

I. BRAND WINES

‘Winemaker of the Year’

- San Francisco Chronicle 2018

‘Ian Brand is quite possibly the most interesting vintner in Monterey County today. The wines are all very energetic, distinctive and extremely fairly priced.’

- San Francisco Chronicle

‘Ian Brand is known for his progressive approaches to plantings, commitment to organic farming and tireless promotion of Monterey as the next region to watch in California.’

‘These progressive winemakers are reinvigorating California's storied Central Coast region.’

- Wine Enthusiast

Year Founded: 2008

Region: Monterey Bay

**Winemaker/Owner:
Ian Brand**

**Known For: Rhone Varietals
in Monterey**

**- Organic (Certified) and/or
Sustainable (Certified) -**

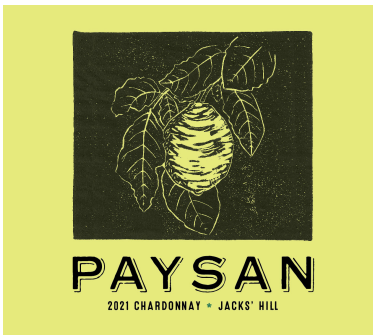
‘Brand’s plan for a Monterey Bay comeback is to preserve the vibrant, value-packed middle. And so far, he is succeeding. Most important, Brand believes that the success of the Monterey Bay wine region depends on recapturing a sense of history: honoring vineyards that have stood the test of time, and returning to an old sensibility of California winemaking that got lost along the way. His approach may be rooted in the past, but it also represents the only way forward. Ian Brand's first winery job was in the lab and cellar at Bonny Doon Winery in Santa Cruz. Ian was Vineyard Manager and Assistant Winemaker at Big Basin Vineyards in the Santa Cruz Mountains for four years before he and his wife Heather began their own project.



Few American wines represent a better bargain than the Le P’tit Paysan “the little peasant” lineup, which are blends from various vineyards and often carry the catch-all “Central Coast” appellation. They pass for wines twice their price. In 2012 Brand released a second line of wines, the Spanish-inspired La Marea, founded on single-vineyard interpretations of Grenache and Albariño. The Albariño, from the wind-battered Kristy Vineyard in ancient seabed soils near the Salinas River, has become something of a calling card for Brand in the Bay Area, and for good reason: It’s bright and refreshing, with exceptionally expressive floral flavors. The plan was to stop with La Marea. But the more Brand dug his feet into the Monterey Bay region, the more he began to find vineyards that seemed to be telling a different set of stories — vineyards that required a few more resources and a little bit more care. To accommodate these new vineyards, he launched a third label in 2016, calling it I. Brand & Family. It would be his most personal, though it would also have to be more expensive. That’s when Brand’s winemaking career truly came into focus.

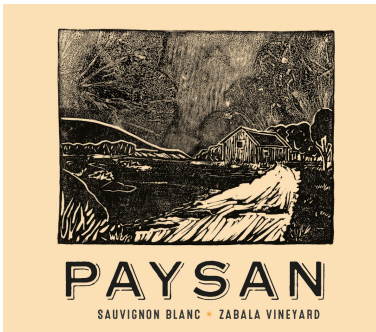
For some winemakers, pursuing the old-California ideal is simply a matter of picking their grapes a little earlier. Brand goes deeper. For him, it’s about helping to keep the only true conduits of the past — older vineyards — in the ground. It’s not a matter of following a trend. It’s heeding an imperative. Brand is proud of the local talent and wastes no chance to praise his peers. In the middle is precisely where Brand wants to be — and the middle, he maintains, is what the Monterey Bay can do best. He reject extremes. What’s left, in the space between, is timeless.’ -Esther Mobley, San Francisco Chronicle

Paysan 2021 Chardonnay Jacks' Hill, Monterey County



Picked at low brix and high acid. Pressed to tank, cold settled 24 hours, racked to neutral oak barrels and puncheons, one new puncheon and two lightly used puncheons (approx. 4% new French) and stainless tanks. Aged 7 months in barrel (50%), concrete (40%) and tank (10%). Partial malolactic. Lemon curd on brioche toast lead the nose and front palate migrating into flinty undertones of wet gunpowder and a pleasant return to chamomile. Finishes with bright but balanced acidity reminiscent of tart quinine.

