



WELCOME TO

# TEMECULA VALLEY WINE COUNTRY

**TEMECULA VALLEY**  
WINEGROWERS

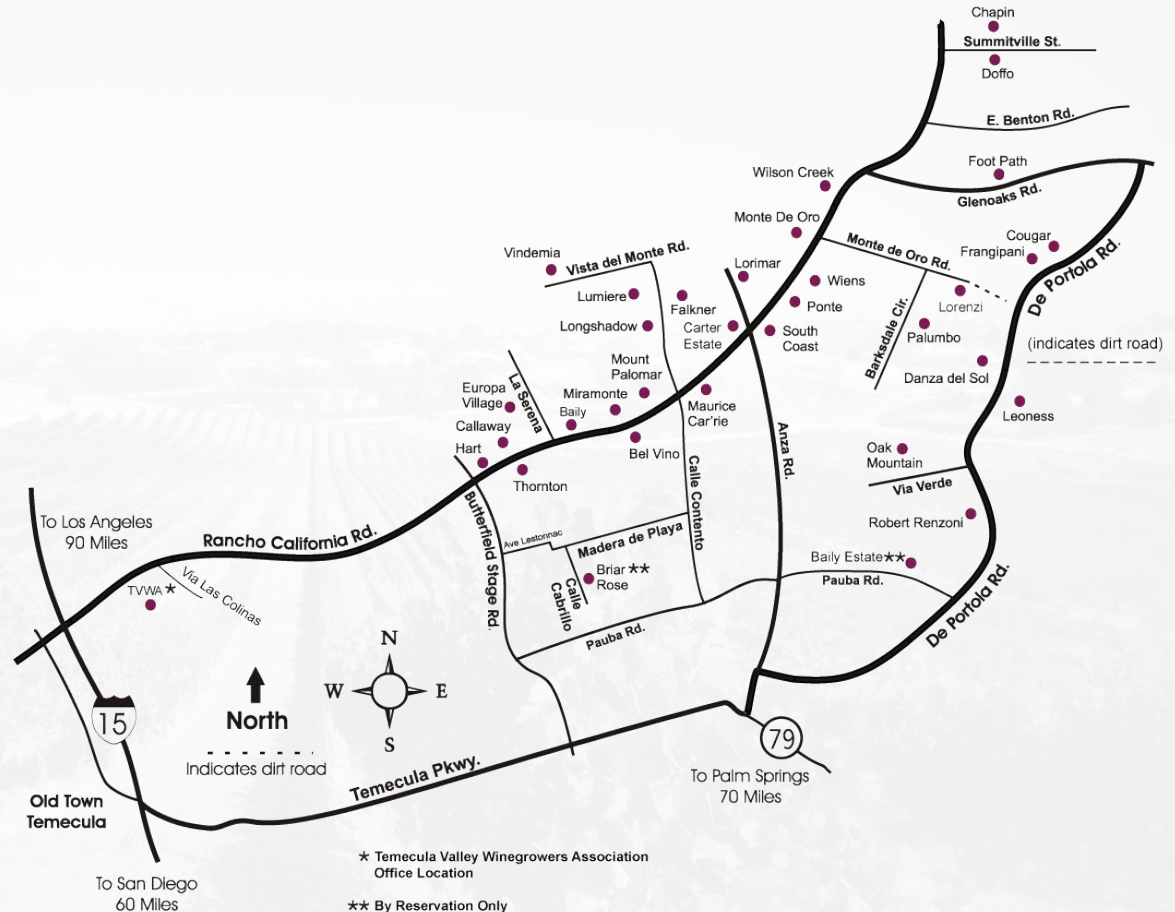
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# GEOGRAPHY

- The Temecula Valley AVA (American Viticultural Area) in Southern California is located at the border of northern San Diego County and southwestern Riverside County, approximately 80 miles south of Los Angeles
- Southern California's largest wine producing region by volume, Temecula Valley is a sub-region of the larger South Coast AVA, which encompasses the Cucamonga Valley, Malibu-Newton Canyon, Ramona Valley, Saddle Rock-Malibu and San Pasqual Valley AVAs
- Oriented West-East straddling the I-15, Temecula Valley AVA comprises 33,000 acres, of which just 1,300 acres (4%) are planted to winegrapes







