



## *Winery Profile*

In 1981, Justin and Deborah Baldwin purchased 160 acres of raw land in the remote Adelaide Valley west of Paso Robles in California's Central Coast. This would become JUSTIN Vineyards. The land was originally homesteaded by Mennonite church members in the 1860s and was being used to dry farm barley for cattle feeding. At the time, Justin was an international investment banker, more comfortable in pinstripes than overalls. In the spring of 1982, they planted a vineyard of 72 acres and surrounded it with two miles of electrified fence to keep out the deer, boars and wild turkey that virtually outnumber the local human population. The desire to have their own business while living a quality lifestyle and producing a product that brings people happiness is the inspiration behind JUSTIN Vineyards & Winery.

A love of French Bordeaux led to plantings of the three classic red Bordeaux grape varieties - Cabernet Sauvignon, Merlot and Cabernet Franc. These original plantings have been supplemented with limited plantings of other varieties with a special concentration on Syrah.

Both Justin and Deborah come from families only once removed from midwestern agricultural life. Deborah's roots began in a rural setting in Washington State. Later, personal interests and a desire for a more cosmopolitan environment led her to the "big city." Today, the winery allows her to combine the financial and administrative talent developed during her mortgage banking days with her interest in food, cooking and entertaining. Her one-acre of English flower and herb gardens are both an inspiration and a source of ingredients for the Guest Chef dinners she and Justin host. Deborah also oversees the JUST Inn Bed and Breakfast suites, Deborah's Dining Room, which is the Central Coast's only winery restaurant, and manages the winery's marketing program. Yet, she always finds time for their children, Evan and Morgane.

Justin's parents were both raised on farms. However, Justin never "experienced" a farm until he was in his 30's. Raised in San Francisco, Justin knew Napa/Sonoma before the days of trendy restaurants, smart country inns and tourist trains. He became serious about wine long after his college days of drinking \$1.50/gallon jug wine, when expense account dining became a way of life. The area of Paso Robles appealed to Justin's memory of what winemaking was about before the commercialization of other areas in California. He traded his M.B.A. credentials for extension courses on canopy management and grape must fermentation principals and switched from an imported car to a basic green John Deere tractor.

Justin readily admits to not having the proper temperament to merely watch the vines grow from cuttings to fruit-bearing maturity. He decided to move to England in 1982 and upon his return, he began construction on the winery. With the vines still too young to produce fruit, Pinot Noir grapes were purchased from a nearby vineyard and they produced a Blanc de Noir sparkling wine, which was released in 1991. In 1987, the Baldwin's witnessed their first crush at the winery and the beginning of the 100% Estate production of JUSTIN wines.

The 1987 harvest was also the beginning of commercial production of the individual varietals Cabernet Sauvignon, Cabernet Franc, Merlot and a small amount of Chardonnay plus their Bordeaux blend, originally named "Reserve" and now renowned as "ISOSCELES." By the following year, production was up to 4,000 cases and construction of a French auberge (country-style) tasting room and visitors center began.

Their business continued to grow, and a new winery building with a separate barrel-aging cellar was constructed to handle increased production. Soon after the Baldwin's introduced monthly Guest Chef Dinners, which host some of the nation's best chefs as they prepare elegant prix fixe dinners in their hospitality center.

In 1990 they introduced their highly successful wine club named The JUSTIN Wine Society. Members not only earn substantial discounts on purchases but also gain access to very limited production wines such as Petit Verdot and Tempranillo. Members also receive informative semi-annual newsletters named the JUSTIN Times, and are eligible for room discounts, inclusion in special Wine Society only events, private barrel tasting and pre-release access.

