

A NEW LOOK FOR ANCIENT PEAKS

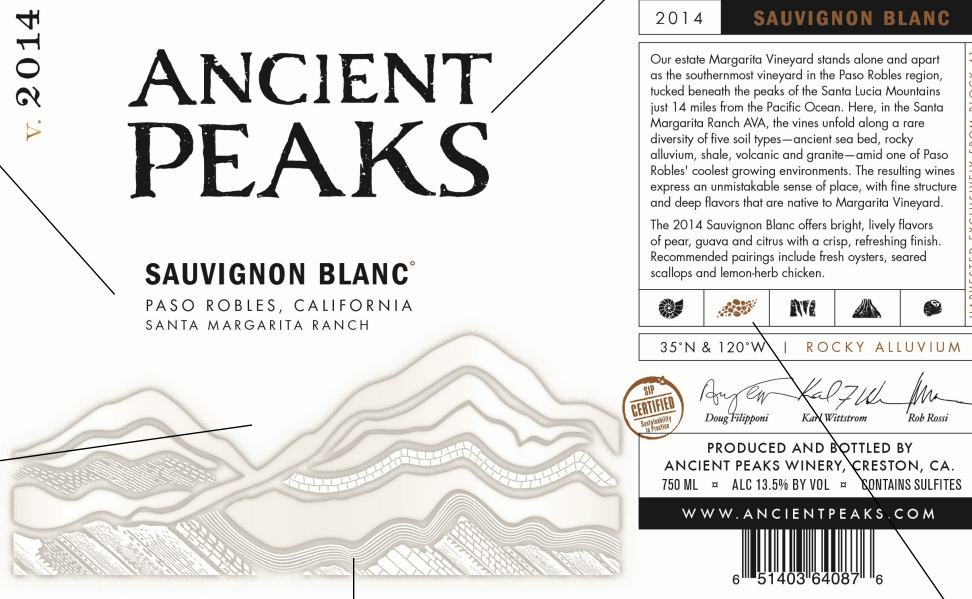
STARTING IN 2015

Santa Margarita Ranch AVA

Margarita Vineyard stands alone and apart as the southernmost vineyard in the Paso Robles region. That demarcation was officially recognized in late 2014 with the creation of the Santa Margarita Ranch American Viticultural Area (AVA). Margarita Vineyard now enjoys the rare distinction of being the only vineyard located within its own namesake AVA—a testament to the vineyard's unique growing conditions.

New Brand Wordmark

Our new wordmark cuts a bold figure for heightened brand visibility and awareness. Stylistically, the wordmark captures both the rustic authenticity of our historic ranch and the refined nature of our estate-grown fruit.



The "Ancient Peaks"

Our estate Margarita Vineyard unfolds beneath the peaks of the rugged Santa Lucia mountain range, just 14 miles from the Pacific Ocean. The peaks act as a gateway for brisk marine air, creating one of the Paso Robles region's coolest growing environments.

Rare Soil Diversity

The terrain of Santa Margarita Ranch is marked by pronounced seismic activity and geological diversity, which has resulted in a rare array of five soil types across Margarita Vineyard, including ancient sea bed riddled with oyster fossils.

Visual Soil Key

Each bottle features a visual soil key depicting the five soil types found at Margarita Vineyard. The soil types that contributed to that specific wine are called out in color and by name. Soil diversity allows us to achieve natural complexity in our wines.