



UNCORKED

THE JACKSON FAMILY WINES EMPLOYEE NEWSLETTER

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FUTURE PROOFING: JFW'S VINEYARD REPLANTING STRATEGY



Members of the vineyard team at Hawkeye Vineyards

In the late 1980s, when the concept of climate change began its accelerated march into the collective consciousness, Jess Jackson and Barbara Banke demonstrated extraordinary foresight by purchasing several cool climate vineyards along the California coast. While they may not have known just how quickly changing weather patterns would affect growing conditions in vineyards around the world, their intuitive nature to seek grapes closer to the moderating ocean influence led them right.

Today, with thousands of planted acres in California, Oregon, and beyond, Jackson Family Wines is rethinking the future of our vineyards to ensure the highest quality fruit for the next generation. How we develop our vineyards and manage our natural resources is critical to our long-term success. In partnership with Argos Analytics, a company that utilizes the latest climate projection data to predict potential future climate conditions, we're analyzing all our vineyards in California and Oregon to ensure they continue to produce healthy fruit with elegant and deep flavors. Site elevation, slope, aspect, soil type, solar radiation, and wind and marine influences are all being reviewed, as is historic data on past ripening and picking dates, growing season temperature, rainfall prior to maturity, and more.

"It's not just about climate change," explains Graham Weerts, SVP of Vineyard Operations, who is overseeing the project. "It's about understanding our vineyards better and anticipating potential future weather shifts so we can ultimately make a better bottle of wine. It's about becoming better farmers in a more responsible manner."

As farmers, the Jackson family has long understood the unpredictability of climate and believes that the business's

livelihood depends on our ability to be proactive, flexible, and adapt to changing weather patterns. Climate challenges not only give us the opportunity to innovate our business and stay relevant, but also increase the quality of our fruit overall. In response to California's limited water supply, Jess and Barbara had the foresight to begin building a network of water reservoirs throughout our vineyards in the 1990s. Today, over 100 of these reservoirs provide much needed water to our vines, even if growing conditions are dry. Rainfall water capture systems and water recycling processes enable us to save 31 million gallons of water each year, while specialized devices such as drones allow us to pay close attention to how much water a certain part of the vineyard needs at any time. All of these techniques will help us mitigate climate-related challenges over time.

Graham and his vineyard team are focused on building resilience for decades to come. They are also considering implementing more vigorous rootstocks that require less irrigation, and strategizing how row direction and spacing, trellis design, mechanization, and more, could mitigate potential climate-related challenges.

"We need to have a modern vineyard infrastructure in place that we can manipulate over time as weather patterns change," says Graham. "But the detailed analysis we're doing is making us realize just how perfect Jess's vision was. While we anticipate that some of our vineyards will likely need to be replanted, such as Cambria Estate, Alexander Mountain Estate, and La Macchia, Jess's intuition to purchase several cool, coastal vineyards will be a huge benefit to us in years to come."

2030 SUSTAINABILITY GOALS: PLANNING FOR A RESILIENT FUTURE



JFW estate vineyard



Cover crop at Saralee's Vineyard

We're excited to announce the launch of a 2030 goal-setting initiative aimed at creating a resilient future for Jackson Family Wines. Spearheaded by Katie Jackson and the Sustainability Team, with support from the Jackson family and the Executive Team, the project will help define our future sustainability goals in the following key focus areas:

- **Emissions Reductions** – Reduce our greenhouse gas emissions 50 percent by 2030 and 80 percent by 2045 as part of our commitment to International Wineries for Climate Action, which we cofounded in 2019.
- **Water Security** – Strategize new ways to preserve and replenish the watersheds we utilize in our vineyards and wineries.
- **Farming and Land Use** – Evaluate the potential of sequestering more carbon in our soils than we emit, and explore reductions in synthetic crop amendments.
- **Social Impact** – Explore ways to improve employee benefits and continue to support healthier local communities.

Dedicated teams of employees whose business expertise aligns with a specific focus area will be responsible for developing a 10-year roadmap designed to help the company achieve our sustainability goals. These teams will be announced in January 2020.

Jackson Family Wines' 2030 Sustainability Goals will be announced this spring. Stay tuned for updates about this vital project!



