

Family-Driven Winemaking  
with

# Sustainability

in Mind

By Christina Staalstrom

Riboli Family wines drive innovation in the wine industry with the launch of the Riboli Estates Group wine division and the completion of its Riboli Family Winemaking and Event Center.

Both initiatives focus on the very latest in sustainable winemaking technology and the family's commitment to not only creating fine wines, but preserving natural resources with a winemaking facility that is entirely powered by solar panels and recycles 100% of all water used.

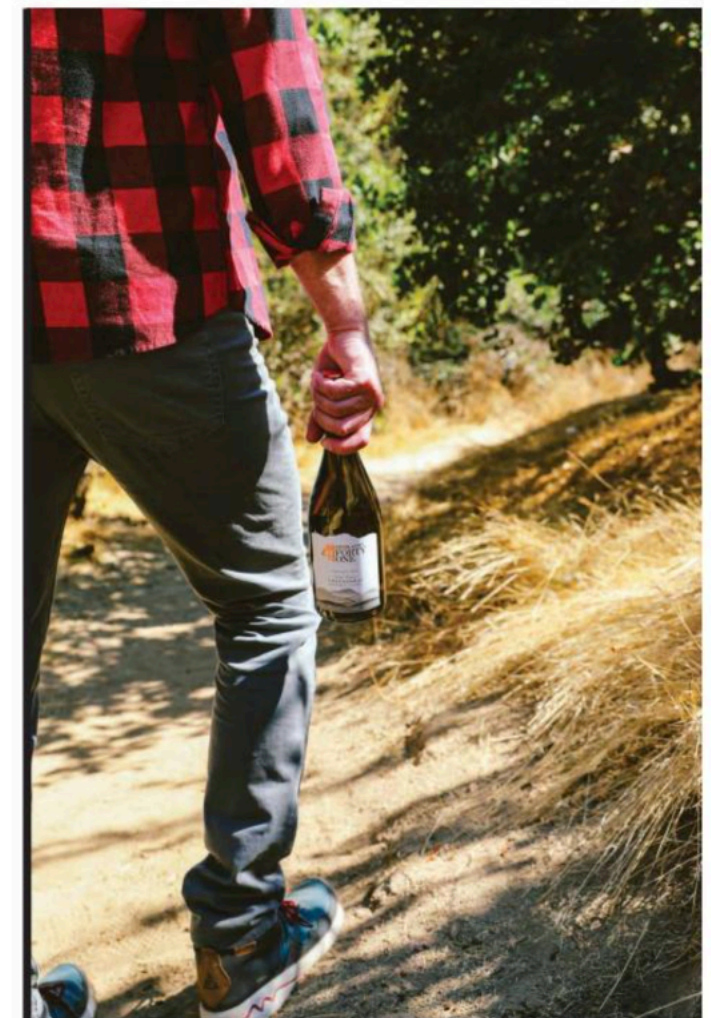
The 4th generation California-based winery is best known for perfecting the semi-sweet, semi-sparkling wine style with its Stella Rosa wines, the #1 selling 750ml wine brand, and one of the fastest-growing wine brands in the United States. What started as a traditional Moscato D'Asti from the family roots in Piemonte, Italy, has become a unique and distinct portfolio of award-winning wines with 20 flavors solidifying the Riboli family winery as a force to be reckoned with in the wine industry.

The new Riboli Estates Group division is dedicated to its portfolio of ultra-premium and luxury wine brands sourced from the family estate vineyards in Paso Robles, Monterey, and Napa Valley. The dedicated sales and marketing teams of the Riboli Estates Group will focus on growing the family's award-winning portfolio of wine labels, which include San Simeon, Maddalena, Opaque, Riboli Family Vineyard, Windstream, and its forthcoming new brand, Highlands 41.

The newly announced Riboli Estates Group division is a culmination of a century of hard work, planning, and excellence in winemaking and innovation that started with the construction of the winery in Los Angeles in 1917 and an initial land purchase in 1986 in Rutherford, Napa Valley. Subsequent investments in Monterey and the highly desired Paso Robles region are 100% sustainably grown and are a central part of the over 1300 acres of planted vineyards.

Dating back to 1917, the Riboli family has always understood the importance of natural resources and preserving the land that affords them the award-winning wines in its portfolio.

With the addition of the recently completed Riboli Family Winemaking and Event Center, the family drives innovation that pushes boundaries in winemaking with sustainability in focus. The state-of-the-art, sustainably certified, energy-efficient winery and event center in Paso Robles was designed with the latest technology in winemaking while maintaining its commitment to preserving natural resources.



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"From ground to glass, maintaining control of our estate-based wines is essential to the sustainability of our family business," says Anthony Riboli, fourth-generation vintner. "Our tremendous viticultural and production investments behind these wines play a critical role in the development of this new division. We are committed to growing these exceptional wines for the California wine industry and future generations of the Riboli family."