

# HOBOWINE COMPANY

**“Kenny Likitprakong is a beast. An experienced vineyard master and a diversely gifted wizard in the cellar, I challenge you to name anyone in California bottling a broader and more consistently delicious arsenal of fairly priced, eco-friendly and truly hand-crafted wines. This guy can do it all. Kenny’s success is built upon years of digging in the trenches, a workmanlike approach to winemaking, and his dogged insistence that wines remain available to everyone at an extremely reasonable price.” - Master Sommelier Ian Cauble**

**Year Founded:** 2002

**Region:** Sonoma, Santa Cruz

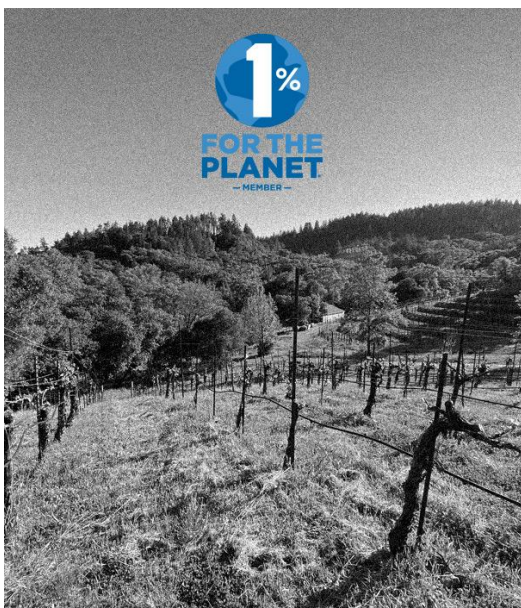
**Winemaker/Owner:**  
Kenny Likitprakong

**Known For:** Authentic, value-driven wines made in an all-natural, honest winemaking style.

**Cool Fact:** Hobo Winery achieved CCOF Certification in 2020!

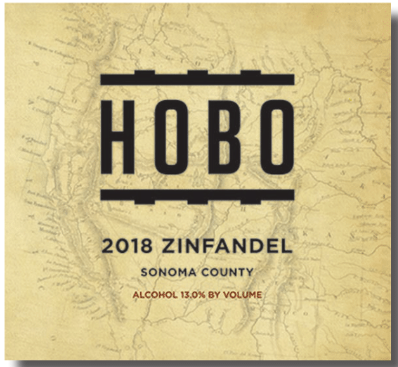
**-Organic, CCOF Organic, Sustainable, Vegan-**

Hobo Wine Company is the life’s work of Kenny Likitprakong with wife Lynn Wheeler and their two young daughters. A small family-owned winery with production up to 8000 cases a year, they make wine from Mendocino to Santa Cruz counties under their main labels: Hobo, Folk Machine, Banyan, Make-Work, Camp, and Ghostwriter. Kenny is also known for his unique labels, commissioning artists including: Jason Munn, Ryan Kapp, and Aaron Draplin. The labels have been on view at SFMOMA.



- The Hobo Wine Company is committed to a value system that extends beyond financial progress. We believe a business has an effect on its micro and macro communities and an obligation to better both:
- All of the 70 acres of vineyard that we lease are organically farmed and 88% of the total vineyards that we source from are sustainably, organically, or biodynamically farmed.
- Our winery is powered by local renewable sustainable geothermal energy via Sonoma County’s *Evergreen Clean Power* program.
- Labels are printed using HP’s environmentally friendly Indigo ElectroInk on 100% post-consumer recycled paper.
- We use 100% Antique Green glass to ensure the highest percentage of recycled material in our bottles.
- We use all domestic glass to reduce the petrol needed for transportation.
- To support the fight against racism, we give financially to Black Lives Matter, the NAACP Legal Defense Fund, and Fair Fight.
- In addition to all of the above, we donate cash and cases of wine to non-profits, schools, and other organizations that promote community on an annual basis.

