# 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 began his own project.



Few American wines represent a better bargain than the Paysan “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 2025 Chardonnay** Jacks' Hill, Monterey County




This blend is predominantly sourced from a few vineyards at the base of Jacks' Hill on the eastern side of the Salinas Valley as close to the ocean as grapes can reliably be grown. They are planted in the orange, iron oxide granodiorite that dominates the region. Picked at low brix and high acid. Pressed to tank, cold settled 24 hrs. The younger vines are cold fermented in tanks with arrested secondary fermentation and aged mostly in concrete. The older vines are barrel and puncheon fermented, go through malolactic fermentation and are aged on lees in the same vessels. Racked and blended after 7 months and committed to bottle.

**94 Points – '24 Jeb Dunnuck**

**93 Points – '24 Decanter** - *"A crisp light Chardonnay, oyster shells, grilled lemon wedge, smoky flint, juicy Meyer lemon pulp, salted lemon wedge. Fresh and lively with brilliant mineral flourishes and whispers of lemon pith."*

## **Paysan 2024 Sauvignon Blanc** Zabala Vineyard, Arroyo Seco




100% Sauvignon Blanc primarily Musque clone and 8% Clone 1.
The Musque 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. 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!**

**93 Points - Decanter** - *"Crisp minerality dominates this wine, crushed stones, salted lemon wedge. Lime and lemon zest."*

**92 Points – Jeb Dunnuck**

## **Paysan 2024 Rosé,** Central Coast




71% Mourvedre, 15% Cinsault, 14% 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.

Subtle floral notes of rose petals and orange blossom intertwine with a touch of sea breeze and crushed herbs, hinting at the coastal influence. The texture is slightly weighty showcasing Mourvédre's natural depth, while remaining crisp and refreshing. The wine bursts with flavors of raspberry and cranberry balanced by stone fruit like nectarine and apricot. A mineral-driven backbone lends structure, while lively acidity lifts the palate, carrying whispers of citrus zest and a savory, slightly saline quality that adds complexity. The finish leaves traces of tart red fruit and a faint herbal undertone, inviting another sip.

## **Paysan 2022 'P'tit Pape'**, Central Coast




Ian Brand's fun and wallet-friendly blend of 54% Grenache, 27% Syrah, 15% Mourvèdre, 4% Cinsault. 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 certified organic and certified sustainable, but in this blend, there are two vineyards which are not certified. 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.

**93 Points - '21 Wine Enthusiast** - "*Very peppery aromas meet with brisk raspberry and bay leaf on the nose of this easy-to-like but also intellectually intriguing blend. The palate's boysenberry and raspberry flavors are wrapped in more pepper, bay, roasted fennel bulb and smoked sagebrush."*

## **Paysan 2023 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

We pulled Cabernet Sauvignon from vines aged thirty to sixty-five years old. The three vineyards we sourced share similar cobblestone soils with varying amounts of calcareous influence and the varied ages, trellising, plant material and pick dates yield subtle depth and complexity in the finished wine. 2023 was a very moderate vintage on the coast and these Cabernet Sauvignon vineyards were picked between mid and late October and saw substantial hang time yielding gorgeous fruit development without sacrificing balance. We harvested the Cabernet Sauvignon fruit over seven different picks and fermented all lightly crushed with endemic yeast in open top vats. The musts were pressed a few days after dryness and settled one to two days before being put down to neutral barrel and aged on lees without racking until the following July. Racked to tank and blended and bottled unfined and unfiltered.

**93 Points – Jeb Dunnuck**

*"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 naturally acidity.



**La Marea 2025 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. Chosen at 3 separate picks to find balance between sugars and a vigorous natural acidity. Three quarters were whole-cluster pressed and the remaining one-quarter was soaked for two days on skins before pressing. We cold fermented in stainless steel to preserve minerality, aromatics, and freshness. A small amount of the skin contact portion was fermented and aged in barrel. Because the 2025 vintage was showing lean, we aged one quarter in concrete for 3 months. Secondary fermentation is arrested. All aging was on lees. Sterile filtered. **Sustainable!**

**92 Points – Decanter** – *“Ripe pops of honeyed apricot, juicy notes of melon, salty and fresh to finish.”*

# I. BRAND & FAMILY

**I. Brand & Family 2024 Skin Fermented Eden Rift Vineyard Pinot Gris,** 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 strug gle 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 2023 Escolle Vineyard Chardonnay**, 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 35% 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.

**97 Points – Jeb Dunnuck**

**94 Points – Decanter**

## I. Brand & Family 2023 DeRose Vineyard Cabernet Franc




DeRose is a 35-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.

Aromatically vivid, this wine opens with lifted red fruits pomegranate, wild strawberry, and sour cherry woven with savory threads of dried thyme, graphite, and black tea. Subtle notes of violets and crushed stone emerge, hinting at the vineyard's mineral-rich soils. Medium-bodied and finely structured, the palate balances brightness and depth. Red currant and cranberry provide the spine, while mulberry and dried fig offer rounding warmth.

## I. Brand & Family 2021 Fellom Ranch Cabernet Sauvignon, Santa Cruz Mountains




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 v ineyard 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 thrusted seafloor that forms the Montebello and Black Mountain Ridges.

**93 Points - Robert Parker** - *"One of the highlights of the I. Brand & Family roster, the 2021 Cabernet Sauvignon Fellom Ranch is a beautifully understated expression of this classic Santa Cruz Mountains vineyard. A nuanced, coiled nose of coniferous dark fruits and dried leather transitions to a soft, velvety palate."*

**I. Brand & Family 2022 Bates Ranch Cabernet Sauvignon,** 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.

Opens with a bouquet of darker aromas of overripe plum and Mission fig underscored with earthy notes of graphite, wet clay, cedar and redwood duff. Bright red fruit transforms the palate. Extremely complex, the wine delivers juicy acidity that interplays with mellow tannins, creating a velvety texture and contributing to a balanced and rich finish.

**93 Points – Jeb Dunnuck**