



Clif Family Winery & Farm - Frequently Asked Questions

When was Clif Family Winery & Farm started?

Clif Family Winery & Farm was started in 2004. The first wines were released in limited distribution in October 2006.

Why did Gary & Kit decide to go into the wine business?

Gary Erickson and Kit Crawford started Clif Bar & Company with a passion for food, family and adventure. This passion permeates in all aspects of their lives. Spending free time hiking, cycling, riding their horses, gardening and cooking brought about a natural interest in food and wine that led them to making their own wines and developing their farm.

What is the connection between Clif Bar & Company and Clif Family Winery & Farm?

Both companies are on a journey toward long term sustainability, exploring ways to sustain the planet, the environment and their local communities. Clif Bar & Company makes products based on portability and convenience while Clif Family Winery & Farm crafts unique, regional wine and foods and works to contribute to a vibrant and healthy local food community.

Is there an actual winery?

No, at this time all of our wines are made at Madrigal Vineyards and The Ranch Winery, a custom crush facility located in the Napa Valley.

Do you have a tasting room?

Yes, we have a tasting room located at 709 Main Street in St. Helena. Our tasting room is a unique wine and cycling destination called Velo Vino Napa Valley. We are open 7 days a week from 10 am to 6pm. More information can be found at www.velovinoapavalley.com

Where do you source your fruit?

We work with growers throughout Northern California that have demonstrated a commitment to sustainable farming and stewardship of their land. In 2010 we purchased a Cabernet Sauvignon vineyard on Howell Mountain. The 2010 harvest marks the first vintage for our estate wines. We are also planting a small Zinfandel Vineyard at Clif Family Farm on Ink Grade.

Who are your winemakers?

Sarah Gott, former winemaker for Quintessa, Joseph Phelps and currently Joel Gott Wines, joined us as consulting winemaker in 2007. Sarah brings great experience to Clif Family Winery. Bruce Regalia, former winemaker to Obester Winery and Duckhorn's

Goldeneye, joined us in March 2010. Bruce brings a passion of crafting different wines to be released from Clif Family Winery.

What varietals do you make?

Clif Family Winery makes The Climber Sauvignon Blanc, The Climber Red Wine Blend, The Climber Limited Release Red Blend, Rte. Blanc Napa Valley Sauvignon Blanc, Gary's Improv Napa Valley Zinfandel, Napa Valley Petite Sirah and kit's killer cab Napa Valley Cabernet Sauvignon. In Spring 2011 we released our new Climber Pouch wines including a Chardonnay and Cabernet Sauvignon.

What is the Climber Pouch?

The Climber Pouch, technically known as the Astrapouch, is an innovative packaging technology for the wine industry that was first launched three years ago in South Africa. The Astrapouch has a considerably lower carbon footprint and generates less landfill waste than other wine packaging options currently available.

Why did Clif Family Winery decide to make wine in the Astrapouch?

We are committed to seeking out ways to lessen our impact on the planet. The Astrapouch uses fewer materials than any other wine packaging options on the market today. We also like the portability and convenience that the Astrapouch packaging offers for the active-minded consumer.

What food products do you make?

We make a Napa Valley Extra Virgin Olive Oil, Gary & Kit's Gourmet Mountain Mix and Gary & Kit's Gourmet Mountain Clusters.

How many cases of wine do you produce each year?

We make 3,000 cases of each of The Climber wines and The Climber Pouch wines. Our reserve wines are limited production with less than 500 cases per varietal.

Are Clif Family wines organic?

We are working to eventually transition all of our reserve tier wines to 100% CCOF certified organic fruit sourcing. Our first wine to use CCOF certified fruit was our 2006 Climber White Wine blend. Sarah Gott is working with growers to source CCOF certified fruit when we can and at the very least, source fruit from growers who utilize sustainable farming methods. Each vintage we hope to get closer to 100% organic fruit sourcing. However, our wines will never be labeled as 100% organic because we choose to use sulfites in our wines.

What are sulfites and what is the benefit to using them in wine?

Sulfites are a preservative that prevents oxidation and bacterial spoilage in wines. In the U.S., vintners that add sulfites to their wines cannot label them "USDA Organic" even when the grapes are grown 100% organically. Sulfites are either added to a wine or result naturally from yeast fermentation during wine production.

What does sustainable farming mean?

Sustainability is about reducing our ecological footprint along every step of delivering a product to the consumer. Sustainable farming supports methods that safeguard the health of our soil and water resources and protect biodiversity.

Are Clif Family Wines vegan?

Our wines cannot be considered vegan because at times our winemaker may elect to use milk or egg whites to fine the wine. These ingredients are filtered out of the wine before they are sold.

Where can I buy your wines?

Our wines are currently available at select retailers and restaurants in Alabama, Arizona, California, Colorado, DC, Florida, Georgia, Idaho, Illinois, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Montana, Nevada, New Hampshire, New York, North Carolina, Ohio, Oklahoma, Oregon, South Carolina, Texas, Vermont, Virginia, Washington and West Virginia. Our wines are also available online at www.ClifFamilyWinery.com and in our tasting room.

Where can I buy your olive oil?

Our olive oil is only available online and in our tasting room.

Where can I buy Gary & Kit's Gourmet Mountain Mix/Clusters?

Gary & Kit's Gourmet Mountain Mix and Mountain Clusters are available in specialty food stores in California, Colorado, Oregon and Washington. You can also find them online and in our tasting room.

Do you have a wine club?

Yes, we have a wine club called Friends of Clif Farm. You can become a Friend of Clif Farm on our web site at www.cliffamilywinery.com. There are many great benefits to becoming a Friend of Clif Farm including early releases of our wines, sneak peeks and special shipments of new food products and free tastings for you and your friends in our St. Helena tasting room.