

## GREAT WINE BEGINS WITH A LOVE FOR THE LAND

ROOTS PLANTED 1971



SONOMA COUNTY, CA

When something's been created from the heart, you feel it. Pour a glass of St. Francis wine, and you'll taste it. Our vineyards, winery, and wines have grown from a long-time passion for Sonoma County, a place the *Wine Spectator* has called "the most diverse and promising wine-growing region in the world."

Joe Martin, co-founder of St. Francis, fell in love with Sonoma Valley as a young man visiting his sister in the 1950s. In 1971, when Joe sold his furniture company in San Francisco, he started to look for property here. One day, up visiting a friend, Joe stumbled upon Behler Ranch. The property, which would become St. Francis' original



vineyard, had just come on the market for the first time since the turn of the century.

Joe and his wife Emma moved into the rough-hewn ranch house. Joe's father had been a farmer, so Joe was comfortable growing grapes, but it wasn't until 1979 that he and co-founder Lloyd Canton started making wine. Four years later, winemaker Tom Mackey joined them, and the winery—named after the Franciscan friars who planted California's first wine grapes—started making wine history of its own. In 1988, Kobrand Corporation, a company whose wine portfolio consists only of the best of the best, asked to distribute St. Francis wines. It was a great compliment, which has evolved into a terrific partnership.

## FROM THE MAYACAMAS MOUNTAINS TO THE RUSSIAN RIVER VALLEY

“THOUGH WE’VE BECOME KNOWN AS THE “HOUSE OF BIG REDS,” WE STARTED OUT GROWING WHITES,  
AND STILL GROW SOME OF THE BEST CHARDONNAY IN CALIFORNIA.” LLOYD CANTON *Co-Founder*

Since we planted our original one-hundred acres, Sonoma has become recognized worldwide for its extraordinary appellations and microclimates, and St. Francis Winery & Vineyards has grown in both reputation and size: we now own four distinctive Sonoma County vineyards.

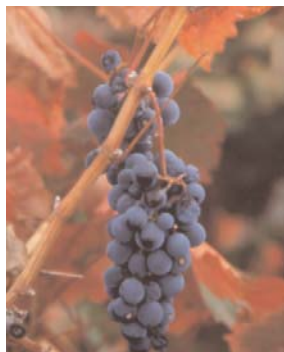
Once part of Sonoma Creek, Behler Vineyard has rich, gravelly soils and a maritime climate, making it one of the finest Merlot vineyards anywhere. We’ve fine-tuned this vineyard, putting in a vertical trellis system, practicing yield control, and interplanting the Merlot with Chardonnay.

Located high up in the Mayacamas Range, Nuns Canyon Vineyard is a treasure we acquired in 1998. Lying above the fog line, this mountain vineyard, with

its exceptional drainage, has staggering potential for all the red varieties, especially Cabernet Sauvignon and Zinfandel.

The valley vineyard of Lagomarsino is planted against the hills bordering the Russian River Valley appellation. We grow cool, fruity Chardonnay in the ancient volcanic soils of its low lying land, Cabernet Franc on the mid-slopes, and Cabernet Sauvignon in the upland layered soils where it benefits from warm western exposures.

Boasting exceptional volcanic soils, the fog-graced Wild Oak Vineyard lies at the base of Hood Mountain. Against the sunny hillside, we grow Cabernet Sauvignon and Merlot. On the lower portion of the property, we’ve recently planted sixty acres of Syrah.



## EXPRESSING SONOMA COUNTY *TERROIR* WITH BIG, BEAUTIFUL REDS

“TOM MACKEY’S LOVE FOR RED WINES HAS GUIDED HIS CAREER AND MADE THE NAME ST. FRANCIS SYNONYMOUS WITH SUPERB MERLOT, ZINFANDEL, AND CABERNET SAUVIGNON.” MARY BOYLE *Quarterly Review of Wines*

All of us here have a passion for big beautiful reds, and Joe Martin has always had a particular soft spot for Merlot. He knew instinctively that he could grow grapes good enough to make an excellent unblended wine, and he did. St. Francis produced the county’s first 100 percent Merlot in the early 1980s, starting a new trend for the hearty varietal.

