

# PATIANNA<sup>®</sup>

*Organic Vineyards*



## Patianna Sales Points

- The Brand
  - Named for Patti Fetzer, owner
  - Mendocino County is the birthplace of organic winegrowing and the Fetzers are the First Family, pioneers of green viticulture in Mendocino County
  - Fetzer family philosophy: exceptional quality in wine is achieved when the land, the farmer and the winemaker operate in harmony.
- Wines are from certified Organic vineyards
- Organic winegrowing
  - No chemicals
  - Natural fertilizer such as compost made on site
  - Non toxic management of weeds
  - Natural pest management (chickens, owl boxes, goats)
- Patianna Estate Vineyard
  - Certified organic since 1993
  - Vineyard Manager Horacio Ortega has farmed the property since 1980's