# QUICK FACTS

## CLIMATE & SOILS

- Just 22 miles inland from the Pacific Ocean, Temecula Valley is bordered by inland valleys and coastal mountains ranging from 2,000 to 11,000 feet elevation; this creates a low-pressure area characterized by warm days and cool nights, which allow wine grapes to develop full ripeness while maintaining desirable acidity levels
- Rainbow Gap and Temecula Gorge are two low-elevation spots in the coastal mountains that allow cool marine air to be drawn into Temecula Valley
- Soils are primarily decomposed granite, which allow water to drain easily from vine roots
- Vineyards are located 1,000 to 1,500 feet above sea level

## WINERIES & HISTORY

- Temecula Valley received formal recognition as an American Viticultural Area in 1984, first as “Temecula AVA” with a subsequent name change to “Temecula Valley AVA” in 2004
- 1820 - the year wine grapes were first planted in Temecula Valley, by the Mission San Juan Capistrano padres
- 1968 - the year the first modern commercial vineyard was planted in Temecula Valley, by Vincenzo and Audry Cilurzo
- 1974 - the year the first winery opened in Temecula Valley (Callaway Winery)
- More than 40 licensed wineries now populate Temecula Valley, with the majority clustered east of I-15 along and around Rancho California and De Portola Roads

## GRAPES & WINE

- More than 70 growers farm vineyards throughout Temecula Valley, selling fruit primarily to Temecula Valley wineries
- With a warm climate similar to Napa Valley’s, Temecula Valley is particularly well suited to growing grapes such as syrah, viognier, cabernet sauvignon, cabernet franc, zinfandel and tempranillo; however, more than two dozen grape varieties thrive in the region, including sauvignon blanc, malbec, riesling, chardonnay and many others
- Temecula Valley wines regularly receive high accolades in wine competitions, including many Double Gold, Gold and Best in Class awards; South Coast Winery, the region’s largest producer, has thrice been named California’s Winery of the Year in the state fair wine competition

## WINE & TOURISM

- Located within a one-hour drive of southern California’s major metropolitan areas (L.A., San Diego, Orange County, Riverside and Palm Springs), Temecula is a popular wine tourism destination
- Rare among California wine regions, many Temecula wineries have on-site restaurants as well as a few winery hotels

# HISTORY

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The region we now call Temecula Valley Wine Country was first used to grow winegrapes in the 19th century, when California missionaries arrived from Spain and cultivated vineyards to make sacramental wine. During this time, Southern California produced more wine than Northern California.

The first modern commercial vineyards were planted by Vincenzo Cilurzo and his wife Audry in 1968. Cilurzo worked as a television lighting director in Los Angeles for many years and, like many later Temecula Valley pioneers, he fostered an interest in winemaking as a hobby before he decided to pursue his dream full time.

Later in 1968, Guasti-based Brookside Winery also planted a vineyard in Temecula Valley. In 1971, Brookside Winery produced the first commercial wines made from Temecula grapes. Callaway Vineyard and Winery began farming grapes in 1969, and opened the first Temecula Winery in 1974. Its founder, Ely Callaway went on to gain fame and fortune in the world of golf with his namesake company, Callaway Golf. John Poole's Mount Palomar Winery opened in 1975, and in 1978 the Cilurzoes opened the third Temecula winery at a new site. Their original vineyard, Temecula's oldest, is now owned by Maurice Car'rie Winery.

On October 23, 1984, The United States Department of the Treasury Alcohol and Tobacco Tax and Trade Bureau (TTB) established the region an American Viticultural Area (AVA) with the name Temecula AVA in the Federal Register. In 2004, the TTB approved an application made by the Temecula Valley Winegrowers Association, renaming the

appellation "Temecula Valley AVA". We are the only appellation to change our name following initial approval.

In 1998, many Temecula Valley vineyards were decimated by Pierce's Disease, a bacterial disease transmitted by the glassy-winged sharpshooter (GWSS) insect which disables an infected vine from absorbing water. After rapid vineyard loss, which threatened Temecula Valley AVA and the California wine industry at large, the California Department of Food and Agriculture, in collaboration with University of California, Davis (UC Davis); University of California, Riverside; and several other U.S. universities began to study the pest and methods of controlling its spread.