Though nicknamed “The Master of Merlot,” our winemaker Tom Mackey will tell you his personal favorites are Cabernet and Zinfandel. Over the last two decades, Tom has greatly expanded our repertoire of reds.

We now produce exceptional wines made only from grapes grown in Sonoma County, with our reserve wines expressing the soil, topography,

and microclimate of the particular vineyard where they were grown.

There’s no doubt about it—great wine absolutely begins in the vineyard. In the field, Tom collaborates with vineyard manager Dino Amantite, then works his studied magic in a state-of-the-art winery equipped with the same crushers, fermenters, and barrels used by the very best French and Italian

wineries. No two vintages are ever alike; we designed a winery that lets us create the best wines possible in any given year.

Garnering awards year after year, St. Francis wines beautifully articulate the many nuances of Sonoma County terroir. At St. Francis, we pay close attention to Sonoma’s nature, turning earthly promise into heavenly wine.





## FROM SONOMA COUNTY— ST. FRANCIS SONOMA COUNTY WINES

“WITH A STATE OF THE ART WINERY BUILT TWO YEARS AGO, TOM MACKEY  
COULD WELL BE UNSTOPPABLE.” *Wine Magazine*

**C**o-founders Joe Martin and Lloyd Canton realized early on that our Sonoma County grapes were so good that they wanted to do more than grow them; they wanted to make them into wine. So they hired winemaker Tom Mackey, who shifted the winery’s attention from whites (with the exception of our Chardonnay, which was just too stellar to walk away from) to reds: Zinfandel, Cabernet Sauvignon, and Merlot—especially Merlot.

Tom’s bright, floral Chardonnays and big, bold reds soon began winning awards. St. Francis became known as “The House of Big Reds,” and Tom Mackey, the “Master of Merlot.” What makes St. Francis’ Sonoma County wines so good? Our grapes and our

winemaker. We use only Sonoma County fruit, half of which is grown on our renowned estate vineyards, and all of which is harvested by hand. We pick only ripe grapes, bringing only clean, flavorful fruit to the winery, where we age our wines in oak barrels.

Though our wines are sold worldwide, we don’t try to imitate European styles. Our wines are large and loaded with fruit, which, judging from the

response, seems to be just what the world needed. When *Wine Magazine* named Tom “Red Wine Maker of the Year,” they asked him what qualities he looks for in a wine. His answer: “Purity of aroma, richness of flavor, length of finish; in a phrase, that which calls for another glass.” St. Francis Sonoma County wines are pleasing their maker.



## FROM SINGLE VINEYARDS— ST. FRANCIS RESERVE WINES

“WINE CAN OF THEIR WITS THE WISE BEGUILE, MAKE THE SAGE FROLIC,  
AND THE SERIOUS SMILE.” HOMER [*Our Winemaker's Motto*]

The first year that winemaker Tom Mackey worked with us, he noticed a section of Merlot grapes in our Behler Vineyard that were smaller, darker, and more intense than the rest. Instinctively, Tom set those grapes aside. They became St. Francis' first reserve wine. Soon we learned that it was the combination of especially gravelly soils and Behler Vineyard's cooler microclimate that produced this intensely flavorful fruit.

In the old creek beds of Behler Vineyard and in our hillside Nuns Canyon Vineyards—where the soils and climate produce an equally wonderful but slightly different Merlot—we're using various trellis systems, pruning techniques, and viticultural practices to grow ever more expressive fruit.