Paysan 2022 Sauvignon Blanc Zabala Vineyard, Arroyo Seco



The 800+ acres of vines of the Zabala Vineyard were originally part of the Zabala family's land grant from Alta California's brief tenure in independent Mexico. Located off of Los Coches Road, where the Arroyo Seco River flows underground in the deep sand and rock deposits born down from the Santa Lucia Range. It is among the rockiest and windiest vineyards in California, besotted with granite cobblestones and blasted by the daily winds that flow off the Monterey Bay and funnel down the long valley. **Certified Organic!**

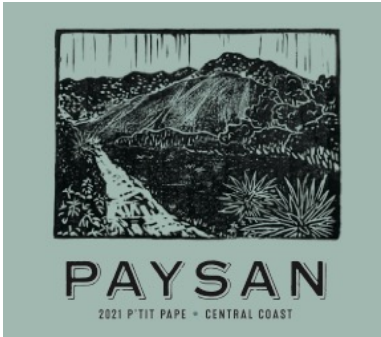
100% Sauvignon Blanc Musqué clone. The Musqué clone emphasizes the perfume and fruit of Sauvignon Blanc. Picked around 21 brix and fermented in 2/3 stainless steel at controlled temperatures and 1/3 neutral on lees until bottling, arrested malic for brightness and complexity of textures and aromatics. Led by satsuma mandarin and herbaceous notes of fresh-cut chives, and tarragon, and underpinned by slick limestone on the nose. The palate is bright and distinctly tropical, showing dragon fruit and papaya, which evolve into dry citrus flavors reminiscent of Buddha's hand.

Paysan 2022 Rosé, Central Coast



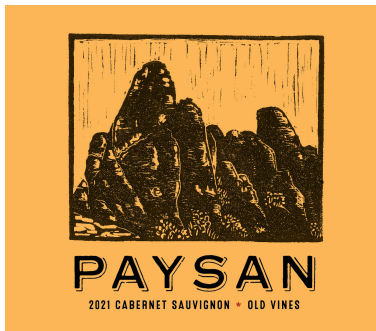
81% Mourvedre, 12% Cinsault, 7% Grenache. Made from Mourvèdre from the calcareous alluvium around the San Benito Arroyo and the Arroyo Seco Canyon and Grenache and Cinsault from the calcium-rich Aguajito Shale bluffs above the Arroyo Seco River. Picked for Rosé below 22 brix, with bright natural acidity. Pressed after 3-6 hours of skin contact. Fermented in several lots at cold temperatures for bright aromatics, snappy acidity, and a diverse set of flavors. Stainless steel fermentation, arrested secondary fermentation, sterile filtered. Initial aromas of watermelon and cantaloupe are inescapable, transitioning to trailside strawberry with a touch of air. Melons and strawberries persist on the palate, and bright red fruits continue into the finish transforming into a pleasing strawberry-basil herbaceous salinity.

Paysan 2020/2021 'P'tit Pape', Central Coast



Ian Brand's fun and wallet-friendly blend of 48% Grenache, 32% Syrah, 14% Mourvèdre. Sourced from eight vineyard sites in Monterey, San Benito and Santa Clara counties with soils based on granite and/or calcareous rock and vines ranging from 15 to over 100 years old. Some vineyards are practicing organic, others are certified sustainable. Two are backyard vineyards that we can only pick on weekends. We work with the same blocks year after year and have honed this blend to a sum well beyond its parts. Picked at moderate sugars, fermented in several lots with native yeasts and varying amounts of whole cluster. Fermented to dryness on skins. Aged in predominantly concrete cask, neutral, and a handful of once and twice-used barrels and puncheons for 10 months. Racked off lees, blended and returned to the cooperage to marry for 5 months. No fining or filtration.

