

TOP 10 OF 2010

HOT SMALL BRANDS

WINE BUSINESS MONTHLY

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“Eighth annual Hot Small Brands list, which includes some of today's most exciting brands from small- and medium-sized producers—a select group. We gravitate toward wineries and brands that represent market trends or innovation, that take a leadership position in their regions, or that make unusual varietals or unexpected wines...

These are wines that winemakers will want to check out.”

Hot Small Brands of 2010

1. Cameron Hughes NAPA VALLEY
2. Crew Wine Company DUNNIGAN HILLS
3. Dusted Valley WASHINGTON
4. Twisted Oak COUNTY, CALIFORNIA
5. Black Ankle MARYLAND
6. Salinia Wine CALIFORNIA
7. Bella Vine WINE CAVES
8. Persimmon VINEYARDS GEORGIA
9. WillaKe WASHINGTON
10. Glor... WILLAMETTE VALLEY,

2. Crew Wine Company: Starting Over: Putting the Band Back Together Giguere Family Matchbook 2006 Tinto Ray - Dunnigan Hills

John and Lane Giguere are familiar names in the California wine industry. In 1984, along with John's brother Karl, they founded R.H. Phillips in Esparto, California. The winery was sold to Canada-based Vincor International in 2000, and John Giguere was named president and CEO of Vincor USA. He retired from the company in August 2005 after Vincor was sold to Constellation Brands.



The Giguieres then started a new operation just a few miles away from the original R.H. Phillips Winery, joined by winemaker Dan Cederquist, who had previously worked at DeLoach. They began selling their first wines in June 2006 and have spent the last five years building the company: annual production of Crew Wine Company's four brands is at about 65,000 cases. It grew by 50 percent last year.

Case Production: 8,049

Blend: 40% Tempranillo, 35% Syrah, 17% Cabernet Sauvignon, 5% Petite Syrah, 3% Graciano

pH: 3.85

TA: .65

Brix: Ranges from 24 to 25.5

Residual Sugar: .25

“All the horror stories you always here about how hard it is in the marketplace—they're true,” says John Giguere. “By just staying in the game and keeping with it, eventually it started catching on. We've risen to a whole new level with our wholesalers. People are getting comfortable with it. They've had success. That starts to build on itself. There wasn't any magic bullet or anything that other people haven't done,” he says of the company's swift growth. “It's just that we are able to execute.”