

# broadside noun

*broad·side* | *brôd-,sīd*

**a:** a sizeable sheet of paper printed on one side

**b:** family owned, sustainably farmed wine from Paso Robles California

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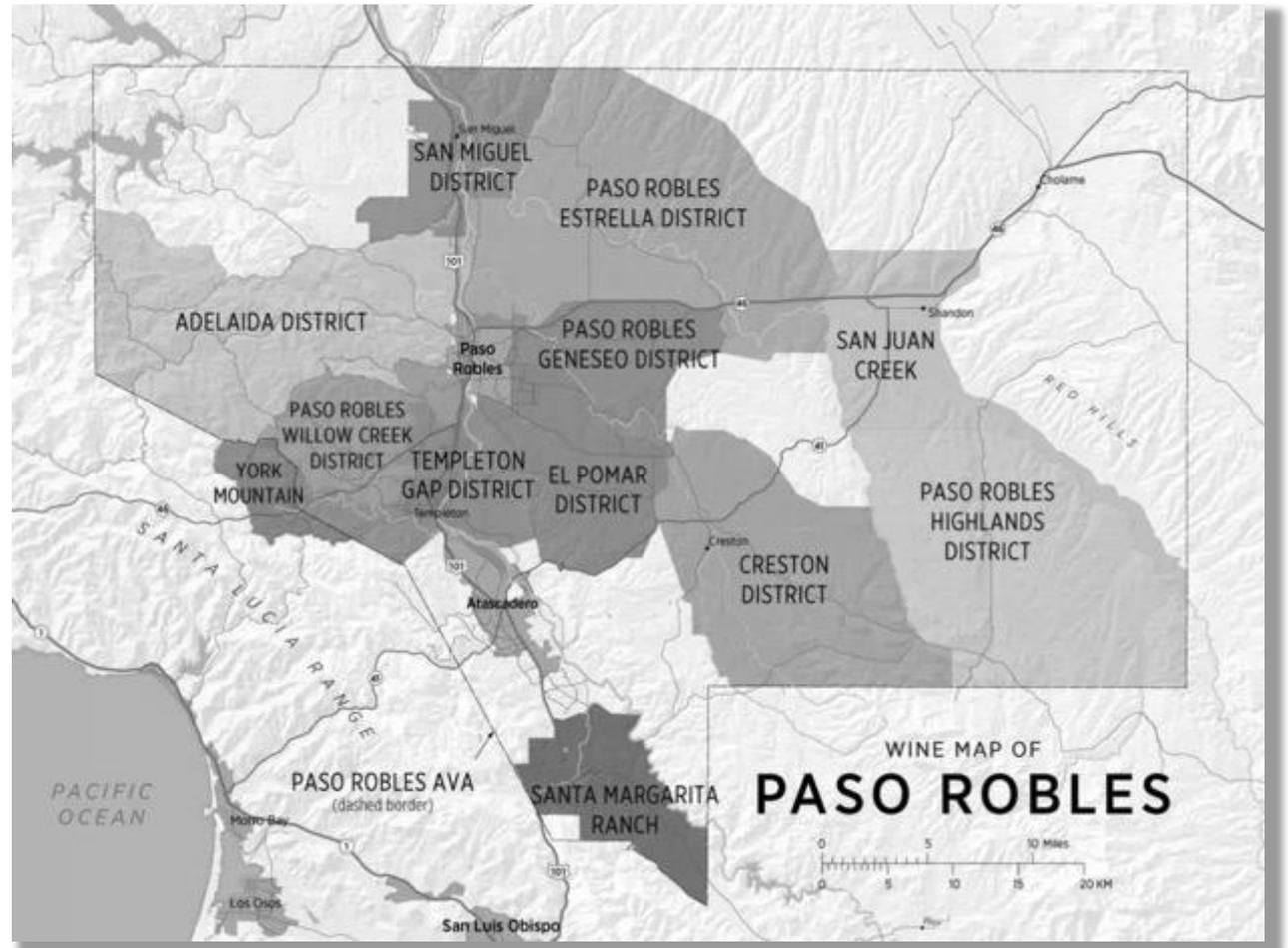
Broadside began in Paso Robles with a striking, single vineyard far south from the rest of the region. Called Margarita Vineyard, this is a special place with a viticultural history that spans back to the eighteenth century. In 1999 it was purchased by the renowned Robert Mondavi family, who planted the vineyard in accordance with the top sustainable farming practices of the time.