## 2018 Hobo Zinfandel, Sonoma County



Though not labeled 'Dry Creek Valley' this Sonoma County Zinfandel is sort of the Dry Creek Zin in disguise. Our goals and aspirations were in line with what we have always tried to do, produce more of an "appellation wine" a wine that represents the area and what we think are its best characters; rich, but not overripe, fruit-forward, but not a bomb, structured, but not tannic. We strive for consistent drinkability, but given the nature of Zin, vintages vary quite a bit stylistically and sometimes in flavor profile. This, our first "Sonoma County" Zinfandel is a blend of all of our Dry Creek Valley (Chen and Larrick), Russian River Valley (Wellstone) and Rockpile (Branham) vineyards plus a little Petite Sirah from Rockpile. We continue to cover the geographical and climatic diversity that the area has to offer from the far North Rockpile part of the Dry Creek Valley through the Dry Creek Valley and to the Northern part of the Russian appellation. It is our belief that the multiple sites and climates and soil types give us a representation of the area and a variety of different expressions and flavors. The pieces were fermented individually and blended at the first racking in February of 2019 including about 8% Petite Sirah. The final blend was aged in all French oak with 1 new Puncheon.

# FOLK MACHINE

**Year Founded:** 2005

**Region:** California

**Winemaker/Owner:**  
Kenny Likitprakong

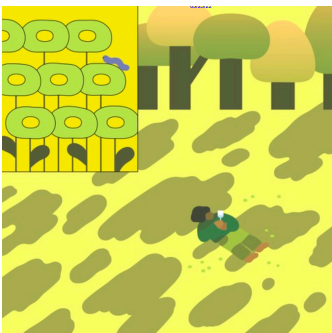
**Known For:** Created to primarily be a home for Pinot Noir, but is now also the main venue for the Hobo Wine Company's more esoteric line of wines.

-Organic, CCOF Organic,  
Sustainable, Vegan-

Having made a name for himself crafting critically acclaimed Cabernets and Zinfandels for his label Hobo Wine Company, Kenny Likitprakong created Folk Machine Wines in 2005 as a home for his Pinot Noirs and a smattering of wines from some of California's more esoteric grapes. A former surf bum, Kenny spent his twenties drinking cheap Bordeaux and sleeping on beaches. Like all of Kenny's wines, the Folk Machine's are nimble and approachable; a balancing act between sheer pleasure and complexity.



## 2021 Folk Machine Chardonnay, Brosseau Vineyard

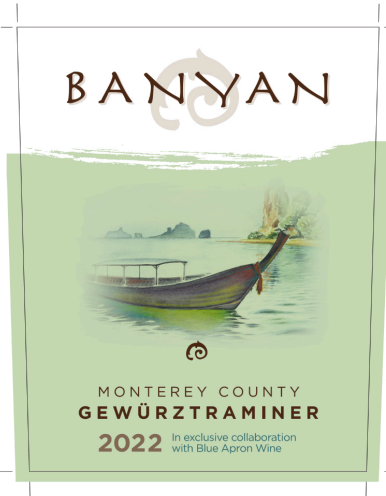


We have been working with Bill Brosseau and the Brosseau Vineyard in the Chalone appellation off and on for a number of years now, but in 2021 we dug in deeper, committed to more of what the vineyard has to offer, and added this upper tier, single vineyard, mini line-up to the Folk Machine portfolio. The wines are terroir driven expressions of the site, the high elevation, the extremely scarce rainfall, and the crushed granite and limestone soils. It is said a million times and I try not to be cliché when I'm writing these things, but this is a truly unique site that mixes California weather with soil types that are more common in European vineyards leading to a wine that is at once Californian with fruit and lushness, but also mineral and textural in a way that is not common in California.

Mineral driven yet a little richer, more creamy, and more plush than our other Chards due to barrel fermentation and extended lees contact. A really lovely wine with grace and staying power.