Paysan 2021 Old Vine Cabernet Sauvignon, San Benito County



'Designed for value-seekers who also desire some authenticity and soil character in their wine, not some sweet, engineered 'beverage alcohol' product.' -SommSelect

91% Cabernet Sauvignon, 6% Petite Verdot, 3% Cabernet Pfeffer. Sourced from 3 vineyards: the 60-year-old Brigantino Vineyard originally planted for Almaden, the 45-year-old Wheeler Ranch growing in calcareous alluvial deposits over the San Benito Arroyo and the 75-year-old Tres Pinos Creek Vineyard in silty alluvial deposits. All of our Cab vineyards are either practicing organic, certified organic, or in the process of converting to organic farming. All vineyards experience warm days and cold nights, allowing these late ripening Bordeaux varieties to be picked at high acidity and moderate sugars. Fermented whole berry, (grapes that are de-stemmed), allowing slower extraction, of tannins into the must and lots of oxygen into the fermentation for polymerization of tannins. Pressed after approximately 20 days. Aged for 11 months on lees in mostly neutral barrels with a couple of active oak barrels sprinkled in. This is a Cabernet Sauvignon made in a style reflective of the classic California Cabernets of the 1970s.

"After tasting today's wine, we all racked our brains as to the last time we encountered a California Cabernet value of this magnitude. None of us could come up with anything. Yes, there are many other California Cabernets at this price point, but not of this quality—this one tastes like it comes from someplace and has a very 'retro' feel to it to boot. Serious California Cabernet Sauvignon tends to be expensive by nature but rising-star winemaker Ian Brand of Le P'tit Paysan has shown a knack for finding diamond-in-the-rough vineyard sources. That's really what this label is all about: Showcasing small farmers and undervalued terroirs." – Master Somm Ian Cauble

LA MAREA

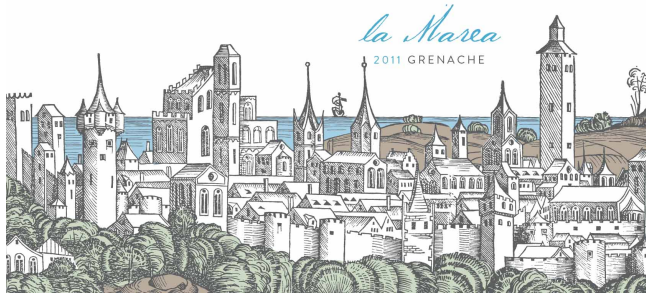
La Marea, (Spanish for “The Tide”), made by Ian Brand of Le P’tit Paysan, is a tiny winery focused on single vineyard Spanish varietals “rooted in the sea, the soil and the sea air”. Brand believes Monterey and San Benito to be some of the most ideally suited climates in California for Spanish varietals like Albariño, Grenache (Garnacha) and Mourvedre (Monastrell). The proximity to the cool ocean waters Monterey Bay provides an optimal climate for Albariño while the warmer San Antonio and San Benito Valleys closely resemble the Spanish regions where these grapes thrive. This region, once the site of a shallow ocean bed millions of years ago, is one of the few spots in California with a high percentage of limestone found in the soil which gives the wines a high natural acidity.

La Marea 2022 Albariño, Monterey County



From Kristy Vineyard, within the western bench over the Salinas River on an alluvial fan of broken siliceous/calcareous sediments. This is a special site, the vineyard reaches full phenological ripeness at low potential alcohol and bright natural acidity due to abundant California sunshine, cold desert nights, and near-constant coastal breezes off of Monterey Bay. Picked with low sugars and vigorous natural acidity. Two-thirds were whole cluster pressed and the remaining one-third was crushed with two days of skin contact. Cold fermented in stainless steel to preserve minerality, aromatics, and freshness. Secondary fermentation is arrested. Aged on lees for four months. Sterile filtered. Aromas of white nectarine and honeysuckle abound. Bright acidity leads on the palate framed by a redolence of underripe pineapple and stone fruit, which persist and blend with wet river rock on the finish. **Sustainable**

