



Piazza

FAMILY WINES

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A family tradition. Meant to be shared.



RON AND NANCY PIAZZA ARE PLANTING THE SEEDS AND GROWING A LEGACY

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 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 entire Piazza team can typically find her bringing lunch, checking on the animals, tending to her flowers 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 and legacy by creating wine to share with you and yours.

From organic farming to natural winemaking, sustainability is something the Piazzas take to heart. With Bella Vista Vineyard, they set out to make natural wines with minimal interference. With that in mind, the whole Piazza Family Wines team works together to make wine meant to be shared.

THOSE WHO FIND BEAUTY
IN ALL OF NATURE WILL
FIND THEMSELVES AT
ONE WITH THE SECRETS
OF LIFE ITSELF.

—L. Wolfe Gilbert

THEY LONGED TO SHARE THEIR LOVE OF THE LAND WITH FRIENDS AND FAMILY.

After falling in love with the Santa Ynez Valley, Ron and Nancy Piazza looked for a place to retreat from the city and call home for almost 30 years.

They longed to have a ranch to share their love of the land with their family and friends. When they found what is now called Bella Vista Vineyard in Ballard Canyon they immediately knew it was home.

Living among the vines and with sweeping views of Ballard Canyon, Ron and Nancy decided to begin Piazza Family Wines in 2018. With the production facility just a short walk down a well-trodden dirt path they hand crafted the first vintage from their estate.

Winemaker, Gretchen Voelcker, knows the importance of the vines and spends the entirety of the year working with esteemed Vineyard Manager, Ruben Solerzano to grow grapes that allow for natural wines to be made using minimal intervention.



*Live in each season as it passes;
breathe the air, drink the drink,
taste the fruit, and resign
yourself to the influence of the
earth.*

—Henry David Thoreau



THE WINES ARE A TRUE SENSE OF PLACE

Piazza Family Wines knows that great wines are not made in the cellar but in the vineyard. They intentionally want to showcase the unique qualities of place with the wines. Each wine is hand crafted to represent the soil, climate and varietal for each vintage. There is no substitution for hard work and attention to detail.

With a focus on the vineyard, Piazza Family Wines works with vineyard manager, Ruben Solerzano, to follow organic farming practices to ensure that each harvest yields the best possible grapes and gives a true representation of their unique Ballard Canyon terroir. Old world styles blend with new world techniques when it comes to Piazza Family Wines.

In the winery, Winemaker Gretchen Voelcker focuses on minimal intervention and allows for the grapes to speak for themselves. She listens to the harvest and picks the grapes at optimal times for balance and complexity. She guides the winemaking process using no commercial yeasts and the smallest amount of sulfur needed. The wines she crafts are a true sense of place, varietal definition and inherently exude balance and elegance.



BELLA VISTA VINEYARD

An organically farmed vineyard planted in 2001 and 2019.
Soils of limestone and clay. 1100 feet elevation.

14 ACRES

9 VARIETALS

SYRAH

7.5 acres

Estrella clone 6 acres

Alban clone 1.5 acres

GRENAICHE

Tablas clone 1.17 acres

GRACIANO

Spanish 571 clone 1 acre

NEBBIOLO

11 clone 0.89 acres

CABERNET SAUVIGNON

337 clone 1.13 acres

MERLOT

314 clone 0.08 acre

SANGIOVESE

23 clone 0.3 acre

MONTEPULCIANO

4 clone 0.1 acre



MT. CARMEL VINEYARD

An own-rooted, organically and primarily dry-farmed vineyard planted in 1989 by Ron and Nancy Piazza with friend Paul Albrecht.

Soils of well-drained limestone, botella clay, diatomaceous earth, calcareous deposits and sandy loam.

17.3 ACRES

2 VARIETALS

PINOT NOIR

8.8 acres

828 clone 2.48 acres

667 clone 1.9 acres

2A clone 1.48 acres

Pommard clone 1.22 acres

Swan clone 1.21 acres

Mt. Eden clone 0.59 acres

CHARDONNAY

8.5 acres

Wente clone, own rooted 7.58 acres

Wente clone, IOI-14 root 0.85 acres



*Nothing more excellent or valuable than
wine was ever granted by the gods to
man.*

—Michael Broadbent



PIAZZA FAMILY WINES

- All grapes are grown organically
- All grapes are grown on either the estate, Bella Vista Vineyard or Mt. Carmel, a sister property in Sta. Rita Hills
- All grapes are hand harvested and hand sorted in the winery
- All fermentations are native and no commercial additives are used
- Fermentations are foot/hand trod or lightly pumped over
- All wines are unfinned and unfiltered
- No foils are used in packaging in an effort to reduce our waste and maximize sustainability



AWARDS AND ACCOLADES

- 2018 Pinot Noir - 93 points Wine Enthusiast
- 2019 Carbonic Graciano- Editors Choice- 92 points Wine Enthusiast
- 2019 Estate Grenache- Editors Choice - 94 points Wine Enthusiast





EXPERIENCE PIAZZA LIKE FAMILY

Piazza Family Wines is pleased to welcome guests to the Estate in beautiful Ballard Canyon for exclusive private tastings by prior appointment. As appointments are limited, please contact us prior to your visit.

- Private Tasting with Winemaker
 - Are you looking for a more intimate wine tasting experience? Join us at Bella Vista Vineyard for an educational and private tasting experience at the winery. Under the gorgeous pepper trees overlooking the vineyard, you will be guided through the Piazza Family Wines with the winemaker herself.
- Vineyard Tasting and Tour with Winemaker
 - Have you always wondered what goes into making each bottle of wine? Then this tasting and tour is for you! Join us at Bella Vista Vineyard for a guided tour through the vineyard with winemaker Gretchen Voelcker. You will be able to see the vines in their current growing season, ask detailed questions and you might even get to meet the horses!. You will then be treated to taste the Piazza Family Wines at the winery under a gorgeous pepper tree overlooking the vineyard.
- Dominic's VIP Experience
 - Experience Piazza like family with our Dominic's VIP experience and get to see a side of Piazza that most never get to experience. Growing up in Queens, New York, owner, Ron learned a passion for life, gardening and hospitality from his grandfather Dominic. During this experience, guests will be welcomed at the winery and then given a tour of the incredible property- including the vineyard and horses followed by an exclusive tasting at the owners' private home. During the tasting guests will be educated on the history of the property, Dominic's influence on Piazza Family Wines and an intimate exchange with the winemaker. Overlooking the vineyard and stunning Ballard Canyon, this is the best way to experience all that Piazza has to offer. This tasting includes local artisan bread and local organic olive oil.



We are committed to
the land we farm,
the animals we raise,
and the wines we craft.



Piazza

FAMILY WINES

LOCATION

Ballard Canyon,
Santa Barbara County, California

CONTACT

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