Their winemaker, Fred Holloway has been a successful winemaker for more than 20 years. He has worked with big, medium and small wineries, Mom and Pop to corporate, from hands on experience to supervising over 800 people. He believes that "truly great wines come from the people you work with." Prior to coming to JUSTIN he collaborated in producing the award winning Artisan Series for the Jess Jackson Family of Wines. There from 1996 –1998, he worked with the brand winemakers of Lokoya, Cardinale, Verite, Stonestreet, Hartford Court, La Crema, Robert Pepi and Edmeades in consistently producing 19 wines rated 90-95 by Robert M. Parker Jr. and 15 wines scoring 90-98 by the *Wine Spectator*. He returned to the Central Coast in 1999 as Winemaker at Cambria Winery. There he continued to distinguish himself with high recognition from industry pundits. Parker rated 5 of his wines 90-93 and *Wine and Spirits Magazine* placed him on their list of Estate Wineries of the Year naming 2 of his wines to their Top Ten wines of the Year list.

Justin Baldwin, co-proprietor of JUSTIN Winery states that, "Fred brings a wealth of experience in both winemaking and management. Each are vitally important to our continued growth as we reach for new heights in our industry."

At the forefront of the Baldwin's' philosophy is a desire for their wines to be entirely estate grown, produced and bottled and to remain a family business with a reputation for being the leading boutique producer of premium wines on the Central Coast. They also want to have fun along the way and celebrate the healthful and fraternal contribution wine has made to society. Beginning with their first vintages, and continuing through their latest releases, JUSTIN wines have received numerous awards and accolades, including the London International Wine & Spirit Competition's Pichon Longueville Comtesse de Lalande trophy awarded to the 1994 ISOSCELES for the Best Blended Red Wine Worldwide and named number 6 wine in the world by The *Wine Spectator* in 2000 for their 1997 ISOSCELES!

Justin and Deborah have developed various wine related features for their business over the years from adding a tasting room for the public in 1989 to opening a three-room country inn, called the JUST-Inn, in 1991, to enhance the winery experience for those who would like to experience the "dream." Their guest chef dinner series and Deborah's Room is another great way to showcase JUSTIN wines to the public with great food. Combining the luxury and ambiance of a five-star hotel with the down-to-earth reality of life on a working vineyard and winery, the Baldwin's have created an atmosphere designed to be savored leisurely in their bed and breakfast, which sits amidst 160 acres of oak-studded rolling hills and vineyards, and also to be enjoyed with

food on the Central Coast's only winery restaurant called Deborah's Room, which is located in their hospitality center.

JUSTIN Vineyards & Winery has evolved over time since its first bottling in 1987, each year doubling production from the previous year to where in the year 2000, the Baldwin's produced approximately 45,000 cases of mixed varietals. In 2003, the winery completed 12,000 ft of underground caves as well as a 30,000 sq. ft. barrel building attached in front to continue their quest for quality. The JUSTIN Winery philosophy and desire to bring the highest quality products to their customers continues to elevate their wines and service across the board.

JUSTIN Vineyards and Winery, the JUST Inn and Deborah's Room are located at 11680 Chimney Rock Road in Paso Robles and are open daily from 10-5. Take Nacimiento Lake Drive to Chimney Rock Road. Call 805-238-6932 for the winery, 805-237-4149 for the tasting room, or 800-726-0049 toll free. On the web you can find us at [JUSTINwine.com](http://JUSTINwine.com) or email us at [info@JUSTINwine.com](mailto:info@JUSTINwine.com).

Established Vineyard: 1981

Owners: Justin and Deborah Baldwin

Established Winery: 1987

Winemaker: Fred Holloway

Case Production: 45,000

#### *Varietals Produced For Worldwide Distribution*

ISOSCELES (Bordeaux-style blend of Cabernet Sauvignon, Merlot and Cabernet Franc)

JUSTIFICATION (a St. Emilion-style blend of Cabernet Franc and Merlot)

Syrah

Cabernet Sauvignon

Chardonnay

Sauvignon Blanc

#### JUSTIN Wine Society Wines

ISOSCELES Reserve

"Deborah's Delight" Orange Muscat

OBTUSE (a Cabernet based port)

Sangiovese

Reserve Tempranillo

Petit Verdot

Malbec

#### *Annual Events:*

##### *Quarterly Guest Chef Dinners:*

February Black Tie Valentines Gala

May Wine Festival Weekend

May Hospice du Rhone

July Central Coast Wine Classic

August Wine Society Gala Dinner

October Harvest Wine Festival

December Black Tie Christmas Gala