

EcoVine EcoEsprit™



Beautifully Organic

The LaRocca Vineyard and Winery



LaRocca Vineyards is family farmed and operated. Nestled in the Sierra foothills of California, 185 miles northeast of San Francisco, two generations of LaRoccas cultivate over 200 acres of wine grapes. The main winery and vineyard is located on 105 acres where Cabernet Sauvignon and Merlot grapes are grown at 2,700 a foot elevation in the rich red volcanic soil beneath the shadows of Mt. Lassen.

Chardonnay, Zinfandel and Chenin Blanc are farmed on the second vineyards on 86 acres at the base of the Sutter Buttes. The Sutter Buttes are the world's smallest mountain range and a bald eagle and wildlife sanctuary.

The LaRocca Family has proudly grown all of their grapes using exclusively organic methods for over 20 years. The winery and both of their vineyards are certified by California Certified Organic Farmers (CCOF).



Organic from Vine to Bottle

For Phillip LaRocca, owner and vintner, using "earth friendly" methods for agriculture and wine processing is of utmost importance. To him, the wine's character is dependent



upon the quality of the grape. Growing grapes organically includes using farming methods that nurture the soil, air and water. Through the process of totally excluding the use of chemical fertilizers, herbicides and pesticides, all of LaRocca Vineyards receive organic certification by CCOF. In 1998, California farmers used 215 million pounds of chemicals. Reports filed with California's agricultural authorities list 17 "highly poisonous" insecticides, fungicides and herbicides used in conventional grape production. By totally avoiding any use of chemicals in their grape production, LaRocca Vineyards ensures that no toxic residue affects the purity of their wines.

Over 80 additives are used routinely in the conventional winemaking process. LaRocca's winemaking process is also 100% certified by CCOF which excludes the use of those chemical additives including sulfites. The wines are chemical-free, from vine-to-bottle, which adds to the drinking pleasure and supports the health of our environment.



Vicky Lorelli - Owner

Allergic to Wine?

Are you allergic to wine? Recently, public attention has been directed to the use of sulfites as a preservative in food, beer, and wine. For many years it has been common practice to add sulfites to wine as a protection against oxidation and bacterial spoilage. When used in winemaking, synthetic sulfites are added as sulfur salts or sulfur dioxide solutions to the juice before fermentation until bottling. However, modern winemaking equipment and sanitation make it possible to produce stable wines without these additives.

LaRocca Vineyards wines are certified organic and sulfite-free. There are **no** sulfites added in their winemaking process. This is particularly important for individuals who experience adverse reactions to sulfating agents. These allergic reactions commonly include headaches, hives, skin rash, dizziness, shortness of breath and sinus congestion. Individuals who are concerned about adverse reactions to sulfating agents should carefully read ingredient labels on all food, beer and wine products.

Enhance your Wine with Temperature

The best temperature for serving wine varies based on the type of wine. Most people in the United States tend to drink their white wines too cold and their red wines too warm. In general, people have heard that red wines should be served at room temperature, but that really refers to cellar temperature. Cellar temperature is usually about 55 degrees which is perfect for storing wine. The reason that red wines are best enjoyed at slight reduced temperatures is that alcohol can produce an unpleasant bite on the palate when served at normal room temperature. For the most enhanced flavor, drink red wines including Cabernet Sauvignon, Barbera, Merlot, Bordeaux, Zinfandel, Rhones, and Syrah/Shiraz at about 60° F. Full-bodied, high quality white wines and light red wines should be consumed at 50° F. Most white wines and "everyday" Chardonnay's should be served at 45° F. If they are served colder, the aromas and flavors will be minimized and you will not get full enjoyment of the wine.

THE GOODNESS OF WINE



Wine enhances food, provokes conversation, and warms the gatherings of family and friends. The benefits of drinking of wine in moderation has been well known by most civilizations. Wine has been around longer than recorded history. Today's wine has roots that can be traced back to

the Phoenicians and Greeks neighboring the Mediterranean, circa 1100 BC.

Current research suggests that a glass of red wine each day may provide us with more than just a little relaxation. For over 10 years, studies have indicated that moderate intake of alcohol can improve cardiovascular health. Now findings show that specifically red wine is the most beneficial to your heart. The cardioprotective effect has been linked to antioxidants, called flavonoids, present in the skin and seeds of red grapes. A study from the University of California, at Davis concluded that the highest concentrations of flavonoids are found in Cabernet Sauvignon, followed closely by Petit Syrah and Pinot Noir. The evidence seems clear that regular, moderate consumption of red wine is part of a healthy lifestyle. Drinking wine made from grapes that have been grown without synthetic or chemical fertilizers, pesticides, or fungicides are even better for your health. So here's a toast to your health! Salud! A Votre Santé! Stin igia sas!

Quotes From The Past

"To take wine into our mouths is to savor a droplet of the river or human history"

From the Hallmark Gallery - New York Times, March 8, 1967

"I cook with wine: sometimes I even add it to the food."

W.C. Fields

"What though youth gave love and roses age still leaves us friends and wine."

Thomas Moore