Over the years, we've also discovered which vineyards of other longtime Sonoma County growers, such as the Pagani and Kings Ridge Vineyards, produce Sonoma County's most exceptional Cabernet Sauvignon and Zinfandel. These vineyards best express Sonoma County's unique terroir. From them, we hand harvest small lots of perfectly ripe fruit. In the winery, we interfere as little as possible, age in oak, and let the wine tell its own story.

This strategy of minimal intervention makes the most of Sonoma County's best. St. Francis Reserve Merlots, Zins, Cabs, and Chardonnays top the critics' lists, year after year. More important, they meet our winemaker's criteria for excellence—if not perfection. As good as our wines are, we have yet to make our best.



STRINGS  
Merlot

STRINGS  
Cabernet Sauvignon

STRINGS  
Pinot Noir

STRINGS  
Chardonnay

STRINGS  
Merlot

## GOOD FOOD, GOOD WINE, AND GOOD PEOPLE

**"AT OUR FARMERS' MARKETS, YOU'LL FIND LOCALLY GROWN MUSHROOMS, FRESH HONEY, ARTISTIC BREADS, GOAT CHEESES, AND ALL VARIETIES OF PRODUCE, FROM POTATOES TO PEACHES."** JOE MARTIN *Co-Founder*

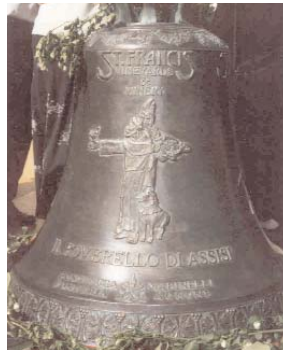
Grape vines and olive trees have replaced orchards and fields of hops, but life in Sonoma County still revolves around the bounty of the land. At St. Francis Visitors Center, we bring together both this viticultural and culinary heritage, and invite you to partake of our great wines and foods in the company of friends and family.

You could spend a whole afternoon here. There's lots to do. You might linger at our wine tastings, sampling our Sonoma-grown wines along with appetizers made with fresh, local ingredients—a Reserve Chardonnay with a nibble of Gruyère and Smoked Onion Tart or perhaps a Reserve Merlot complemented by a taste of Sonoma Lamb Ragout.

We often hold classes at the Center. Especially popular are our chef's cooking demonstrations, wine-maker dinners, and Sonoma-Style Guest Chef Series. We host many special events, too, such as our annual Blessing of the Animals and Harvest Fandango.

Of course, you're always welcome to uncork a bottle of wine and enjoy a picnic on our lawn—it's a great way to end the day. The fresh air, garden setting,

and sweeping views of the Mayacamas make everything taste even better. Wherever you sit at the Center, you'll be able to hear our estate bell. Hand-cast by Italy's world-famous bell-makers and blessed in the Basilica of Assisi, its clear, melodic voice marks both the hours and the occasions of our lives here at St. Francis Winery & Vineyards.



*St. Francis Winery & Vineyards is located one hour north of San Francisco in the heart of Sonoma Valley.*

**FROM SAN FRANCISCO**

*Travel north on Highway 101;*

*Exit at Highway 12 east towards Sonoma;*

*Proceed east on Highway 12 to Pythian Road;*

*Turn left at the Pythian Road stoplight;*

*St. Francis Visitors Center entrance is on the right at 100 Pythian Road.*

**FROM NAPA**

*From CA-29 south turn right onto CA-121 south;*

*Turn right onto Napa Road;*

*Turn right onto Broadway;*

*Turn left at the square onto Napa Street;*

*At the end of Napa Street veer to the right onto Highway 12;*

*Proceed west on Highway 12 to Pythian Road;*

*Turn right at the Pythian Road stoplight;*

*St. Francis Visitors Center entrance is on the right at 100 Pythian Road.*

**ST. FRANCIS WINERY & VINEYARDS**

**100 PYTHIAN ROAD [OFF HIGHWAY 12]**

**SANTA ROSA, CALIFORNIA 95409**

**800-543-7713 707-833-4666**

**WWW.STFRANCISWINE.COM**

