mackey’s first Meritage, this is an unusual blend dominated by Petit Verdot and Malbec.

Quarterly Review, Summer 2003.....**“FIVE STARS”**

California Best of the Best

Medium-deep ruby color; ultra-ripe blackberry nose; lush, concentrated, utterly voluptuous, blackberry, coffee and nutty flavors; rich, mouth-filling character; soft, round, deliciously textured finish.



St. Francis Winery & Vineyards Dedicates 457 kW Solar Electrical System

PowerLight's Solar Electric System Delivers Clean, Reliable Energy to Sonoma County Winemaker

SANTA ROSA, CA, AUG. 10, 2004 — Bay Area policymakers joined today with St. Francis Winery & Vineyard and PowerLight Corporation in dedicating St. Francis Winery's new solar array. This 457 kilowatt solar electrical system is one of the largest solar installations in the Wine Country — and in the nation. Covering 80,000 square feet, this solar array produces the equivalent electricity during the day to power over 450 homes, and generates over 40% of the winery's energy needs. The installation was completed in June 2004.

“For three decades, **St. Francis Winery** has achieved great success amidst the natural wonder of Sonoma County. By harnessing the sun's energy to generate electricity, we're doing our part to protect the beauty of this magnificent region,” said Christopher W. Silva, President & CEO of St. Francis Winery. Mr. Silva, a fifth generation native of Sonoma County, continued, “Solar electricity is affordable and practical, not only for winemakers, but for all businesses and organizations that want to reduce costs and help stabilize our region's power supply. We hope that other businesses will follow our lead and be inspired to preserve the environmental quality of Sonoma now, and for generations to come.”

“St. Francis Winery demonstrates that by investing in solar, businesses can achieve solid economic returns and environmental preservation,” said PowerLight President Dan Shugar. “By adopting clean, reliable, sustainable power, St. Francis is furthering its reputation as one of the nation's most progressive winemakers. The solar electric system will enable St. Francis to generate power from the sun, and feed any excess power back to the utility grid, especially on sunny days during times of peak demand. Combining solar power and energy efficiency has enabled St. Francis to offset peak power costs statewide, benefiting all of California's utility customers.”

“This should be one of our nation's highest priorities,” said Congressman Mike Thompson. “Affordable, reliable renewable energy is critical for our long term economic and energy security as well for the health of our environment.”

“St. Francis' new solar installation is a model for businesses throughout the state – and the nation,” said CA Assembly member Patricia Wiggins.

“This project exemplifies the measures all business owners can embrace to bring down their utility bills and conduct business in a sustainable manner,” added Santa Rosa Mayor Sharon Wright.

The St. Francis Winery solar electric project is on track to receive a rebate from Pacific Gas and Electric Company's self-generation incentive program, which provides incentives for clean, on-site generation.

The 457 kW PowerLight solar electric system consists of high efficiency solar modules incorporating photovoltaic cells from both Sharp Electric Corporation and SANYO. PowerLight employed two Xantrex DC-AC converters, which deliver power directly to the facility's electrical system. In addition to generating power, the solar electric system spares the environment from thousands of tons of harmful emissions such as CO₂, NO_x, SO_x, which are major contributors to smog, acid rain and global warming.

St. Francis also invested in lighting upgrades to maximize energy efficiency and minimize environmental impact. PowerLight custom designed hi-bay lighting for both the refrigerated barrel storage and winemaking operations area. The new lighting reduces the lighting electric demand by 48%, and generates less heat to help maintain a cool temperature for wine storage. In addition, the high efficiency lighting more closely matches natural lighting, increasing visual acuity while presenting a more comfortable work environment.

About St. Francis Winery & Vineyards

St. Francis Winery & Vineyards (www.stfranciswinery.com) was founded in 1971, when Joe Martin purchased 100 acres of land in the historic town of Kenwood in Sonoma Valley. Completed in 1979, the Winery was christened St. Francis Winery after Saint Francis of Assisi, patron saint of humanitarian efforts and to acknowledge the Franciscan order, the first to bring European grape cultivation to the new world. In 1983 Tom Mackey was brought on board as the first full time winemaker. Mr. Mackey added Cabernet Sauvignon and Zinfandel to the Merlot already in production. Today, St. Francis is known as one the country's premier high end producers of robust, flavorful wines.

About PowerLight

PowerLight (www.powerlight.com) is the leading manufacturer of commercial-scale solar electric products and energy efficiency services. Founded in 1991, PowerLight's systems solutions deliver reliable, affordable clean power for commercial and government customers worldwide. Inc. Magazine ranked the PowerLight Corporation among the top 500 fastest growing privately held companies for the past four years. Today, PowerLight has worldwide offices and a full line of commercial solar electric products and services.

St. Francis Winery & Vineyards

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