

## *Our Winemaker ~ Ashley Herzberg*

Winemaker & Mother of Two



Ashley Herzberg came to love wine early in her life. Her parents had a role in this, instilling in her the importance of cooking and eating together as a family and having wine on the table at mealtime. Despite this exposure, Ashley initially intended to pursue medical school after earning her degree in Chemical Engineering at the University of Nevada, Reno. Four years of working in a hospital convinced her that medicine was not her calling, and modified her career goal by turning to the wine industry. Her background in science and engineering came in handy when she accepted a job as a laboratory technician at Owl Ridge Wine Services located in Sebastopol, CA. While at Owl Ridge, Ashley quickly moved up from Lab Technician to Lab Manager, benefiting from valuable mentoring by some of the top Pinot Noir vintners in California such as Merry Edwards, Greg Lafollette, Anthony Austin, and Scot Covington. Owl Ridge is a custom-crush facility with over 40 clients at the time, this experience provided Ashley with the opportunity to gain the perspective and knowledge that would prove to be invaluable as she moved on in her career. By mid-2007, Ashley found herself at Mauritsen Wines as Enologist and soon was named Assistant Winemaker. She is now the Consulting Winemaker for us here at Bacigalupi Vineyards.

Ashley has two children, Madeline, 4, and a son, James, who is 2. Ashley's husband, David, is also the winemaker at Merriam Vineyards so balancing work and home life is uniquely challenging for them, especially during harvest. Grapes wait for

no one so juggling long work hours on top of being a mom can be difficult, yet rewarding. “The children get to spending time in a winery and go out tromping around in the vineyards, seeing that their parents work hard for a living and love what they do.” Ashley’s impeccable attention to detail, cleanliness and above all her passion for making the best wine possible is why she was our only choice as winemaker when we decided to launch our new label. Now in her 4<sup>th</sup> vintage with us we could not be more enthusiastic about the future of Bacigalupi wines. Remaining true to our commitment to growing quality grapes as well as Ashley’s winemaking talents, we look forward to creating incredible wines to share with you.

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## *New Technology in the Vineyard*

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As growers we are stewards of the land and are always working to improve farming techniques to become more and more environmentally friendly. One of the ways we are accomplishing this is by reducing the herbicide and pesticide use in the vineyard, but what do we replace it with? While doing research on this topic John Bacigalupi came across some information on a man named Ernie Wilmlink. Ernie is the founder of AgriOzein, a company based in Lindsay, NE. The AgriOzein produces ozone generators designed to provide disease and pest control in vineyards. Currently Ernie is working mainly with farmers in the Midwest. Now growing interest has taken AgriOzein overseas. Recently this technology has just been approved by the FDA, EPA and the USDA, making ozonated water the smart and responsible choice for reducing chemical use in the vineyard. So how does the new technology work?

Ozone is O<sub>3</sub>, where the third oxygen molecule is forcible bound to the other two. In Ernie’s machine, the O<sub>3</sub> molecule is introduced into water which is then applied onto the vine with a sprayer. The O<sub>3</sub> lasts in this form on the vine for only a few minutes, as it is extremely unstable. Once the third oxygen molecule breaks off it releases an intense amount of energy which in turn shatters the cell wall of any fungicide or pests that are present. After use the ozone decomposes rapidly leaving no harmful residue. Ozone appears

to offer growers more benefits than just reduced chemical use. Vines are healthier overall and appear to be in better balance and produce grapes of higher quality.

In the Russian River Valley, John Bacigalupi is the first California grower to purchase one of Wilmink's ozone generators. He's hoping ozone will reduce chemical costs and usage while keeping our Pinot Noir and Chardonnay grapes free of Botrytis, powdery mildew and other vineyard ailments common in cooler growing regions. We have done several trial runs in the vineyard with the AgriOzein and will fully implement it into our vineyard program beginning in 2015. We look forward to sharing our discoveries using this new technology with you.

"It's not just disease control, it's restoring the ecosystem, getting healthier vines, better quality grapes and therefore at the end, unbelievable quality wine, because that's what we all want to do."- *Ernie Wilmink, AgriOzein*



## A Tribute to our Founder

*Charles Bacigalupi 1924-2013*

*Fondare*, Italian for founder is a wine that our family has made in memory of Charles Bacigalupi. Our founder and patriarch Charles, alongside his wife Helen planted our family's first vineyards in 1956. Against all odds, with amazing fortitude and foresight, Charles, cultivated and farmed barren land to grow premium wine grapes. A self-taught grower he learned everything about vineyards from experience, trial and error. Over the past fifty years Charles developed a reputation in the business of being an honest, hardworking man, always with a smile on his face. A true farmer, if Charles wasn't out in the vineyards he could be found trimming the numerous fruit trees on the ranch or tending his garden.

