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SPECIAL  
WSWA ISSUE

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# Re-Birth of a Legend

**B**uena Vista Winery, California's First Premium Winery, joined the Boisset Family Estates collection in May 2011. The Boisset family, possessing a true love and respect for Buena Vista, is passionately committed to embracing the winery's rich and colorful history and taking its already spectacular wines to new and greater heights, including a new winemaking team led by Consulting Winemaker David Ramey.



The Count as portrayed by George Webber

"We are honored to assume the responsibility of bringing Buena Vista Winery 'back to the future,'" said Jean-Charles Boisset, "We are embracing its deep history while simultaneously ensuring it remains one of the most relevant wineries in the modern wine world."

Boisset, proprietor and president of Boisset Family Estates, firmly believes that wine is a conduit to educate people on their history and their heritage. He states, "We feel that Buena Vista will be, for us, the unbelievable platform to educate people on Native American history, the Gold Rush, why wine became so prominent from 1857 to 1870, why Agoston Haraszthy, known as "The Count" and founder of Buena Vista, went to Europe and formally brought back

luxury clones like Cabernet Sauvignon and Zinfandel to California, and why The Count is a cornerstone of American and viticultural history."

Boisset has earnestly begun renovation of the tasting room and stone wine buildings, which include the historic Press House, a California Historic Landmark, built in 1864 and the Champagne Cellars built in 1862.

To honor the winery's foundations as the pioneer of Sonoma winemaking, Buena Vista has created a collection of Sonoma wines, which include Zinfandel, purported to be one of the varietals that The Count brought back from Europe, as well as a red

wine called "The Count" dedicated to the winery's vivacious and eccentric founder, Agoston Haraszthy. Its new packaging is evocative and inspired by the winery's roots, with elements restored directly from the original bottles of the 1860s.



Buena Vista Cellars

As part of its mission to bring California's long history alive, Buena Vista has written a book about the birth of the California wine world through the eyes of the winery in a booklet entitled "The History of California Wine," which can be read online at [www.buenavistawinery.com/entirestory](http://www.buenavistawinery.com/entirestory). Furthermore, Sonoma history actor George Webber travels the country as the Count of Buena Vista, bringing to life the story of the Count in stores and at winemaker dinners.

Jean-Charles enthusiastically says, "You can talk a lot about the history of wine in a very fun, exciting way. It's our role, to constantly educate people and bring them back to where they come from." He adds, "History is fantastic, meaningful and essential to the future of the world." ■



Count Agoston Haraszthy