## 2022 Banyan Gewürztraminer, Monterey County



**'Top 100 Best Buys' - Wine&Spirits 2018**

Banyan Wines is a father and son project from Somchai Likitprakong and Kenny, born out of a mutual passion for wine, their Thai heritage, and an idea to combine the two. They produce appellation-specific California white wines that pair with Asian cuisines. The Banyan philosophy is to use only sustainably and/or organically farmed grapes from vineyards in regions with microclimates ideally suited for the particular variety.

Been tough to keep a Gewürztraminer source long-term these days. Out with the old, in with the new I guess. 2022 is our first vintage to work with Rick's. It's close to and similar to Rancho Llegado. Typical for the area, wind, fog, and cool temperatures predominate year round. Like Rancho Llegado, Rick's is carefully farmed by Steve McIntyre to assure the specific ripeness, a balance of sugar, and the acidity, that we are looking for. A long growing season and temperatures that rarely rise above 80 F create an ideal spot for such a wonderfully aromatic wine.

The added skin contact time while in transport to the winery boosts the aromatics and savoriness of the wine. Once at the winery, grapes are pressed then cold settled for 72 hours before the fermentation is allowed to begin. Fermentation this vintage lasted 50 days at 52 F. The 2022 is just a touch sweet with 5.7g/L residual sugar and a little bit of malic acid left too. Weather was a bit extreme in 2022, but the Gewurz came in at the end of August before the heat wave or the rains. We are really happy with Rick's! Acid is present, but the wine is not overly lean or austere, the fruit is savory and the aromatics are a little more pronounced than the last few vintages. The end result is still a relatively subtle, but distinctly aromatic wine that is true to the variety.



## 2022 'Jeanne d'Arc' White Wine

This is the 13th vintage of Jeanne d'Arc. We have Definitely been trending toward this wine being a Chenin Blanc based blend rather than entirely Chenin. This vintage includes about 12% skin fermented Sauvignon Blanc from Vecino in Potter Valley and 8% Viognier from The Mangels Ranch in Suisun Valley leaving about 80% Chenin Blanc. Since 2017, we have been working with an old Chenin vineyard on Merritt Island in Clarksburg farmed by David Ogilvie who I have known since I was in college. As always, the focus is on Chenin's ability to be subtle yet irresistible even in this varietally questionable circumstance. The wine was not chilled or inoculated. The fermentation began naturally after 4 days on the skins. Three weeks later, we pressed the dry juice off of the skins to neutral French barrels and let the malolactic fermentation proceed naturally until complete in neutral barrels. Post fermentation, we did not add sulfur dioxide. The first and only addition (20 ppm) was made just before bottling. The final wine is unfiltered and unfined and this vintage has a fair bit of haze and sediment to add to the flavor, texture and overall funkiness. Drink to Joan!

## 2023 Rosé, Monterey County



**'10 Best American Rosés Today' - NY Times 2018**

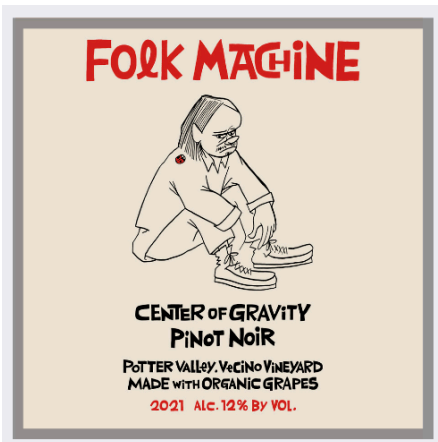
100% Gamay Noir. Grapes were taken directly to press with just a minimal amount of skin contact time during the trucking from Greenfield to Santa Rosa. Fermentation was uninoculated in stainless steel with temperature control to keep the fermenting juice cool and the fermentation slow, preserving aromatics and flavors. The result is a fresh, semi-savory, light wine that should be great with summer and warmer weather or whenever for year-round Rosé enthusiasts.