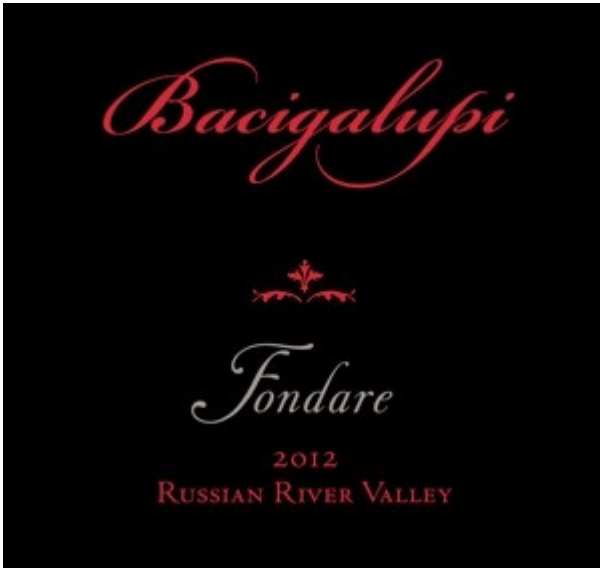
*"To a humble man who achieved much, a generous man who gave throughout his life and an honorable man who followed his principles." – John Bacigalupi*



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## 2012 Bacigalupi *Fondare*

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### Wine Information

Varietal Composition: 50% Zinfandel and 50% Petite Sirah

Cases produced: 68

Barrel aging: 23 months in 100% used French oak

Harvest date: October 8<sup>th</sup> and 15<sup>th</sup> 2012

Brix at harvest: 26.2 and 24.2

### Tasting Notes

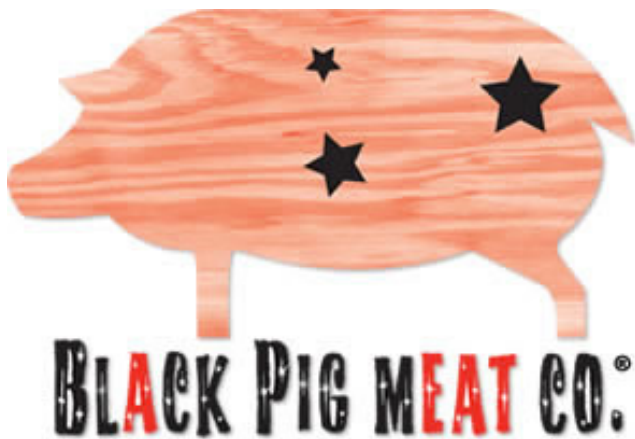
This wine begins with the over-the-top fruit driven essence of Zinfandel. Blueberry pie, cassis and boysenberry aromas are rounded out by subtle undertones of cola and spice from the

Petite Sirah. On the palate, the fruit forward notes continue, but the tannins are what really surprise. This wine is delicious now, but will be irresistible after 3-5 years of bottle aging. Pairs well with any hearty fall or winter meal and red meat centered dishes.

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## *Events*

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### **FALL RELEASE PARTY & HARVEST CELEBRATION**

**Saturday, October 18, 2014 from 1:00- 4:00 p.m.**

The hustle and bustle of harvest is upon us; join us as we celebrate another successful season in the Russian River Valley. This year's release party is all about BACON and

BBQ. Enjoy a sampling of food pairings off the grill featuring bacon from the [Black Pig Meat Co.](#)

Want to stomp? We will also have a grape stomping competition so be ready to kick off your shoes and jump on in! Of course great wine will be flowing. Sample our new releases, the 2012 Zinfandel and 2012 Petite Sirah as well as our highly anticipated blend, *Fondare*.

RSVP by October 19<sup>th</sup> 707-473-0115 or e-mail [tastingroom@bacigalupivineyards.com](mailto:tastingroom@bacigalupivineyards.com)

\$35 for club members (2 per membership) \$50 for guests.