



# The CALERA Story

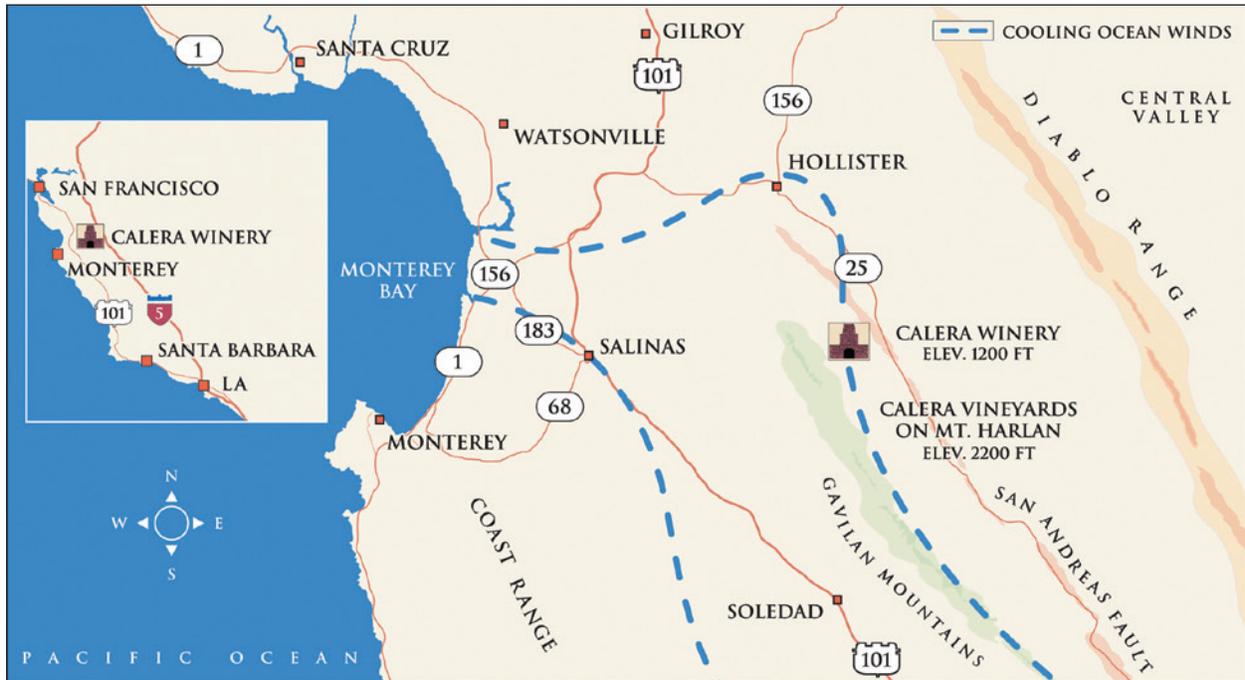


## “Calera” is Spanish for Limekiln

This kiln was built circa 1860 for use in processing limestone rock for use in cement and mortar. The rock pieces were “cooked” at high heat for 24 hours.

Josh Jensen purchased the limestone laden Mt. Harlan property in 1974. He knew that the “calcaire” soils were perfect for growing Pinot Noir and Chardonnay grapes to make classic, world-class wines.

Calera is located 25 miles east of Monterey, in the Gavilan Mountains.



Cold marine air flows in off the Pacific ocean and sweeps over Calera's vineyards up at 2200' elevation, making us one of the very coolest growing regions in California, on average 5-6° cooler than Carneros.



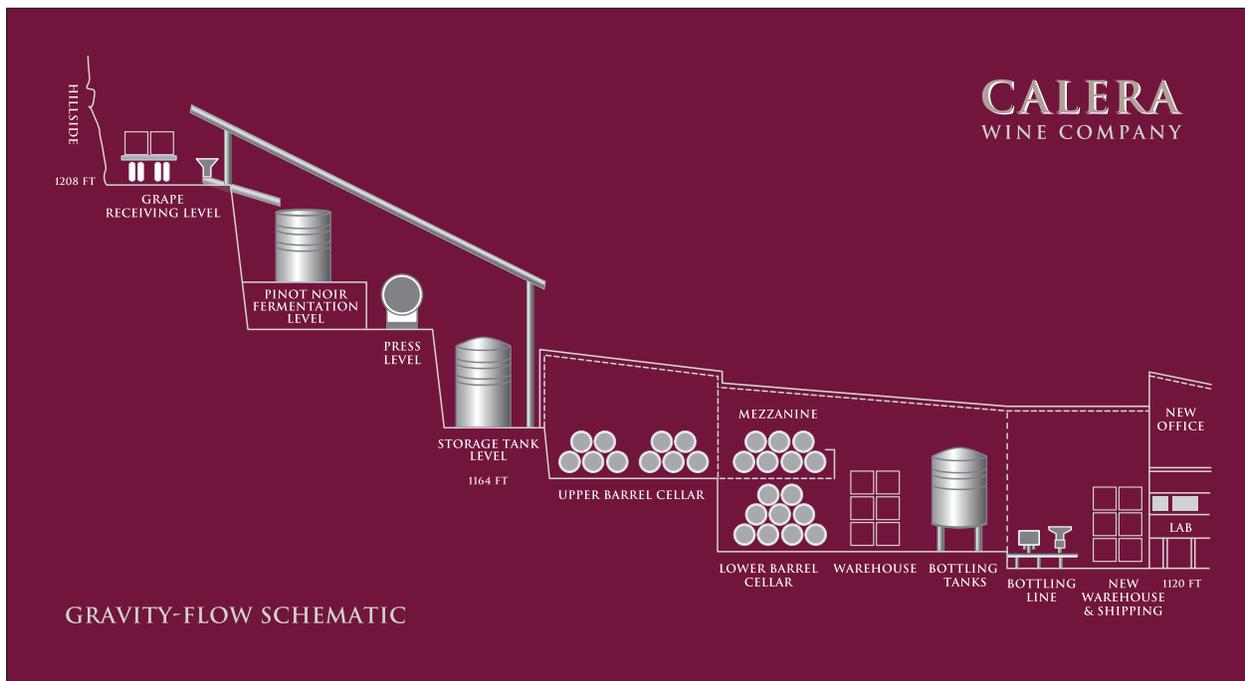
In the mid-seventies Josh was considered quite the renegade, planting a vineyard in such a remote, barren area. At the time, terroir was not a term commonly used and Pinot Noir was not recognized as a quality California wine.