Solar panels at Stonestreet Mountain Estate

INTERNATIONAL WINERIES FOR CLIMATE ACTION (IWCA) NAMED 2019 SOCIAL VISIONARY OF THE YEAR

This month, International Wineries for Climate Action (IWCA) was honored with a Wine Star Award as Wine Enthusiast magazine's 2019 Social Visionary of the Year. Co-founded by Jackson Family Wines and Spain's Familia Torres winery in February 2019, IWCA is a collaborative working group committed to addressing the negative impacts of climate change through decarbonization of the global wine industry. IWCA's objective is for all winery members to have a long-term strategy to reduce 80 percent of their carbon emissions by 2045, with a shorter-term target of 50 percent by 2030.



From left: Miguel Torres Jr., Katie Jackson, and Wine Enthusiast Editor-in-Chief Susan Kostrzewa at the Wine Star Awards

The Wine Star award recognizes IWCA's visionary leadership, which is a critical first step in helping mitigate the severity of the climate crisis through the reduction of greenhouse gases. IWCA builds on the pioneering environmental stewardship of both Familia Torres and Jackson Family Wines. Both family-owned wine companies have long crafted quality wines with respect for healthy vineyard ecosystems and building a lasting agricultural heritage for future generations. Through ongoing land conservation projects and innovative energy and water management, Familia Torres and Jackson Family Wines have made significant strides in reducing their environmental impacts, including reducing carbon emissions by more than 25 percent per bottle of wine produced.

This month, IWCA announced four new winery members have joined the effort to tackle the climate crisis by taking immediate action to reduce their carbon emissions. The new wineries include Spottswoode Estate (U.S.A), Symington Family Estates (Portugal), VSPT Wine Group (Chile) and Yealands Wine Group (New Zealand). With IWCA, we're building an organization that will make a positive difference in the future of our wine community and create a better future for our children.



Miguel A. Torres and Katie Jackson sign the IWCA Agreement in Barcelona, Spain



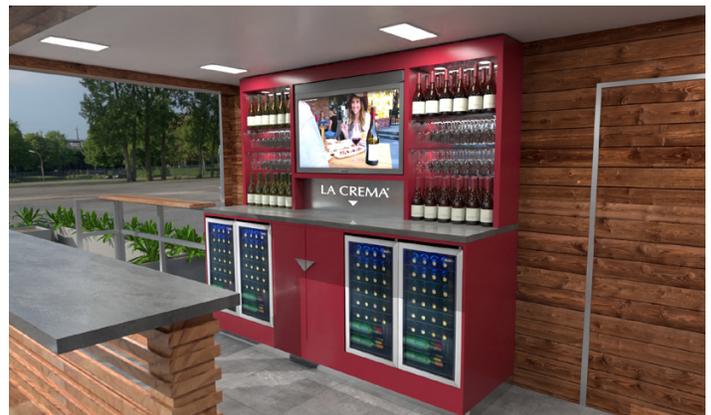
Katie Jackson introduces IWCA at Climate Leadership event in Porto, Portugal

LA CREMA ON THE ROAD

There is tremendous energy around La Crema, and for good reason. Just last year, La Crema reached a milestone celebrating 40 years of winemaking. The winery's pioneering history in the Russian River Valley is powerful, as it was one of the first to propel single-vineyard designated wine from cool climate appellations and helped build the reputation of the Sonoma Coast AVA.

For nearly a decade, La Crema has held the top position in the ultra-premium wine category (\$15-\$20), with Sonoma Coast Chardonnay in first position and Monterey Chardonnay in second. La Crema continues to keep its competitive edge by consistently producing high-quality wines that evoke an honest reflection of coastal Chardonnay and Pinot Noir, whether it's sourced from California or Oregon.

La Crema has experienced exciting changes in the last six months. A dedicated La Crema sales team was created to drive strong market growth with 12 regional sales managers across the country. La Crema also rolled out key packaging changes to differentiate between the Sonoma Coast and Monterey tiers. Sonoma Coast wines feature a new modern, sophisticated label design, while Monterey County has transitioned to a screwcap closure to capture consumers with changing preferences.



Rendering of La Crema mobile tasting experience



La Crema Sonoma Coast's new label

In 2020, the La Crema marketing team, led by Director of Marketing Debra Charest, will launch a pop-up tasting room that will travel to 20 key markets, including Los Angeles, Dallas, Chicago, and New York. Because La Crema has the highest conversion rate amongst competitors—meaning new customers are likely to repurchase the wine—the tour offers an opportunity to drive mass exposure while building connections with both new and loyal consumers.

