



Monterey Wine Country
WHERE GREAT TASTE BEGINS™

O V E R V I E W

Great Taste Comes With the Territory

The Monterey region is world-famous for unparalleled scenic beauty, golf, and cuisine. Millions of tourists travel to Monterey each year to take advantage of the bounty of activities and attractions that make the region unique. But do you know about the wine?

All wines would come from Monterey, if they could. Complex and balanced, our pampered wines always express their full potential. Classy Chardonnay and Riesling. Elegant Pinot Noir and Merlot. Rich Cabernet and Syrah. From the steep slopes of Carmel Valley to the rolling hills of the Salinas Valley, Monterey stands alone in crafting wines of exceptional flavor, character, and balance.

THE CLIMATE FACTOR

What makes Monterey County grapes different?

Monterey Wine Country is home to the Blue Grand Canyon™. The Monterey Canyon begins at Moss Landing, in the middle of Monterey Bay, and extends approximately 95 miles into the Pacific Ocean. The canyon's bottom is about 2 miles below the surface, making it comparable in depth to the Grand Canyon. This has a significant impact on the growing areas, the wind pattern, the constant and predictable weather throughout the County, and the coolness of the region in northern to central Monterey Wine Country.

In addition, the Thermal Rainbow™ is a leading factor in the 42 varietals that are grown throughout the County. The factors of the Thermal Rainbow™ are both geographical and time dependant. At the start of the day temperatures are consistent from the Monterey Bay all the way to Southern Monterey County, usually in the low 50's. The marine influence, driven by the sun, is the determining factor in the temperature variances across this vast region. As the day progresses all areas experience a warming effect due to the sun. As the sun goes down, the region reverts to cooler temperatures quickly. Like guests at a vast coastal spa, this allows Monterey's grapes to luxuriate in just-right conditions. Superb soils. Warm sunshine. Cool ocean breezes. The result is a slow and leisurely ripening – up to 60 days longer than other wine growing regions.

MONTEREY WINE COUNTRY UP CLOSE

Monterey Wine County includes nine appellations that have been officially identified as having unique characteristics that impart special character to the grapes and eventual wines. These 125 vineyards are in the AVAs of: Monterey, Santa Lucia Highlands, Arroyo Seco, San Lucas, Hames Valley, Chalona, Carmel Valley, San Antonio Valley and San Bernabe.

“Going Green” may be a current catch phrase, but in our region's vineyards, it has long been standard operating procedure. Before it was fashionable, many of our local winegrowers were early proponents of careful, conscientious farming practices and protocols in order to protect our valuable resources that include the Monterey Bay, natural habitats, wildlife, and agricultural land.

The Monterey County Vintners and Growers Association, MCVGA, represents over 85 vintners and growers. Monterey County is also home to over 30 tasting rooms that are open to the public. These visitor centers provide a scenic and relaxing atmosphere where guests enjoy friendly hospitality while sampling and learning about the wines. Several of the larger wineries also offer tours of their facilities.

Whether selecting a bottle of Monterey County wine from a wine list, making a Monterey County wine purchase at a retailer, attending one of the 300 events that occur in the County on an annual basis – many focused on wine and food, or visiting one of the friendly Monterey County wineries within the growing Monterey wine region, we are certain that every wine enthusiast will be pleased with the quality and exceptional taste that is found in each bottle of Monterey County wine.