

ABOUT SAN SIMEON

San Simeon Wines are terroir-driven wines shaped by unique soils and the Pacific Ocean's influence, which cools the vineyards at night to give our wines their distinct freshness. As our name pays homage to the vital role the fog and cool air from the sea plays in our vineyards, our wines are crafted to provide a sense of place and can only be described as rugged, refined, respected.

APPELLATIONS / TERROIR

CRESTON HIGHLANDS

The Creston Highlands Vineyard is located along the rolling hills of the northeastern section of the Creston District. Soils are derived from calcareous marine deposits, as revealed by the fossilized shells found on the property. The steep terrain in conjunction with these soils is very unique to this AVA.

Wines: Sauvignon Blanc, Merlot, Stormwatch Red Blend

RANCHO SOLEDAD

Rancho Soledad Vineyard, named after the nearby Soledad Mission founded in 1791, is located in the cool Monterey appellation. This region's morning fog, afternoon breezes, and decomposed granite soils contribute to ripe fruit flavors, balanced acidity, and natural minerality in the wines.

Wines: Chardonnay

RIBOLI CRESTON

The Creston District of Paso Robles. This property's rolling hills, and bird sanctuary lake create a truly breathtaking, majestic vineyard estate. The well-drained Arbuckle-Positas soils and pure water produce an amazing terroir with warm days and cool nights producing fruit with great structure.

Wines: Sauvignon Blanc, Merlot, Stormwatch Red blend

PRETTY PENNY VINEYARD

Located in the El Pomar AVA of Paso Robles, this is a prized vineyard featuring a variety of well-drained, rocky soils and a warm climate tempered by cool afternoon and evening breezes. Paso Robles' unique calcareous soils are very uncommon in California, giving the wines freshness and minerality.

Wines: Rosé, Cabernet Sauvignon, Merlot

EL CAMINO REAL VINEYARD

El Camino Real Vineyard is in the Arroyo Seco appellation of Monterey. The vines are planted in well-drained sandy loam with fist-sized cobblestones. The region's cool climate with morning fog and afternoon breezes allows the full development of ripe fruit flavors and the preservation of balanced acidity.

Wines: Chardonnay, Pinot Noir

SARMENTO VINEYARD

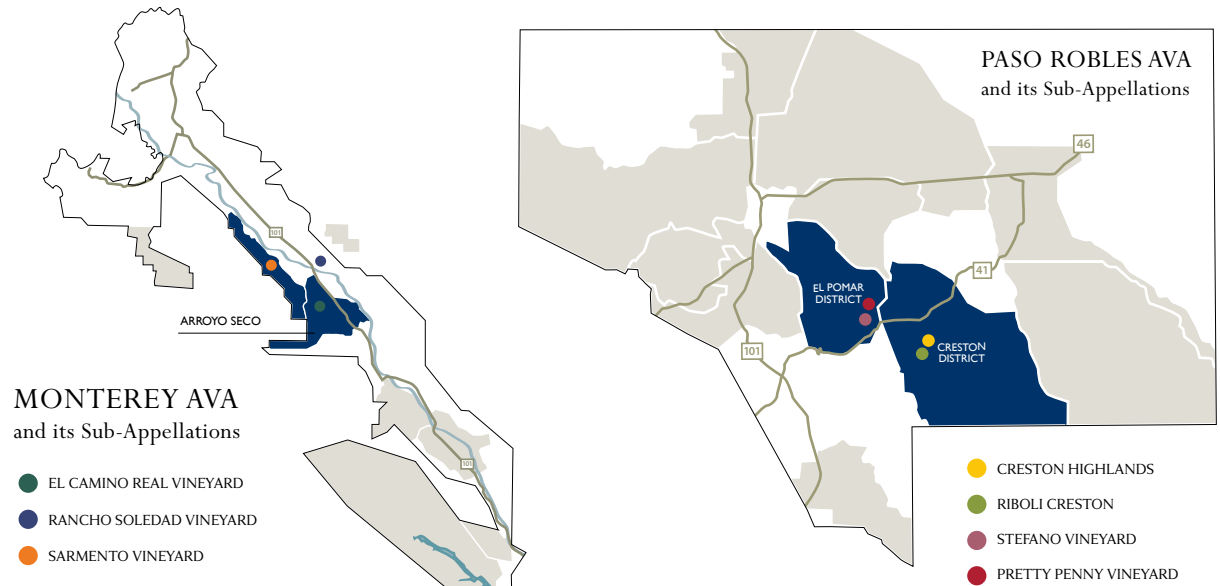
Sarmento Vineyard, located in the Santa Lucia Highlands of Monterey, is named after an original Spanish land grant family. The Pacific Ocean's maritime influence provides morning fog and afternoon winds, ideal for Burgundian varietals. The vines, planted high on southeast-facing terraces of the Santa Lucia Mountains, overlook the Salinas River Valley.

Wines: Chardonnay, Pinot Noir

STEFANO VINEYARD

Our Stefano Vineyard, located in the prestigious El Pomar District AVA of Paso Robles, features steep hillsides with unique, multicolored rocky soils. Warm days and cool afternoon breezes from the Pacific Ocean via the Templeton Gap ensure both ripeness and freshness in the wines.

