

Conjunctive Labeling Testimonials

The biggest fear that growers, wineries as well as distributors, retailers and restaurateurs have always had is that lesser known AVAs would be meaningless, and possibly “confusing” to the average consumer. Yet if sub-appellations are not presented on labels along with their more widely known places of origin (Mendocino, Napa Valley, Sonoma County, Lodi, etc.), the average consumer never learns about them!

If you want your region to become better known, it's always best to be associated with sub-AVAs. It's better for brands, it's better for regions, it's better for the entire industry.

Randy Caparoso
Editor-at-Large, *The SOMM Journal*
Contributing Editor, *The Tasting Panel*

For us, Conjunctive Labeling preceded the establishment of sub-AVAs in Paso Robles. We looked at what was happening in Napa Valley. They did it correctly. They required Napa to be on the front. Since there are so many sub-AVAs, it was important that the major AVA be prominently visible. We were only the 2nd AVA to do it after Napa Valley. We wanted to make sure that whatever work we did to market the sub-AVAs did not make Paso Robles second fiddle.

I travel around the country quite a bit. I would say that people don't know Anderson Valley or Santa Lucia Highlands. Mendocino, however, has a wonderful reputation for its unspoiled coastline and redwood forests.

Steve Lohr,
CEO, Lohr Vineyards
Past President of Paso Robles Winegrowers

I fully support conjunctive labeling. Napa has always had it. Sonoma did not for a while but now does. Having both the main/general AVA & sub AVA's is more info to consumer, and in this case, more is better. This proposal is long overdue for Mendocino.

Randle Johnson
Winemaker, Hess Collection

There were two overarching reasons for pursuing conjunctive labeling: First, to capitalize on the rich history and brand identity that a destination has with consumers worldwide and secondly, to raise the awareness of the entire winegrowing region as a collective whole.

To me, conjunctive labeling was the most singularly important thing we could do to ground Monterey with its nine individual sub AVAs. Having Monterey County on the label helps tell that story in a digestible and cohesive way: it lets people know where all those other places are within the broader context of Monterey.

Scott Caraccioli
Owner, Caraccioli Cellars, Santa Lucia Highlands