WINE BUSINESS MONTHLY

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WBM/SVB Tasting Room Survey:

Average Lifetime Value of Wine Club Members On the Rise



PLUS:

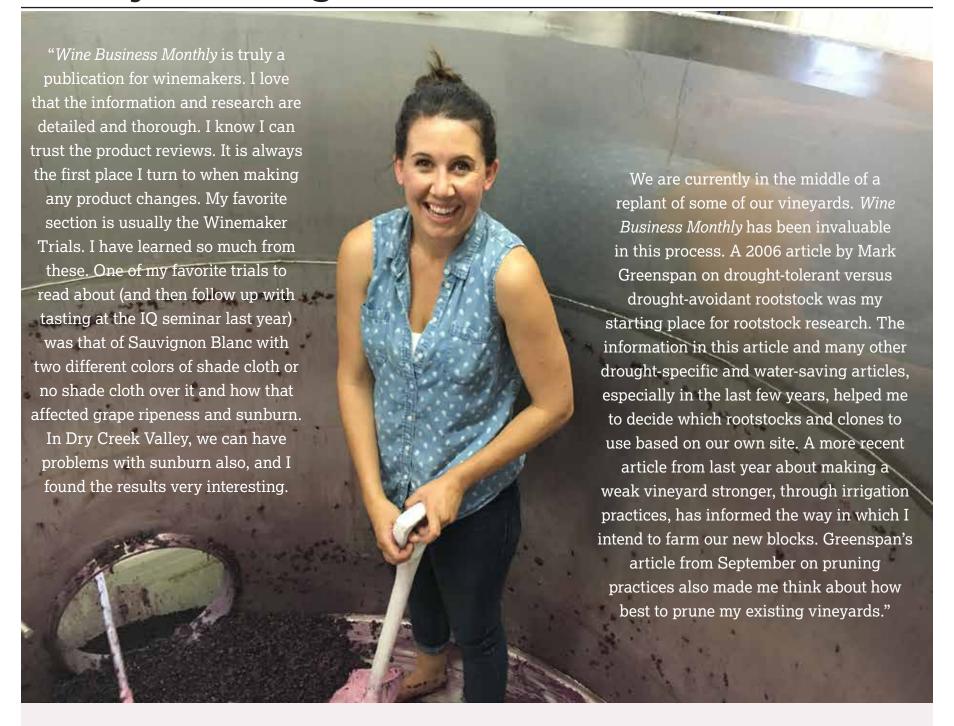
Three Successful Approaches to Customer Relationship Management

Checklists: Preparing the Crush Pad and Lab for Harvest

Closure Survey Results, Trials and News

The Long, Hard Truth About Producing Spirits

Ashley Herzberg, winemaker, Amista Vineyards, Dry Creek Valley, California



NAME AND TITLE: Ashley Herzberg, winemaker

WINERY NAME AND LOCATION: Amista Vineyards, Dry Creek Valley, Sonoma County, California. Amista Vineyards specializes in crafting estate-grown sparkling wines, using the traditional Methode Champenoise. Our sparkling wines are complemented by Chardonnay, Syrah and other Rhône varietals grown on our estate, plus Dry Creek Valley Zinfandel and Rockpile Cabernet. We have the perfect wine for celebrating all of life's special moments.

ANNUAL TONNAGE PRODUCTION: About 55 tons per year

PLANTED ACRES: 22

CAREER BACKGROUND: I studied chemical engineering at the University of Nevada, Reno with the intention to go to medical school. I took a break, after my bachelor's degree, to come to Sonoma County to work a harvest

and knew instantly that this was the career and place for me. I started my career at Owl Ridge Wine Services in the lab and from there went to Mauritson as assistant winemaker. I started consulting about six years ago, and I love it.

what has been your biggest professional challenge? My biggest challenge is finding the balance between having so much technology and information at our fingertips and also finding restraint to let the wines and vineyards speak for themselves and to keep the artistry of winemaking the focus of all my wines. It has also been knowing when to let go of an outdated process or method, as our climate and growing conditions change, in favor of a better or more environmentally sound way.

VARIETALS THAT YOUR WINERY IS KNOWN FOR: We focus on sparkling wines and Rhône varietals from our estate property: Sparkling Grenache and Sparkling Syrah are two of our most unique wines.