

# Pinot Noir Press



## SOJOURN CELLARS

One of California's most reputable boutique wineries, Sojourn Cellars specializes in terroir-driven, vineyard-designated wines from Napa and Sonoma's most celebrated vineyards.



After the infamous dot-com crash of 2000, many in the high tech world were left scrambling. Amidst the bust, however, came a very unexpected success story that is the basis for this month's *Pinot Noir Wine Club* selection, Sojourn Cellars.

Ex-computer software salesman Craig Haserot decided to move to Sonoma County after the crash, hoping to pursue a new career path while escaping the cold weather of San Francisco. Haserot began playing tennis at the local Maxwell Farms Regional Park and struck up a friendship with doubles partner, Erich Bradley, who was then the winemaker at Arrowood Winery and Audelssa (both in Sonoma).

Haserot and Bradley bonded over their passion for Pinot Noir and began playing with the idea of making their own wine. Haserot had the background in sales and marketing, while Bradley was happy just making wine - without all the business details. It was the beginning of a wonderfully successful friendship and business partnership.

In 2001, the two made their first 150 cases of Cabernet Sauvignon and the finished product was better than they could have anticipated. Haserot and Bradley realized there was great potential with their wines, and continued to grow their production. With Bradley's experience in making Sonoma Cabs, it

was only natural that Cabernet Sauvignon would be the first endeavor for Sojourn Cellars, but it wasn't long before their love for Pinot Noir led to new experimentation.

In 2004, they made their first 210 cases of Sangiacomo Vineyard Pinot Noir and it took home staggering 95 and 92-Point ratings and really set the stage for the caliber of wines produced thereafter.

What Haserot and Bradley didn't anticipate was the reaction 2004's *Sideways* movie would have on California's Pinot Noir industry. Their sales literally took off and the two increased their Pinot production tenfold. What started out as an avid hobby had now become an incredibly successful business move.

When Haserot and Bradley brainstormed names for their budding winery, a friend aptly suggested *Sojourn*, which actually has two significant meanings: the French *sojourn* refers to a journey, vacation or road trip, while the English *sojourn* implies rest, relax and respite. The lawn chair pictured on the wine label embraces these concepts, reminding us how drinking a glass of wine should be.

Sojourn Cellars' celebrated Tasting Salon concept in downtown Sonoma further promotes the winery's appealing *continued on back...*





...continued from front

philosophy with a living room-type setting of cozy furniture and a dining room table (no tasting bar). Both Haserot and Bradley join guests for private tasting sessions to share their limited production, highly rated wines. The Tasting Salon is certainly unique in its personal approach to wine tasting, and the customers seem to be enjoying themselves as well.

Sojourn does not own its own vineyards, which gives the owners flexibility to select fruit from some of the most distinguished vineyards in Sonoma and Napa Counties. By helping direct farming operations, the Sojourn team can assure that their grapes are produced using world-class techniques. Looking into the future, the Sojourn family plans to continue seeking out new vineyard locations to further diversify their already exceptional lineup of vineyard-designated Pinot Noir, Cabernet Sauvignon, and Chardonnay.

Sojourn Cellars has become one of the most reputable boutique wineries in California with nearly every vintage of every wine garnering 90+ scores from the top wine industry periodicals. A reputation of this caliber is rarely seen and it's no question that the Sojourn wines are all in high demand. Please enjoy this month's *Pinot Noir Wine Club* selection, a stellar wine from a now legendary winery. Cheers!

## SOJOURN 2016 PINOT NOIR Rodgers Creek Vineyard, Sonoma Coast

Sojourn's 2016 Rodgers Creek Vineyard Pinot Noir comes from a very distinct property that sits high on a ridge in the heart of the Petaluma Gap, one of the coolest and foggiest growing regions in Sonoma County. The wine's signature earth and mushroom notes shine in this 2016 bottling, thanks to the combination of unique soils and dominance of the Pommard Pinot Noir clone that is grown at Rodgers Creek. Enjoy the bright red fruit flavors, smooth texture and rich, silky tannins that complement the earthy tones. This wine is exceptionally complex and delicious now, but promises to reward time in the cellar as well. Aged in French Oak. 100% Pinot Noir. Enjoy now until 2024.

94 POINTS

– *Wine Enthusiast* magazine

93 POINTS

– *Pinot File*

92 POINTS

– *Robert Parker's  
The Wine Advocate*

90 POINTS

– *Wine Spectator*



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