



## Clif Family Winery & Farm - Our Story

You may know us as the people (owners) behind Clif Bar & Company. We are the makers of CLIF BAR®, LUNA® and other nutritious, organic foods and drinks. Our passion for food comes out in our convenient, portable food for today's busy lifestyles. However, life is not only about portability and convenience.

We started Clif Bar & Company in 1992 with a passion for food, family and adventure. This passion continues in all aspects of our life. We enjoy working in the kitchen preparing delicious artisan foods and sharing meals with family and friends. Wine plays an important role in these occasions.

This lifestyle and our interest in wine led our family to the Napa Valley in 1997. What started as a home in the country has developed into a wonderful adventure in winemaking, and a deeper commitment to sustainability and farming. On our CCOF certified farm we grow a variety of fruits and vegetables that make their way into our CSA Collective.

At the winery we source our fruit from some of the best vineyards in the Napa Valley and North Coast appellations, always seeking grapes from growers that have demonstrated a commitment to the environment and sustainable farming of their land. We also have created a line of gourmet food products under our Gary & Kit's Gourmet brand.

In spring 2011 we opened Velo Vino Napa Valley, a wine and cycling destination that brings together our passion for wine, food and cycling in a single location. Built to fuel the adventurer's soul, Velo Vino is a unique tasting room and retail experience that features Clif Family Wines, food products from the Farm, espresso, Clif Bars and cycling apparel.

Our goal is to craft unique, regional wine and foods using practices that care for the earth and to support growers who use sustainable and organic farming methods. In this way, we can contribute to a more vibrant and healthy food community. We hope that as you discover our products, Clif Family Winery & Farm and Gary & Kit's Gourmet become a part of your own adventure, reminding you to slow down and find pleasure in everyday life.

Gary Erickson & Kit Crawford  
*Founders, Clif Family Winery & Farm*