



## 2022 Partnership:

**Focus:** AVV's history to illustrate the story of our hand-crafted estate wines.

**Reach:** over 20 million wine drinkers

## Alexander Valley Vineyards

Robert Wetzal, Harry Wetzal

Isabel "Junior" Maclean, Isael Maclean

Katie Wetzal Murphy, Linda Wetzal, Hank Wetzal

**ALEXANDER VALLEY VINEYARDS**

In 1960 when Maggie and Harry Wetzal bought the historic Cyrus Alexander homestead that would become Alexander Valley Vineyards, it was mostly prune orchards and pastures. While this land, stretching from the Russian River to the Mayacamas Mountains in California's Sonoma County, was beautiful, the idea of farming and creating world-class wines here was far-fetched, at best.

However, the Wetzels thought the land had potential, and the family began the demanding work of planting and establishing premium grape varieties. Everyone pitched in. At first, they sold their grapes to nearby wineries. Then the family built a small winery and Hank, Maggie and Harry's oldest son, produced Alexander Valley Vineyard's first wine in 1975. As fate would have it, their lunch and land work paid off. In 1976, the wine world took notice of the region when chardonnay grown in the Alexander Valley won over the French judges at the famous Judgement of Paris Tasting. Then in 1984, with Hank's help, Alexander Valley was recognized as its own appellation.

Now the next generation is taking the reins with the same devotion to the land and the wine. As the sons of winery founders Hank and Linda Wetzal, Harry and Robert grew up amid the vineyards and next door to the winery. Harry is Head of Operations. A "collar man", he was picking grapes at age 5, and developing a vineyard block while still a teenager. Robert, Harry's younger brother, learned the business from bottom up too—from pruning vines and working crush, in the cellar and on the bottling line—and is now National Sales Director, a position first held by his father four decades ago.

The family affair continues with Vineyard Manager Isael Maclean, known to everyone as "Junior" since he's always lived on the property while his dad tended the vineyards. Junior's experience, combined with his father's insights gained through decades of harvests, makes him the ideal person to partner with Harry and Robert for the future.

In a world where so much is changing so fast, Alexander Valley Vineyards remains rooted to the land, devoted to family, and committed to this way of life for generations to come.

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What does preserving an 1868 Schoolhouse have to do with making award-winning wines?

It says there's far more to terroir than just dirt.

Why did Maggie and Harry Wetzal, the founders of Alexander Valley Vineyards, move this one-room Schoolhouse onto our property and restore it? Because it was yet another way to love the land and honor its history. We apply these same lessons to the way we farm today. You'll feel it when you visit, and you'll taste it in our wines.

**ALEXANDER VALLEY VINEYARDS**

OUR FAMILY CREATES WINES OF DISTINCTION FOR EVERYONE  
FOUR GENERATIONS CELEBRATING SIXTY YEARS OF FAMILY FARMING

60

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**ALEXANDER VALLEY VINEYARDS**

CYRUS 2017

CABERNET SAUVIGNON

ALEXANDER VALLEY

ESTATE GROWN & BOTTLED

SONOMA COUNTY

ESTABLISHED 1960 • WETZEL FAMILY WINES

**Savor this master class in Alexander Valley Cabernet terroir.**

Our family has been growing Cabernet in the Alexander Valley for 60 years. For after 60, Cabernet Sauvignon is our most refined grape. With optimal elevation and balanced soils, these elegant wines exemplify this valley's world-class terroir. Make us your home for Cabernet.

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**Savor this master class in Alexander Valley's acclaimed Cabernet terroir.**

For 60 years, our family has been farming Cabernet in the Alexander Valley. Our newly released 2020 Estate Cabernet Sauvignon and 2017 CYRUS exemplify this valley's Cabernet terroir. Well-drained soils and warm, west-facing foothills result in elegantly structured wines with dark, lush fruit and silky tannins. Make us your home for Cabernet Sauvignon.

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Our family creates wines of distinction for everyone.  
Four generations celebrating sixty years of family farming.