



Piazza
FAMILY WINES

Media Kit 2021

HANDCRAFTED WINES
A family tradition. Meant to be shared.

Our Boutique Winery

Ron and Nancy Piazza have roots in Santa Barbara County and the Santa Ynez Valley soil that go back decades. Inspired by family, friends, and winemakers, Ron and Nancy planted what became a small family vineyard within sight of the region's originators, Sanford & Benedict, more than a decade before the Sta. Rita Hills AVA was founded.

In partnership with a group of cloistered Carmelite nuns, Ron and Nancy founded Mt. Carmel Vineyard, supplying pinot noir and chardonnay fruit to a small group of Santa Barbara's most esteemed winemakers. With their interest piqued, they searched for a vineyard site where they could build their future.



About The Family

Living among the vines, Ron and Nancy Piazza have found a place to retreat from the city – a ranch with sweeping views of the vineyard. The production facility is just a short walk down a dirt path, a path well-trodden with their footprints. With views of Stolpman Vineyard and Beckmen's La Purisima Vineyard, Piazza Bella Vista Vineyard is in good company.

A successful restaurateur, Ron Piazza is a gardener at heart. He likes to plant seeds, grow something, and see the results. Every so often, Ron takes a step back, brushes the dirt off his jeans, and admires what he has built. "We planted that," he thinks to himself, the work is his greatest reward. Nancy, always working by his side, is the heart of the ranch. Happiest when she loses track of time and the outside world, she is quick with a helping hand. The winemakers can expect to see her bringing lunch, checking on the animals, and visiting with neighbors.

Originally hailing from Queens, New York, Ron is proud of his rich Italian heritage, from which his Grandfather Dominic handed down a passion for life and gardening. Ron remembers Sunday family dinners, wine paired with Dominic's stories, jokes, and subtle wisdom. Inspired by those recollections, Ron's focus is on the meals that families share and the "handcrafted" character within their wines. With decades of hard work under his belt, Ron and his wife Nancy are now planting the seeds and growing their own family roots, creating wine to share with you and yours.

From organic farming to natural winemaking, sustainability is something the Piazzas take to heart. With Piazza Bella Vista Vineyard, they set out to make natural wines with minimal interference. They are planting the seeds and growing a legacy winery for their five children and multiple grandchildren. With that in mind, they work together to make wine meant to be shared.



About The Winemaker

Gretchen Voelcker is always outdoors. Whether it is riding horses, practicing archery, or hiking, it is a lifestyle that comes from growing up on a farm in Pennsylvania. Her passion for wine began in high school when she had the opportunity to live in Europe and visit many famous European wine regions.

After earning a degree in Plant Sciences from the University of California, Santa Cruz, she moved to Santa Barbara County, where she started as an intern at Rideau Vineyard before becoming the assistant winemaker. She also worked with Ryan Roark as a vineyard assistant and spent a vintage in the Central Otago region of New Zealand at Burn Cottage as a lab technician.



As winemaker at Piazza Family Wines, Gretchen is responsible for the entire process, from the vineyard to the barrel to the bottle. With a focus on organic fruit and ingredients, she spends more time in the vineyard than most winemakers. Her vision is to produce minimal interference wines from her favorite grapes, showcasing the fruit purely and precisely. Inspired by gifted winemakers and driven by her own independent spirit, Gretchen pays strict attention to every detail and focuses on the craft of making wine the natural way.



Estate Varietals

From our estate vineyard, Bella Vista Vineyard at the top of Ballard Canyon, we bring you small batch, handmade wines.

- 2018 Estate Graciano
- 2018 Nancy's Cuvée
- 2018 Reserve Syrah
- 2019 Grenache
- 2019 Carbonic Graciano

2018 ESTATE GRACIANO

BELLA VISTA VINEYARD, BALLARD CANYON

SRP \$38

- HARVEST BRIX:

19.5

- PH:

3.48

- TA:

5.625 G/L

- ALCOHOL:

12.5%

- ELEVAGE:

20 MONTHS ON LEES

100% NEUTRAL FRENCH OAK

- BOTTLING DATE:

4/30/20

- CASES PRODUCED:

89 CASES

UNFINED AND UNFILTERED

- TASTING NOTES:

FOREST FLOOR, LEATHER, GAME, MULBERRY, DRIED LAVENDER, CLOVE, HONEY, GRILLED PEACHES, ROSEMARY OIL. WHITE PEPPER AND SARSAPARILLA, LANOLIN. ACID LIFT WITH LONG FINISH DRIVEN BY MINERALITY AND SPICE OF NUTMEG AND CARDAMOM.

