



## OUR FAMILY OF GROWERS

The story of Austeriti, from vineyard to table, begins on the back roads of California's Central Coast, and winds through the unmatched splendor of its hills and valleys. Austeriti means unadorned and serious, and this goes for the land, the people who work it, and the wines produced in this legendary region. In each vineyard across the Central Coast, we bring together the hard-earned secrets of soil, climate and vine passed down from generation to generation, a legacy we are proud to honor in every pour of Austeriti Chardonnay, Cabernet Sauvignon, or Pinot Noir.







The journey of Austeriety starts on the back roads winding through California's Central Coast by seeking out undiscovered sites. Austeriety is devoted to unearthing the potential of family-owned vineyards throughout this area.

#### MONTEREY

The Monterey AVA is geographically situated in a rare, north to south coastal orientation, with dramatic mountain ranges flanking either side. As a result, the cool offshore winds from the Pacific Ocean's Monterey Bay are funneled through this natural corridor, creating conditions ideal for cool-weather varieties such as Pinot Noir.

#### ARROYO SECO

Arroyo Seco is famous for growing Chardonnay grapes full of tropical fruit and refreshing acidity. These grapes thrive in a mix of gravelly and sandy loam soils, developing complexity in one of California's longest growing seasons.

#### PASO ROBLES

With a greater day-to-night temperature swing than any other appellation in California, distinct microclimates, diverse soils and a long growing season, Paso Robles is a unique wine region blessed with optimal conditions for producing Cabernet Sauvignon.



## GENERATIONS OF GRAPE GROWERS



**JASON SMITH**  
**ARROYO SECO**  
**AUSTERITY CHARDONNAY**

2nd generation grower Jason Smith oversees 600+ acres of family vineyards in Arroyo Seco, which provide fruit for Austeriety's Chardonnay. RLS Vineyard is planted among stones of the dry river bed where Chardonnay grapes thrive in a mix of gravelly and sandy loam soils, developing complexity in one of California's longest growing seasons.

Jason loves to point out the mineral tinge this austere landscape brings to the wine; it's a signature note of the site. But it's not just Arroyo Seco that makes for exceptional Chardonnay. It's the presence of The Blue Grand Canyon™ off the coast, connecting the sea to the vines. Jason calls it "our built-in air conditioning." Grapes ripen evenly, don't get too hot, and develop intense, complex flavors thanks to the natural cool air.



**MATT TURRENTINE & JAMES ONTIVEROS**  
**SAN JUAN VINEYARD**  
**AUSTERITY CABERNET SAUVIGNON**

Matt Turrentine and James Ontiveros, two visionaries with a knack for identifying promising land, set their sites on Paso Robles in 2012 with the acquisition of San Juan Vineyard. They set out on a mission to breathe new life into the vineyard, grow its value and bring new found notoriety to historic Paso land.

While some of the original blocks continue to produce wine today, they have re-planted vines along San Juan Creek, the sandy bench about 1,100 feet higher than other Paso Robles sites. Cabernet Sauvignon from San Juan Creek benefits from the intense daytime heat, and the wide shift, up to 50 degree temperature differential between day and night, yields grapes with remarkable tension, a key component to the distinct wine.



**ERIN PHILLIPS**  
**LA ESTANCIA & SUMIDA SISTERS**  
**AUSTERITY PINOT NOIR**

Along with her daughter, sister, aunt, mother, and grandmother, Erin is one of four generations of women who currently own two idyllic Santa Lucia Highlands vineyards, La Estancia and Sumida Sisters. Both are sources of exceptional grapes that are the "secret sauce" adding extra depth and complexity to Austeriety's Monterey County Pinot Noir.

The vineyards are enriched with Rudolph Steiner's biodynamic farming principles to enliven the soil and bring the grapes to life. The special location, at one of the narrower points of the Salinas Valley, takes advantage of the legendary Monterey fog and the northerly winds. This produces a cooling impact on the vineyards; the resultant berries are small with thick skins, leading to great structure, intense fruit character and depth of flavor.