Though the crop loss was devastating in the short term, Temecula Valley winegrowers seized the opportunity to replant their vineyards to a broader range of grapes throughout the early to mid-90s, greatly expanding the versatility and improving the quality of premium wines produced in the AVA. Today, Temecula Valley AVA is home to more than 40 wineries.

The Federal Register lists the official area for the Temecula Valley AVA at 33,000 acres. Approximately 1,300 acres are currently planted in commercial vineyards. Within the appellation there are 5,000 acres located in a "protected" area referred to as the Citrus/Vineyard Zone. This area is generally located in and around the Rancho California Road area. Riverside County guidelines strictly enforce the number of acres needed to build a winery, lodging and other limited housing and commercial ventures.





# TIMELINE

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## 1820

Wine Grapes are first planted in the region we now know as Temecula Valley by Spanish missionary padres from San Juan Capistrano

## 1968

The first modern commercial vineyard is planted in Temecula Valley by Vincenzo and Audry Cilurzo

## 1971

Guasti Winery, located outside of Temecula Valley, produces the first commercial wine made from Temecula Valley grapes.

## 1974

Ely Callaway Jr. opens Temecula Valley's first winery, Callaway Winery

## 1983

Grape Day is founded as a day for the region's winegrowers and vintners to gather and share knowledge of viticulture

## 1984

Temecula Valley is formally recognized as an American Viticultural Area with the name "Temecula AVA"

## 1990s

Pierce's Disease wipes out nearly 40% of vineyards in the Temecula Valley

## 1997

The Temecula Valley Winegrowers Association (TVWA) is formed, bringing together the Temecula Valley Vintners and the Temecula Winegrape Growers Association as one organization.

## 1999

California Department of Food and Agriculture establishes the Pierce's Disease Control Program to assist Temecula Valley in warding off the Glassy Winged Sharpshooter who transmits the disease to vines

## LATE 1990s / EARLY 2000s

Vineyards are re-planted and a greater diversity of winegrapes are introduced to Temecula Valley, with more attention to Italian, Rhone, and Iberian grape varieties that thrive in the Valley's warm climate.

## 2004

Name is changed to Temecula Valley AVA

## 2015

Over 30 wineries exist, producing premium wines in a broad range of styles from 1,300 acres planted to winegrapes.



# CLIMATE

Temecula Valley, CA is located 500 miles south of San Francisco, resulting in a slightly higher angle to the sun and greater solar intensity. A look at the native chaparral shows that Temecula is in a relatively low rainfall region. These two factors create an early growing season that generally runs from March through September.



## WINERIES & HISTORY

Significant cooling factors affect the flavor development of the grapes. As the sun warms the inland valleys east of Temecula, the air rises, forming a low-pressure area. The colder, much heavier air from the Pacific Ocean, just 22 miles from Temecula, is then drawn inland. The Coastal Mountain Range allows the colder air to pass inland through gaps and low spots. The Rainbow Gap and the Santa Margarita Gap are two of these low places in the mountains — and just beyond them lies Temecula Valley. The cool air flowing inland moderates the daytime temperatures and helps to create a pattern of warm sunny days and cool nights, ideal conditions for the wine grapes to develop complex flavors and aromas.

## ALTITUDE

Another meteorological factor affecting the valley's climate is the "lapse rate." It involves the altitude of the vineyard land and the height of the surrounding mountains. Temecula vineyards are located 1,400 feet to 1,600 feet above sea level. The surrounding mountains average 2,000 feet to nearly 11,000 feet elevation. These high elevations mean cooler air — an average temperature drop of 3 °F for every 1,000 feet of altitude gain. The heavy cold air that collects between the high peaks during the night drains off the heights much like water, joining cold, moist air from the Santa Margarita River Channel to meander through the Temecula Valley, creating a double cooling effect. As a result, nighttime lows in and around Temecula average 50 degrees. The cool nighttime temperatures are critical in developing high-quality grapes.

## RAIN

Rains rarely interrupt the harvest season — an important factor in achieving quality and consistency year-to-year in Temecula Valley grapes. Extensive research has shown that Temecula Valley is well suited to growing high-quality wine grapes, as mist often lingers until mid-morning on this 1,400-foot plateau, located below the peaks of the local mountain range.