In the mid-2000s the land was sold back to the local ranch owners. At the time the Broadside founders, viticulturist and winemaking couple Stephy and Brian Terrizzi, were looking for a new vineyard source for their next endeavor. Through a series of fortunate events, they were able to handpick these sought-after blocks at Margarita Vineyard and from this Broadside was formed.

Since the first vintage in 2006, the focus of Broadside has been to produce wines that express and respect the land from which they come from. Today sustainable viticulture is still of paramount importance and all of Broadside's vineyard sources are certified through the rigorous SIP program, which maintains some of the world's strictest standards for environmental protection. Our winemaker Adam LaZarre likes to say that "the results are wines that are a testament to the unique terroir of Paso Robles, joining pure fruit expression with balance and elegance." Named after the founders' collection of broadside poems, these are wines that showcase a timeless style and are meant to be enjoyed and shared now among family and friends.

# BR OAD SIDE BROADSIDE

**PASO ROBLES** lies at the southern end of California's Central Coast region. It is the state's largest geographic appellation, spanning over 666,500 acres with eleven sub-appellations. Despite the close proximity to the Pacific Ocean, Paso Robles has a warm, continental climate. This is mainly a result of the Santa Lucia range that borders the region in the west, shielding much of the coastal influence. It's an area known for a dramatic diurnal shift between day and nighttime temperatures along with a diverse range of soil types that are primarily bedrock derived. All of this contributes to the production of premium and ultra-premium wines.



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**MARGARITA VINEYARD** stands alone and apart as the southernmost vineyard in the Paso Robles region and as the only vineyard in the Santa Margarita Ranch AVA. One of the coolest, longest growing seasons in the Paso Robles region, it also features a rare diversity of soil types. It is the birthplace of Broadside, with the first vintage produced from the vineyard in 2006. Today Broadside sources Cabernet Sauvignon, Merlot, and Petit Verdot from the vineyard.

## COOL FACTS & HISTORY

**Planted:** 1999 by Robert Mondavi as his flagship Central Coast vineyard for Bordeaux varietals

**Elevation:** 900 -1400 feet

**Soil Types:** 5

In Margarita's **Oyster Ridge** block, 1000's of large fossilized oyster shells literally spill out of the soil.



