

From soil type to microclimate to clones to exacting the perfect time to harvest, Brian Loring is extremely picky about where he sources his grapes. He formed Loring Wine Company in 1999 with his sister, Kimberly Loring, on the firm belief that in wine ‘the fruit is everything’ and ‘what happens in the vineyard determines the quality of the wine’. Brian had been a Pinot Noir fanatic since his college days, and he found inspiration for his own adventure into winemaking from Calera Wine Company and Cottonwood Canyon wines. Today Loring Wine Company produces 9,000 cases of Pinot Noir and 1,000 Chardonnay from painstakingly chosen vineyards:

Shea Vineyard was first planted to wine grapes in the late 1980s. Today Shea Vineyard is a 200-acre property with 140 planted acres on the east and west hills. 135 of these acres are planted to Pinot noir vines and the balance is planted to Chardonnay. Shea vineyard sits on sedimentary soil over fractured sandstone.

The Graham Family Vineyard lies in a small sub-appellation of the Russian River Valley AVA called Green Valley, which is less than 10 miles from the Pacific Ocean. Planted in 2002, the vineyard features Pinot Noir clones 667, 777, 828, Swan and Calera. The vineyard totals 14 acres; Loring Wine Company gets 2.

Located in the Russian River Valley's Green Valley appellation, the Keefer Ranch Vineyard sits near the headwaters of Green Valley Creek and is planted on gentle well-drained slopes with Goldridge soil. 40 acres of Pinot Noir and 10 acres Chardonnay are farmed by Marcy Keefer and her son Craig Strehlow. Clones are a nice mixture of Dijon 114, 115, 777, Pommard 5, Mariafeld (23), Wädenswil (2A), Swan and Calera.

Located in the hills overlooking the town of Sonoma, the 135-acre Durell Vineyard at Sand Hill Ranch extends from the Southern end of the Sonoma Valley into the western portion of the cool Carneros region. This location provides afternoon breezes that slow ripening, producing richer-flavored grapes. Loring has 2 acres here.

Garys' Vineyard is a joint effort between Gary Francioni and Gary Pisoni (of Pisoni Vineyard). Childhood friends, the two Garys decided to work together to create Garys' Vineyard after the success of Pisoni Vineyard. The 50-acre vineyard is located in Monterey County, near Soledad, CA (Loring gets 3 acres). The clone planted is the same as that planted at Pisoni Vineyard - The Pisoni Clone.

Rosella's Vineyard is owned by Gary Francioni, "The Other" Gary at Garys' Vineyard. Rosella's, named after Gary's wife, is located in Monterey County, near Soledad, CA, about a mile north of Garys'. Gary has many different Pinot clones planted at Rosella's - we get an acre each of 667, 777, 828, and Pisoni clones.

Sierra Mar Vineyard is Gary Francioni's new vineyard in Santa Lucia Highlands. It's located south of Garys' vineyard and is “waaaaayyyy up on the hillside”. It must be one of the highest elevation vineyards in SLH.

The Brosseau Vineyard belongs to Jan and Jon Brosseau; they have had their own vineyard next to Chalone for about 20 years, and Loring started sourcing Pinot from them in 2002. Jon was one of those crazy guys, like Dick Graff at Chalone, who saw the potential of the limestone soil in the hills east of Soledad, and was willing to put up with small problems like no water and no electricity. Recently, they've built a high-end B&B on the property, Inn at the Pinnacles.

Naylor Dry Hole is located next to Brosseau Vineyard in the Chalone AVA. Duncan Naylor planted 1.5 acres of Pinot, and I got all the fruit from the vineyard in 2003, a whopping 0.5 tons! Duncan explained that water was a huge issue for him. He dug quite a few wells that came up dry prior to hitting one that produced any water at all. As a result, he named the vineyard Dry Hole.

Russell Family Vineyard is located in the Templeton Gap area of Paso Robles. This steep hillside vineyard features several different limestone and shale soils.



Founded
1999
Location
United States - California
Wine Production Area
United States - California - Green Valley of Russian River Valley, Santa Lucia Highlands, Santa Rita Hills, Sonoma County
Owners
Brian Loring & Kimberly Loring
Winemaker
Brian Loring
Grape Varietals
Pinot Noir, Chardonnay
Annual Production
10,000 (9-liter cases)
Website
www.loringwinecompany.com