

*"We create all Tarrica wines to be both affordable and immediately enjoyable."
- Sam Balakian*



Tarrica Wine Cellars is a small, family owned winery started in 2000 in the Paso Robles Wine Country. The focus of our winery is to produce value priced wines that are a clear expression of viticultural origin and varietal flavor.

The winery released its first bottled wine in April of 2003. Our wines are available at selected restaurants, markets, and wine shops located on California's Central Coast, and in the San Francisco Bay Area, Southern California, Colorado, Florida,

Alabama, Texas, Pennsylvania, Delaware, North Carolina and South Carolina, Missouri, Kentucky, Ohio and Indiana.

THE WINERY

Tarrica Wine Cellars can crush, ferment, press and store all the wine necessary to meet the needs of its growing customer base. The winery has stainless steel, insulated storage and fermenting tanks. All of the winery tanks are equipped with temperature controlled refrigeration jackets.

The winery has a temperature controlled barrel storage room for aging wine in barrels designated for the Tarrica Wine Cellars (TWC) and Olde Shandon Port Works (OSPW) bottling programs. The TWC and OSPW barrel programs include both American and French oak barrels.

The winery has a state of the art quality control laboratory capable of providing all the analysis required to maintain our high standards of quality.

VINEYARDS

Tarrica Wine Cellars grows and sources grapes primarily in the Paso Robles viticultural area, which is ideally situated for growing premium varietal wine grapes. Nestled slightly inland, the warm, clear days are insulated from clouds, fog, and severe winds so sufficient heat reaches the grapes. Following sunset, a marine layer moves over the region and cools temperatures approximately 50 degrees, providing conditions conducive to maintaining outstanding acid structure and overall balance. Most consider this fluctuation to be a key component to the varietal character displayed in the resulting wines.



Our Pinot-Noir grapes are grown in Monterey, where the long cool summer allows the grapes to achieve full maturity while retaining natural acidity. This results in a well balanced and fruit forward wine.

Sam Balakian,

President and Winemaker, manages the winery operations with the assistance of his wife Valerie. Sam earned his B.S. in Enology from Fresno State in 1964, making him one of the first graduates of the then-new wine-making program at the college. Sam continued his education to earn an M.S. in Food Science from the University of California at Davis in 1966.

Working with this wide variety of growing areas, vineyards, varieties, production levels and styles of winemaking for nearly forty years make Sam one of the most experienced winemakers in California.



Michael Gwin,

National Director of Sales & Marketing,

studied Agribusiness and Viticulture at California Polytechnic University, San Luis Obispo. Michael's wine industry experience spans over a decade and includes vineyard management, food and beverage management, wine making and sales and brand development. Michael joined Tarrica Wine cellars for the release of its inaugural vintage in 2003 and is now supporting the successes of a national network of distributors.