



## 1981

*Justin Baldwin purchases 160 acres of raw land in Adelaide Valley on west side of Paso Robles*

## 1987

*1st vintage of ISOSCELES released*

## 1990

*Introduction of JUSTIN Wine Society*

## 1995

*Introduction of ISOSCELES Reserve Club*

## 2000

*1997 ISOSCELES receives Top Ten Score by Wine Spectator*

## 2010

*Acquisition by Roll Global*

In 1981, Justin Baldwin laid down his roots in a little-known California agricultural community halfway between San Francisco and Los Angeles called El Paso de Robles, or Paso Robles. Having been inspired by the great estates in Bordeaux, Justin set out to create a wine here on the central coast of California with the same quality he had experienced overseas.

The JUSTIN Estate Vineyard is comprised of 80 acres ranging in elevation from 1,150 to 1,900 feet, just 13 miles from the Pacific Ocean in the rain shadow of the Santa Lucia Mountain range. We also work with some of the best vineyards in the Paso Robles AVA, most from the west side, to create our award winning wines.

Although the vineyards at JUSTIN were planted just 30 years ago, the conditions that formed our soils began twenty five million years earlier, when our land was the ocean floor. The fossil-laden land that comprises the limestone soil of the west side of Paso Robles offers distinctive growing conditions that, along with our climate, produces grapes that make wonderfully balanced wines of great concentration and complexity.

The first version of JUSTIN Vineyards & Winery's iconic wine, ISOSCELES, was made in 1987 and continues to be the embodiment of those great Bordeaux wines that initially inspired Justin. Named for the trio of varietals that make up this blend (Cabernet Sauvignon, Cabernet Franc, and Merlot), ISOSCELES continues to be the flagship of JUSTIN wines.

The JUSTIN Tasting Room, the JUST Inn four room B&B, and The Restaurant at JUSTIN Vineyards & Winery provides a dramatic wine country destination that annually welcomes over 50,000 visitors, showcasing our wines through a personalized, quality visitor experience.

The JUSTIN Wine Society, our wine club, affords complete access to its members of the full JUSTIN Vineyards & Winery portfolio of wines, special member events, and the JUST Inn all at discounted prices. With over 11,000 members, the size of the Wine Society only underscores the quality of our wines and our popularity as a destination in the Central Coast wine country.

In 2011, JUSTIN Vineyards and Winery celebrates its 30th Anniversary and continues to be a pioneer of Paso Robles winemaking. With its founding in 1981, JUSTIN became the ninth winery in the Paso Robles AVA and as of 2011, Paso Robles is now home to a diverse community of over 200 wineries.

At JUSTIN Vineyards & Winery, we continually strive to achieve the highest quality wines by using only the best fruit and giving it the most thoughtful, artisanal cellar and barrel treatment. Our wines are the best proof of our unflagging commitment to our mission statement: "To belong in the company of the finest wines in the world."