## 2022 Folk Machine Pinot Noir, Central Coast



The 2022 Central Coast Pinot Noir is a blend of Mission Ranch (Arroyo Seco) and Cedar Lane (Arroyo Seco). As always, the wine is largely Pommard clone, but also 2a, and some Dijon 115 and 777 for fruit and jamminess. The wine was aged in 2-6 year old French oak Burgundy barrels. The various lots were harvested in the 22 brix range, and fermented whole berry. The primary fermentation was uninoculated and the malolactic fermentation was spontaneous. We did not rack keeping the wine on the lees with occasional batonage until bottling to round out the mouthfeel. Very gently extracted during fermentation and pressed early to further minimize extraction leading to a pretty light and elegant vintage. The wine is elegant and lean per normal, but quintessentially California pinot noir with ethereal fruit and spice. Fruit is present with some savory character, medium acid, and smooth characteristically pinot noir tannins. Always a go-to choice to serve with almost any food, fun to drink, and not budget busting.

## 2021 Folk Machine 'Center of Gravity' Pinot Noir, Vecino Vineyard



50% Pommard, 50% 115. Fermented with 70% whole clusters, stems and uninoculated with no additions of any kind. Minimum extraction. Sur lies until bottling. Bottled unfiltered and unfined. "Center of Gravity" our 12th vintage of Vecino Vineyard Potter Valley Pinot Noir is always among our favorites of the wines that we produce. We have lost 4 of the last 11 vintages to fire and/or smoke so each vintage that we bottle is precious. The drive into Potter Valley never gets old, it is idyllic with its old farmhouses, scattered vineyards, grazing livestock, and forested hillsides. I always feel a little of the weight of life lift when I make the turn from Hwy 20. More than ever, the crazier it all gets, the more true this is.

## 2021/2022 Folk Machine 'Parts & Labor', California



This is the first vintage that Grenache has dominated the P&L blend. And, there are a few more "parts" this year. The 2021 is a blend of Grenache from Mangels Ranch in Suisun Valley, Cedar Lane in Arroyo Seco, and Waddington Ranch in Mendocino, Carignan from Lolonis, Maria Martinson, and Castañon all in Mendocino, and Syrah from Vecino in Potter Valley and Smith Road in Santa Cruz. There is a good amount of whole cluster and carbonic maceration through the lots keeping everything fresh and fun. As always, the blend was made immediately after harvest and the wine was aged in a combination of French oak foudres and stainless steel tanks.



# DOMAINE DE LA DAMASE

**Year Founded:** 1872

**Region:** France

**Winemaker:** Sébastien Latour

**Fun Fact:** Sébastien did a one-year internship with Kenny Likitprakong in Santa Cruz in 2002 which was the first vintage for Hobo Wine Company.

**-Organic-**

The Latour family has been making wine at Domaine de la Damase since 1872 when the estate was purchased. Sébastien Latour works the vineyards and makes wine with parents Bernadette and Serge. He is the 5th generation of the Latour family to make wine there. Sébastien Latour's mother Bernadette Latour is the official owner (gérant) and therefore you see her name at the labels.



She lives in the house beside the domain in Violès, a small

village in front of the Dentelles de Montmirail. Sébastien lives in the mansion of the estate but he's often occupied in the vineyards. Domaine de la Damase is small (12 ha of vines), organically farmed and have been in conversion into agriculture biologique since 2011. The winery might have remained obscure to Americans, at least, if it weren't for Kenny Likitprakong, a Sonoma County winemaker and owner of Hobo Wine Company who befriended the Latour family and imports some of their wines.



## 2022 Domaine De La Damase Grenache, Vin De Pays de Vaucluse

The Vin de Pays du Vaucluse Grenache is intended to be a simple, straight forward, fruit-forward, Earth-forward Southern Rhone Valley Grenache. Alluvial terrace overlaid with chalky gravel with blue clay. Fermentation with natural yeasts in concrete tanks. 100% whole cluster. No fining or filtering before bottling. Aged in concrete tanks.