



**For Immediate Release**

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## **Vineyard Yields in Santa Barbara County Offer the Best of Both Worlds in 2012**

*2012 Is That Rare Vintage That Sees Both High Yields and Outstanding Quality*

SANTA YNEZ, CA – Conventional wisdom suggests that in the vineyard there is usually a converse relationship between the amount of yield per vine and the quality of the fruit. As yields increase, flavor development and full and even ripening of clusters tends to decrease. However, after two years of weather related damage to vines, the growing season of 2012 provided near perfect weather which promoted overall vine health and vigor while producing a bountiful harvest of top quality fruit. According to Jim Fiolek, Executive Director of the Santa Barbara County Vintners' Association, "this year appears to be comparable to the 1997 vintage when we had an abundance of high quality fruit which, in turn, produced some of the best wines of the decade."

"The fruit this year is incredibly good!" enthused grower Steve Pepe, owner of Clos Pepe Vineyards. "Mother Nature gave us her best this year. Now it's up to the folks in the wineries to take it from here." Mr. Pepe echoes the sentiment from all over the county as the 2012 harvest winds down. According to winemaker, Norm Yost, who sources fruit from several vineyards for his Flying Goat label, this harvest belies the myth that the best years are the odd numbered ones. "Everything I've brought in... fruit from Bien Nacido, Dierberg, Rio Vista... has looked perfect", he says, noting that the Pinot Noir he received from the Rancho Santa Rosa Vineyard is the best he's seen in the ten years he has been working with fruit from that location. "The aromas and flavors have been beautiful right from the start. I have very high expectations for everything from this vintage."

The plentiful yields of high quality fruit this year are economically favorable for everyone from growers to the consumer. After two lean years, growers have more grapes to sell, increasing their bottom line. A plentiful supply keeps pricing reasonable for vintners so they can buy more grapes to produce more wine, which produces more revenue for them. And a plentiful supply keeps retail prices within reach of a broader range of consumers who appreciate premium wine. For more information on the vineyards and wineries of Santa Barbara County, go to [www.sbcountywines.com](http://www.sbcountywines.com).

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