2018 NANCY'S CUVÉE

BELLA VISTA VINEYARD, BALLARD CANYON,
SRP \$42

• HARVEST BRIX:

25.8

• FERMENTATION:

CO-FERMENTATION

50% GRACIANO, 50% SYRAH

• PH:

3.39

• TA:

6 G/L

• ALCOHOL:

13.1%

• ELEVAGE:

20 MONTHS ON LEES

33% NEW FRENCH OAK

• BOTTLING DATE:

4/30/20

• CASES PRODUCED:

73 CASES

UNFINED AND UNFILTERED

• TASTING NOTES:

BLACKBERRY, COLA, CACAO, MULBERRY,
CLOVE, THYME OIL, CRUSHED LAVENDER,
CHAMOMILE, LEATHER, BERRY PIE, LICORICE,
SMOKE. MEDIUM TANNIN AND BRIGHT ACID.

2018 RESERVE SYRAH

BELLA VISTA VINEYARD, BALLARD CANYON
SRP \$75

• HARVEST BRIX:

26.3

• PH:

3.69

• TA:

5.1 G/L

• ALCOHOL:

15.8%

• ELEVAGE:

20 MONTHS ON LEES

33% NEW FRENCH OAK

• BOTTLING DATE:

4/30/20

• CASES PRODUCED:

75 CASES

UNFINED AND UNFILTERED

• TASTING NOTES:

BLACKBERRY, OLALLIEBERRY, LEATHER,
COOKED RHUBARB, PINK PEPPERCORN,
MOCHA, BITTER DARK CHOCOLATE, CIGAR
BOX, MOSS, CLOVE, BAKING SPICE.



2019 ESTATE GRENACHE

BELLA VISTA VINEYARD, BALLARD CANYON
SRP \$38

- **HARVEST DATE:**
10/17/19
- **HARVEST BRIX:**
22.1
- **FERMENTATION:**
40% WHOLE CLUSTER NATIVE FERMENTATION
PRESSED AFTER 21 DAYS
- **PH:**
3.46
- **TA:**
4.96 G/L
- **ALCOHOL:**
12.8%
- **ELEVAGE:**
10 MONTHS ON LEES
33% NEW FRENCH OAK
- **BOTTLING DATE:**
8/30/20
- **CASES PRODUCED:**
45 CASES
UNFINED AND UNFILTERED
- **TASTING NOTES:**
DRIED STRAWBERRY, ROSE PETAL,
POMEGRANATE, CRUSHED RASPBERRY, BING
CHERRY, FOREST FLOOR, SASPARILLA, FRESH
LEATHER, LIGHT BAKING SPICE. MEDIUM
BODY WITH LENGTHY TANNIN, BRIGHT ACID
AND CHALKY MINERALITY.



2019 CARBONIC GRACIANO

BELLA VISTA VINEYARD BALLARD CANYON
SRP \$30

- **HARVEST DATE:**
10/16/19
- **HARVEST BRIX:**
20.1
- **FERMENTATION:**
NATIVE CARBONIC FERMENTATION
PRESSED AFTER 21 DAYS
- **PH:**
3.6
- **TA:**
5.625 G/L
- **ALCOHOL:**
11.8%
- **ELEVAGE:**
6 MONTHS ON LEES
25% NEW FRENCH OAK
- **BOTTLING DATE:**
4/30/20
- **CASES PRODUCED:**
91 CASES
UNFINED AND UNFILTERED
- **TASTING NOTES:**
MULBERRY, HINTS OF NUTMEG, SARSAPARILLA,
FOREST FLOOR, CHOCOLATE, PEAT MOSS,
VIOLET, PINK PEPPERCORN, CALIFORNIA HEDGE
NETTLE, LEATHER AND GAME. PALATE OF BING
CHERRY, BOYSENBERRY, BLACKBERRY, CHERRY
COLA WITH RACY ACID AND LONG FINISH.



Historic Varietals

From our sister vineyard, Mt. Carmel in the Sta. Rita Hills, we bring you a small batch, handmade wine.

- 2018 Pinot Noir



2018 PINOT NOIR

MT. CARMEL VINEYARD, STA. RITA HILLS
SRP \$48

- **PH:**
3.30
- **TA:**
6 G/L
- **ALCOHOL:**
12.5%
- **ELEVAGE:**
19 MONTHS ON LEES
100% NEUTRAL FRENCH OAK
- **BOTTLING DATE:**
4/30/20
- **CASES PRODUCED:**
58 CASES
UNFINED AND UNFILTERED
- **TASTING NOTES:**
CRUSHED WARM RASPBERRY,
BLACKBERRY, CHERRY, FLESHY RED FRUIT,
ROSE, WAX, CRANBERRY WITH ORANGE AND
CINNAMON, SASSAFRAS. MEDIUM PLUS BODY
PINOT WITH GOOD ACID ATTACK. LUSH FRUIT,
POMEGRANATE, COLA, BAKING SPICE.

Experience

Join winemaker, Gretchen Voelcker for an educational and delicious vineyard tour of Piazza Family Wines.

Piazza Family Wines can be found on its own estate vineyard, Piazza Bella Vista. Located roughly five miles from downtown Solvang, CA, Piazza Family Wines is in the beautiful and rural Ballard Canyon countryside.


Appointments are required.
Visit www.piazzafamilywines.com to book yours.






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 Piazza Wine

 @piazza.wine