He forged ahead with his dream anyway and planted three Pinot Noir vineyards in 1975. In 1984 he added a fourth Pinot Noir block and 6.1 acres of Chardonnay.



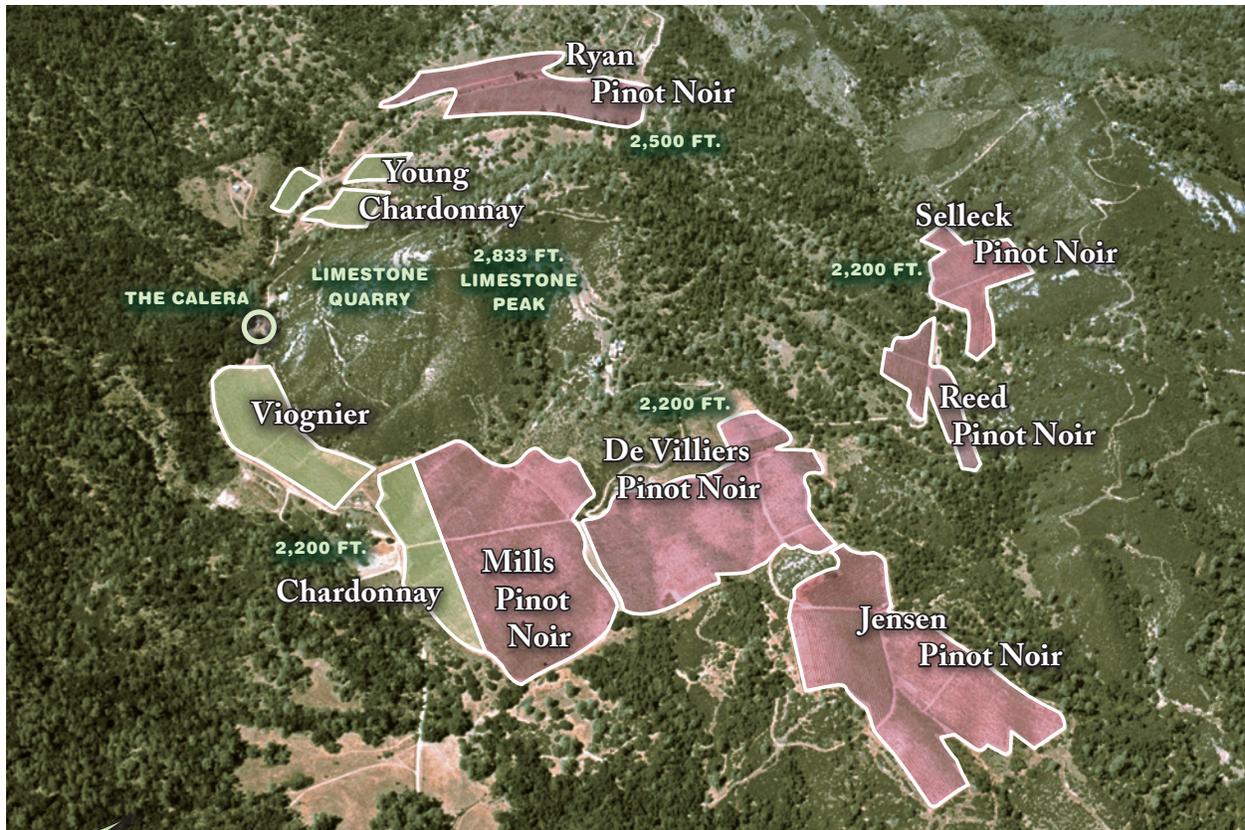
Calera's GRAVITY FLOW winery is an old rock-crushing plant.



Seven levels allows for extremely gentle handling of the grapes and wine. Pumps which could damage the fruit or harm the wine are rarely used.



MT. HARLAN became an official A.V.A. – American Viticultural Area in 1990.



Calera's Mt. Harlan CHARDONNAY and MILLS VINEYARD Pinot Noir are planted at the base of the limestone peak. Just around to the left are 6 acres of VIOGNIER.



## JENSEN VINEYARD:



Jensen is a hilly block, facing all directions, and sports a large limestone outcropping along one side. Both aspect and soil give Jensen its unique characteristics.

## REED VINEYARD:



The smallest of Calera's Pinot Noir vineyards is a north-facing block. Reed ripens later than the other blocks and tends to have a more exotic flavor profile.



## SELLECK VINEYARD:



Selleck is situated below another large limestone deposit and produces wines with exceptional depth and complexity.

## RYAN VINEYARD:



Ryan, our youngest vineyard block was planted in 1998 up around on the west side of the mountain, and higher elevation than the other vineyards: up to 2500' elevation.



## de VILLIERS VINEYARD:



De Villiers Vineyard, planted in 1997, lies between Mills and Jensen on the east side of the mountain. The first vintage as a single vineyard bottling was 2007.