ANCIENT SEA BED



GRANITIC



ROCKY ALLUVIUM



SHALE



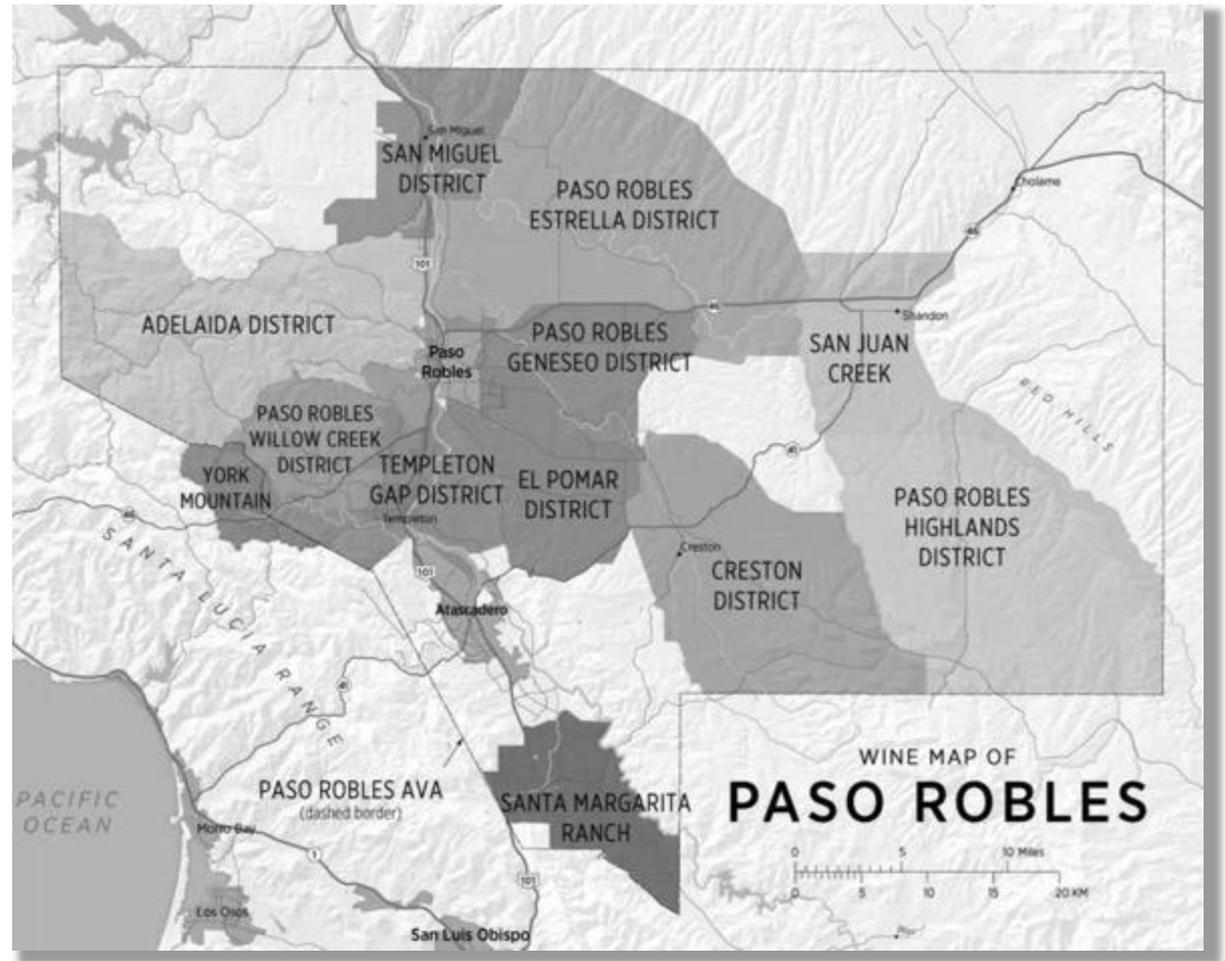
VOLCANIC



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**ADELAIDA DISTRICT** is home to the highest vineyards in the Paso Robles, with sites planted along the Santa Lucia mountain range at elevations from 900 - 2200 feet. As the westernmost district in the region, it has the greatest maritime influence from Pacific with cooling ocean breezes and some morning coastal fog. Rainfall is also higher here than many other districts in Paso Robles, with the average at 25 inches per year. The soils are predominantly calcareous from underlying chalk and limestone deposits. Cabernet Sauvignon is one of the most important varieties here, which Broadside sources for the limited-release Blackletter.

**PASO ROBLES HIGHLAND DISTRICT** lies in the southeastern corner of the Paso Robles AVA. It is a district defined by the steep, rugged terrain from two bordering mountain ranges, Templor and La Panza. Here the higher elevation provides increased rainfall compared to its eastern neighbors, along with one of the most dramatic diurnal shifts in the country (up to 55° F during growing season). On the valley floor the soils are sandy loam, while further up in elevation the soils are deep, sometimes cemented alluvial. Broadside primarily sources Chardonnay from this district.



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## **A Look at People, Planet, Prosperity**

Sustainability in Practice (SIP) Certified helps farmers and winemakers demonstrate their dedication to preserving and protecting natural and human resources.

SIP Certified is a rigorous sustainable vineyard and winery certification with strict, non-negotiable requirements, committed to standards based on science and expert input, independent verification, transparency, and absence of conflict of interest.

The program's award-winning rigor and integrity have earned it the reputation of being the gold standard for sustainable certification.

## **How is SIP Certified Different than Organic?**

SIP Certified goes beyond the USDA Organic process because organic only addresses prohibiting synthetic pesticides and fertilizers without considering other resource concerns. While you'll find organic wines that are also SIP Certified, the SIP Certified process addresses additional farming methods, looking at sustainable practices on every level, from farm labor to agriculture – from energy conservation to water quality.

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Tech sheets can be found on our website using the link below:

[https://winehooligans.com/trade/?fwp\\_brand\\_filter=broadside&fwp\\_asset\\_type\\_filter=tech-sheet](https://winehooligans.com/trade/?fwp_brand_filter=broadside&fwp_asset_type_filter=tech-sheet)