La Marea 2019 Grenache, Central Coast



Blended from three sites on the Central Coast, the backyard Peneira Vineyard in San Benito County (planted 1960s), Ventana Vineyard in Monterey County (planted 1971) and the Besson Vineyard in Santa Clara County (planted 1910s), our La Marea Grenache showcases a variety that we believe is tailor-made for the Central Coast. Grenache is drought tolerant, needs deficient soils to excel, and requires more sunshine than heat to ripen while maintaining acidity and balance. Soils in these vineyards range from calcareous clay to calcareous sandstone shale to granitic alluvium. In each instance, the vineyard shows a different shade of Grenache which combine for a wine of depth and drinkability. Picked at moderate sugars late in the season due to our temperate climate. 50% whole cluster, spontaneous fermentation in open top tanks. Pressed after 12-18 days. Aged in neutral oak on lees for 18 months. Bottled unfiltered and unfiltered. Fresh, bright, terroir-inflected. **Sustainable**

92 Points – '18 Wine Enthusiast – *“Fruit-punch and strawberry aromas are cut by orange blossom and layered in hints of wet rock and tree bark on the nose of this bottling. There’s a hint of mesquite on the palate, which is driven by roasted red fruit drizzled in cracked pepper sauce.”*

I. BRAND & FAMILY

I. Brand & Family 2022 Skin Fermented 'Eden Rift Vineyard' Pinot Gris, Cienega Valley



I. BRAND & FAMILY

Pinot Gris

Eden Rift Vineyard 2018 Cienega Valley

100% Pinot Gris. Eden Rift is part of the original Theophile Vachè property first planted in the early 1850s. The 2.6 acres of Pinot Gris are on terraces in the northwestern corner of the vineyard, where they are met with the high winds from the Monterey Bay. The northernmost of the three grape growing side valleys of the Cienega Valley, and the coolest. Granitic and calcareous soil bases. Outside of the Alsace, Pinot Gris is not usually considered anywhere near a noble grape, and these concepts can become self-fulfilling prophecies as vineyard owners rarely put Pinot Gris on their best ground. The Terraced blocks on Eden Rift are the exception. Planted in 1996, these mature grape vines struggle in depleted granitic soils and bear the brunt of the wind that comes through the notch from the

San Juan Valley. Destemmed to picking bins for five days on skins, pressed and fermented with spontaneous yeasts in neutral oak casks. Full malo, aged on lees for 8 months. Bottled unfiltered.

Underripe nectarine with earthy hints of Chanterelle mushroom and herbaceous notes of oregano tease the nose. This translates over to the palate; incorporating Rainier cherries, pink grapefruit and lemon-thyme. Medium acidity paired with a soil, glycerin mouthfeel blend nicely with beautiful minerality and finishes with floral hints of rosewater.

I. Brand & Family 2021 Chardonnay, Escolle Vineyard, Santa Lucia Highlands



I. BRAND & FAMILY

Chardonnay

Escolle Vineyard 2016 Santa Lucia Highlands

Honore' Escolle purchased his summer property for his family in 1878. He established one of the most desirable benches in Monterey County. Now carefully managed by the Caraccioli Family in a long-term lease, this site delivers a distinct expression of the northern Santa Lucia Highlands. Granite dominated Chualar Sandy Loam soils allow for great root distribution and development. Picked at 21.3 Brix. Whole cluster pressed and barrel fermented, with 50% in new French oak puncheons. 10 months on lees. Racked and blended then aged in stainless steel for four months. Partial malolactic fermentation. This vineyard is dry farmed without herbicides and this high acid, textured expression should develop in the bottle for many years. Amazing balance and roundness. Rich nuttiness, and fruit showcased upon the nose. Partial malolactic fermentation allows bright acidity to shine, while the creamy characteristic follows upon the palate.

Aromatics of Meyer lemon and nutty pralines lead the way on the nose, quickly evolving into a beautiful floral bouquet of honeysuckle. Bright acidity starts things off on the palate with layers of fruit; including underripe pear and granny smith apple, rounding out with a warmth reminiscent of quince. The bright acidity blends with well-integrated tannins, finishing neatly with toasted oak.

