

WINE BUSINESS MONTHLY

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REVIEW OF THE INDUSTRY

WBM 30



HOT
BRANDS

winemaker of the month

Crocker & Starr

Pam Starr winemaker/owner, Crocker & Starr Winery, St. Helena, CA



“*Wine Business Monthly* is one of the best resources for winemaking, barrel and general industry trends. I’m so busy running the company, completing the winery and preparing for our very first harvest in our estate winery that I don’t have time to have ‘roundtable’ winemaking discussions with my peers. I used *WBM* to assist me with the design of the winery and layout operations. The winery is so new that we used the red grape processing equipment for the first time in September and the flow was excellent.

“Tis the harvest season and we have a brand new winemaking facility; The *WBM* August issue with the recap of the yeast discussion from the IQ conference was very timely. Indigenous vs. inoculated yeast is a big question for a brand new facility. My review of the yeast discussion in *WBM* supported the yeast path I have decided to take.”

NAME AND TITLE: Pam Starr, winemaker/owner

WINERY NAME AND LOCATION: Crocker & Starr Winery is in St. Helena. Last year (2016) was our 20th harvest as partners and our first year in our new estate winery. The company grew organically, from 100 cases of Cabernet Franc in 1997 to 3,000 cases today of Sauvignon Blanc, Cabernet Franc, Cabernet Sauvignon and a Malbec blend

ANNUAL CASE PRODUCTION: 3,000 cases

PLANTED ACRES: 85 acres: 60 percent of the estate fruit is sold to other producers

CAREER BACKGROUND: I graduated from UC Davis with a B.S. in fermentation science with the intention of going to dental school. While studying for the admission test, I took an internship with a new winery...the business stuck with me or I stuck to the biz. I was lucky to grow up with the wine business in the 80’s where joint research was strong. I was one of the original members of the California Enological Research Association, a member of ASEV, and the school of ‘cellar hard knocks!’

WHAT HAS BEEN YOUR BIGGEST PROFESSIONAL CHALLENGE? Creating the business plan was relatively easy, the sales and marketing plan development and implementation continues to be challenging.

VARIETALS THAT YOUR WINERY IS KNOWN FOR: Cabernet Franc, Sauvignon Blanc, Cabernet Sauvignon and lately there is a new buzz around our Malbec.