The new mobile tasting experience will feature a custom-designed, expandable trailer that reveals a small-scale La Crema tasting room. Showcasing the brand's aesthetic and sense of place, the space will provide a high-touch guest experience that brings La Crema's story to life through guided tastings, wine education, video, blind tastings, food pairings and more.

In advance of the tour slated for March-August 2020, the La Crema sales team will create impactful in-store displays across regional markets to garner interest before each pop-up, as well as VIP experiences targeting our trade partners. Stay tuned for updates and scenes from the road during this exciting initiative!

Q&A WITH MATT REVELETTE SIDURI'S NEW WINEMAKER

For the first time in 25 years, Siduri has a new winemaker. Matt Revelette, a member of the Siduri winemaking team since May 2019, has been named lead winemaker and he couldn't be more excited. We had a chat with him about his new adventure at Siduri.

JFW: What are you most excited about in your new role as winemaker for Siduri?

Matt: I'm excited to work with Siduri's incredibly diverse vineyard sites that stretch from California's Sta. Rita Hills through Oregon's Willamette Valley. It's a unique opportunity to showcase the differences in both regional and site-specific bottlings. The relationships that Adam has built with growers along the West Coast are what sets Siduri apart, and I'm looking forward to maintaining those as well as bringing some excellent Jackson Family Wines sites into the fold.

JFW: Is there anything unique about your winemaking style that might differ from Adam's?

Matt: One of the many great things about working with Adam is that we are aligned stylistically and share a similar view on how to get there. As we started talking about how to best express each vineyard, we realized we want to make (and drink!) the same style of Pinot Noir that Siduri has been great at for 25+ years. We both have new ideas on how to achieve that style. The pursuit has always been forward thinking and how to improve with each passing vintage. That will never change at Siduri.

JFW: What are some of the differences between growing Pinot Noir in California versus Oregon?

Matt: The differences between the two regions are plentiful, which makes it so interesting to put them into the bottle and drink. California has a drier climate and is more of a blank canvas stylistically. In Santa Barbara, if you want to make a leaner, racier, more acid-driven style, you can. If you want to hang the fruit longer and create a richer, weightier wine, you can do that, too. Willamette Valley, on the other hand, is that it's less forgiving, with rainfall occurring throughout the growing season. However, the higher latitude and longer, mild summer days produce fruit with exceptionally pure flavors. With that, we can produce Siduri's signature style of rich, ripe flavors with refreshing acidity vintage after vintage. Pinot Noir fits in so well in areas of both California and Oregon, and I am very lucky to be able to highlight the fascinating differences of each!



Matt Revelette, Siduri Winemaker

“I’m excited to work with Siduri’s incredibly diverse vineyard sites that stretch from California’s Sta. Rita Hills through Oregon’s Willamette Valley.”

REGION SPOTLIGHT: ANDERSON VALLEY, MENDOCINO COUNTY, CALIF.

With a penchant for cool climate vineyards, Jess Jackson and Barbara Banke fell in love with Anderson Valley in the late 1980s. Located in the northwest corner of Mendocino County, the region boasts warm sunny days and cool nights blanketed by maritime fog, high-elevation vineyards, and sandstone soils, making it an ideal setting to grow Pinot Noir and Chardonnay.

“Anderson Valley produces only a small fraction of the Pinot Noir in California, but the quality of the wines is absolutely superb,” says Katie Jackson, SVP of Corporate Social Responsibility. “My parents recognized the incredible potential of the growing region early on, even though there were very few wineries in the area back then.”



JFW estate vineyard in Anderson Valley



Balo vineyard overlook

The purchase of Edmeades Estate in 1988 signaled the Jackson family’s first holdings in Anderson Valley, which slowly expanded over the next three decades. Today, they own and farm more than 300 acres in the region, which produce primarily Pinot Noir for our core Anderson Valley wineries (Copain and Maggy Hawk,) as well other wineries that use the region’s fruit, including Hartford Family Winery, Kendall-Jackson, La Crema, and Siduri.

In October 2019, the family expanded their acreage in Anderson Valley with the purchase of Balo Vineyards, a 14-acre property with eight acres of organically planted Pinot Noir. The winery will become a resource for small-lot winemaking, while the property’s strategic location in the heart of Anderson Valley provides a future opportunity to establish a new space for direct-to-consumer sales and guest experiences.

Jackson Family Wines is also working with the Anderson Valley Winegrowers Association to strategize ways to improve visibility and recognition of the area, which is unfamiliar to many wine drinkers. We’re excited to be a part of this exceptional wine region and look forward to helping build broad consumer awareness.