# PRIMARY GRAPE VARIETIES

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Temecula Valley's well-draining soil excels in supporting the diverse range of premium wine grapes grown in the AVA. Temecula Valley's community of growers bring their own unique styles and preferences to the region, resulting in no single signature grape variety; instead, more than 40 distinct grape varieties are thriving in Temecula Valley Wine Country.

Temecula Valley yields wines for every palate. As wine drinkers in the U.S. become ever more knowledgeable and adventurous, many Temecula Valley growers have responded by introducing lesser-known grape varieties from the Mediterranean winegrape growing regions, which have similar climates to the Temecula Valley AVA.

Visitors to Temecula Valley will encounter an array of authentic wineries, each with its own unique focus. Some specialize in grapes from the Rhone region of France, including viognier, marsanne, roussanne, syrah, grenache, mourvedre, and more. Several wineries emphasize Italian wine grapes, including vermentino, arneis, sangiovese, montepulciano, and even lesser-known varieties such as aglianico, nero d'avola and lagrein. Still others specialize in malbec, the prized grape that hails from France, but became famous in recent years as the signature grape of Argentina. There are wineries who produce luscious, classic California chardonnay and bold Bordeauxstyle reds alongside wineries whose specialty is their tireless experimentation.

# WINES OF TEMECULA VALLEY

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- More than 70 growers farm vineyards throughout Temecula Valley, selling fruit primarily to Temecula Valley wineries
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- Temecula Valley wines regularly receive high accolades in wine competitions, including many Double Gold, Gold and Best in Class awards; South Coast Winery, the region's largest producer, has thrice been named California's Winery of the Year in the state fair wine competition





# SOILS



The soil in Temecula Valley is a decomposing granitic, sandy loam. The region's 1,300 vineyard acres range in elevation from 1,000' to 1,500' above sea level, and the nutrient content of the soils varies based on slope; on the flat valley floor, the vines are more vigorous because of the greatest concentration of nutrients available. On steep hillside vineyards, nutrients are scarce, and vines must struggle to produce. Many prize the deeply-extracted fruit that develops under these conditions.

Decomposed granite soil turns into sandy loam. Sandy loam is a well-draining soil, unlike clay-based soils that absorb and maintain moisture easily. There is no organic matter in Temecula Valley soil, so composted material must be applied manually. The most commonly used material is grape must (the remaining skins, stems, and seeds of grapes that have been fermented into wine) from local wineries. One benefit of this practice is that it helps to raise the temperature of the soil.

In the last 25 years, viticultural study has improved agricultural practices worldwide. Since that time, Temecula Valley winegrowers have selected specific rootstocks best suited to the soil on which they grow. With well-draining soils, growers have a lot of control over the rigor of the vine, as they can control how much water the vine gets more precisely.

Temecula Valley soil excels in supporting the diverse range of grapes grown in the AVA — perfectly suited to growing premium Rhone varieties, Bordeaux varieties, Italian varieties, and more.



# ANNUAL EVENTS



## ANNUAL BARREL TASTING WEEKEND

Join the Temecula Valley vintners for their Annual Barrel Tasting weekend. Enjoy unfinished barrel and tank samples, as well as finished and newly released wines at this once a year event. Wineries will perfectly pair delectable food samplings with their wines.

## CRUSH

A wine and culinary gala for one-night only to celebrate California Wine Month in Temecula Valley. Each year, one of our scenic wineries hosts this outdoor evening gala, in which all member wineries and more than a dozen wine country restaurants gather to delight guests with an immersive tasting of all that the Valley has to offer. Tickets go on sale in July.





# ABOUT TEMECULA VALLEY WINEGROWERS ASSOCIATION

Comprising more than 30 wineries and 60 winegrowers, Temecula Valley Winegrowers Association is a nonprofit regional organization dedicated to increasing awareness of the quality wines and wine grapes grown in the Temecula Valley and South Coast Appellations. Established in 1984, the Temecula AVA (American Viticultural Area) consists of 33,000 acres, of which approximately 1,300 acres are currently planted to commercial vineyards. Known as Southern California's wine country, the Temecula Valley is located in Riverside County just one hour from San Diego, Orange County and Palm Springs. Temecula Valley wine country is easily accessible from Highways 15 and 79, and welcomes day visitors as well as overnight guests, wedding parties, meeting groups and hot air balloon enthusiasts.

## CONTACT

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