I. Brand & Family 2021 Cabernet Franc, DeRose Vineyard



I. BRAND & FAMILY *Cabernet Franc*

DeRose Vineyard 2021 Cienega Valley

DeRose is a 25-year-old own rooted planting of Cabernet Franc. The DeRose Vineyard is part of the old Vaché planting and is the oldest continuously producing commercial vineyard in California. It was subsequently owned by William Palmtag and Almaden Winery, at which time it housed the largest barrel storage room in the world. Soils are a mix of lime and granite. The hill above the Cabernet Franc block is occupied by a lime mine. The DeRose Vineyard is organically farmed but not certified.

100% Cabernet Franc. A great locale for Cabernet Franc to exhibit a Loire-like structure overlaid with the bright fruit befitting California sunshine. Picked at moderate sugars and vinified whole

berry (10% whole cluster) with spontaneous yeasts and a 20-day maceration in open-top fermenters. Aged 10 months on lees in neutral barrels and puncheons. Naturally bright and low alcohol.

The initial bouquet is a lovely perfume of wild raspberry and Santa Rosa plum with subtle hints of sweet tobacco and violet. Red fruit persists on the palate, incorporating a vibrancy reminiscent of Ranier cherries. Underlying the ripeness of the fruit is a bright acidity melded with pronounced tannins to create a well-integrated interpretation of the variety.

I. Brand & Family 2019 Cabernet Sauvignon, Fellom Ranch, Santa Cruz Mountains



I. BRAND & FAMILY *Cabernet Sauvignon*

Fellom Ranch 2019 Monte Bello Road

100% Cabernet Sauvignon. Fermented lightly crushed with native yeasts and a three week maceration. Aged in a new Stockinger puncheon and neutral barrels. Fellom Ranch is located on the top of the Montebello Ridge outside of Saratoga, California, between 2000 and 2400 feet. The vineyard overlooks the San Francisco Peninsula and Bay and the legendary Ridge Monte Bello Vineyard, with which it shares a border. The property was purchased by State Senator Roy Fellom in 1929. The modern vineyard was planted in the late 70s and early 80s Roy (Bud) Fellom III. We get the east and northeast facing portion, which is mostly Beringer selection from 1980 and 1982. At the base of Montebello Ridge is the largest lime quarry in Northern California, and the up thrust sea floor that forms the Montebello and Black Mountain Ridges.

2020 Cabernet Sauvignon Bates Ranch, Santa Cruz Mountains



I. BRAND & FAMILY *Cabernet Sauvignon* OLD VINE

Bates Ranch 2020 Santa Cruz Mountains

Bates Ranch is the least known of the holy trinity of Bordeaux variety sites in the Santa Cruz Mountains (with Mount Eden and Monte Bello). We first became aware of the vineyard through the age-worthy 70s and 80s bottling from classic Santa Cruz Mountain producers like Santa Cruz Mountain Vineyards and Algren Vineyards. The property is at the extreme southeastern end of the appellation on Redwood Retreat Road. We make wine from the coveted mid-slope of the dry farmed Stagecoach Block planted in the late 1960's on its own roots. Soils in this section of the vineyard are volcanic rocks and sandy river deposits overlaying the sedimentary Franciscan formation that runs along the eastern cordillera of the Santa Cruz Mountains. The Stagecoach Block Cabernet is the latest ripening block on Bates Ranch. It always picks with exquisite balance and

low sugars. Fermented in small lots of lightly crushed fruit with endemic yeasts, pressed after 18 days, and aged in 15% new wood for 22 months. This old vine selection has the balance and verve to age beautifully in the bottle for a decade or more. The bouquet is rich with dusty, overripe plum, cedar, graphite, and hints of pine pitch resin. This translates to the palate and reveals the iron in the volcanic soil, which becomes present on the back. Super juicy acidity lingers and melds with mellow tannins creating a velvety finish.