Wines: Viognier, Grenache Rosé, Cabernet Sauvignon, Petite Sirah, Reserve Cabernet Sauvignon, Stormwatch Red Blend



THE WINEMAKING

With over 60 years of combined experience, our winemaking team is led by Anthony Riboli and Marty Spate. With 100% estate-grown fruit, San Simeon wines represent the epitome of ground-to-glass winemaking. Beginning life in our sustainably grown vineyards, the best lots from each estate are hand-selected, fermented, and aged in our state-of-the-art winery. Our vineyards are meticulously farmed to yield grapes with concentrated flavors and aromas, while our winemaking techniques create unique wines of the highest quality and character. We pay special attention to cultivating our vineyards; confident you'll taste the fruits of our passion in the complexity of our wines.

KEY SELLING POINTS

- Award-winning wines with one of the most impressive winning streaks across top wine reviewers with dozens of 90+ scores.
- #4 Paso Robles Cabernet Sauvignon - San Simeon Cabernet Sauvignon +19.6%* (\$20-\$24.99 Price Range)
- Certified sustainable vineyard and winery with solar providing 100% of the electricity.

Varietal	Sauvignon Blanc	Grenache Rosé	Viognier	Chardonnay	Pinot Noir	Syrah	Merlot	Petite Sirah	Cabernet Sauvignon	Stormwatch	Reserve Cabernet Sauvignon
Appellation	Paso Robles	Paso Robles	Paso Robles	Monterey County	Monterey County	Paso Robles	Paso Robles	Paso Robles	Paso Robles	Paso Robles	Paso Robles
AVA	Creston District	El Pomar District	El Pomar District	Santa Lucia Highlands, Arroyo Seco	Santa Lucia Highlands, Arroyo Seco	El Pomar District	El Pomar District	El Pomar District	El Pomar District	Creston District, El Pomar District	El Pomar District
Vineyards	Riboli Creston, Creston Highlands	Stefano	Stefano, Creston Highlands	Sarmento, El Camino Real, Rancho Soledad	Sarmento, El Camino Real	Maddalena	Maddalena, Riboli Creston	Stefano, Maddalena	Stefano, Maddalena, Pretty Penny	Stefano, Maddalena, Pretty Penny, Riboli Creston	Stefano, Maddalena, Pretty Penny
Varietals	100% Sauvignon Blanc	100% Grenache	90% Viognier 10% Roussanne	100% Chardonnay	100% Pinot Noir	100% Syrah	90% Merlot 10% Petit Verdot	100% Petite Sirah	85% Cabernet Sauvignon 15% Petit Verdot	30% Cabernet Sauvignon 20% Petit Verdot 18% Merlot 17% Cabernet Franc 15% Malbec	80% Cabernet Sauvignon 20% Petit Verdot
Oak	N/A	N/A	N/A	54% New French & American Barrels 46% Neutral Barrels	65% New French Barrels 35% Neutral Barrels	73% New French & American Barrels 27% Neutral Barrels	70% New French & American Barrels 30% Neutral Barrels	79% New French & American Barrels 21% Neutral Barrels	60% New French & American Barrels 40% Neutral Barrels	89% New French Barrels 11% Neutral Barrels	90% New French Barrels 10% Neutral Barrels
Aging	N/A	N/A	N/A	10 months, Lees Stirring	10 months	18 months	14 months	18 months	18 months	18 months	18 months
Winemaker Notes	Citrus and pear with aromas of white flowers and lime zest.	Bright acidity with flavors of summer melon and ripe strawberries with delicate floral notes.	Flavors of ripe peaches and stone fruit with hints of honey and floral aromas.	Bright tropical fruit and citrus with oak and aromas of guava and pear.	Black cherry and rhubarb and raspberry with a touch of cinnamon aromas.	Dark cherry, blueberries, with notes of graham crackers and a hint of baking spice.	Red fruits, blueberries, and black currants with notes of cedar and oak.	Ripe flavors of blackberries, blueberries and black currants with a spicy complexity.	Robust flavors of plum, black cherry and blackberries with aromas of nutmeg and tobacco.	Aromas of blackberries and black currant with notes of dark chocolate, vanilla, and thyme.	Ripe flavors of blackberries and black currants with notes of dark chocolate and spice.
Key Competitors	Justin, J. Lohr, Tablas Creek, Broken Earth	Halter Ranch, J. Lohr, Villa Creel Cellar, Pine Ridge	Justin, J. Lohr, Adelaida, Ridge Vineyard	Daou, J. Lohr Hilltop, Austin Hope	Hanh, Le Crema, Au Bon Climat	Justin, Halter Ranch, Austin Hope, J. Lohr, Daou	Justin, Tooth & Nail, Austin Hope, J. Lohr, Daou	Eberle, Opolo, Halter Ranch, Daou, J. Lohr	Daou, J. Lohr Hilltop, Austin Hope, Justin	Daou, J. Lohr Hilltop, Austin Hope, Justin	Daou, Justin, Austin Hope, Paso Creek, Halter Ranch

*Wines are listed in Progressive Tasting Order