



# Who We Are **FROM GRAPES TO GLASS**

Al Scheid first saw untapped potential in Monterey County in 1972 when the wine region was in its infancy. What started as a grape growing operation that sold 100% of its production to other wineries has evolved into a vertically integrated grapes-to-glass family business focused on building a portfolio of global wine brands and strategic private labels.

Celebrating our 50<sup>th</sup> anniversary in 2022, Scheid Family Wines embraces a core value of continuous improvement. Through innovation in the vineyards and winery, we continue to reduce our environmental impact and focus on brands that align with the growing “Better for You” category and those that are “Better for the Planet.”

Sustainability has always been a primary focus for Scheid Family Wines. Our estate vineyards and winery are certified sustainable through



*Al Scheid - Early Years*

the Certified California Sustainable Winegrowing program. We were the first vineyard operation to become GlobalG.A.P. Certified. Since 2017, our entire winery operation has been powered by 100% renewable wind energy generated by a 400-foot wind turbine, which also supplies enough energy for 125 homes in the local community. In 2018, we embarked on an ambitious plan to eliminate herbicide use and adopt organic farming methods throughout our estate vineyards. In 2020, we achieved our first organic milestone with the certification of our 80-acre White Flower Vineyard in the Hames Valley AVA and continued our journey to have over 1500 of our acres organically certified by the end of 2023. As of March 1, 2021, our estate vineyards are 100% herbicide free.



*White Flower Vineyard*

With our estate vineyards located along a 70-mile spread of the Salinas Valley in the Monterey AVA, the array of microclimates and soils gives us an incredible selection of estate grown fruit to work with each vintage. The unique range of temperatures and four distinct climatic zones allow for the cultivation of numerous varieties to superb results. Our vineyard portfolio features 39 wine grape varieties, each planted in the location that is best suited to achieving the highest quality for that grape. This deep supply of high-quality estate fruit is what allows us to make consistently delicious wines vintage after vintage.

*The Scheid Family Wines globally distributed portfolio includes Scheid Vineyards, Sunny with a Chance of Flowers, Ryder Estate, District 7, VDR, Metz Road and Stokes' Ghost. We also produce many regionally distributed brands for specific clients and distributors.*

