



GROWER MARKETING COMMITTEE  
MEETING MINUTES  
May 1, 2023

The Grower Marketing Committee of the Lodi Winegrape Commission met at 12:00pm on Monday, May 1, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 12:15pm.

Roll was called. Committee members Joan Kautz, Curt Gillespie, Craig Ledbetter, Jaclynn Stokes, and Colton Machado along with Jay Sidhu and staff Stuart Spencer, Jenny Heitman, and Katie Crippen were in attendance.

A quorum was established.

Minutes from the January 9, 2023, meeting (Exhibit A) were approved.  
Ledbetter/Gillespie – carried.

**Public Comment on Items Appearing on the Agenda**

No public comments on items appearing on the agenda were made.

**Marketing & Advertising**

Staff provided an overview of ongoing and future marketing and advertising initiatives.

**Grower Video Series** – Staff has been working with Rindal & Co. and videographer Mitch Tobias to develop a video series called “A Rising Tide.” The committee watched the videos as well as 15- and 30-second cutdowns. Videos will be promoted in the fall and supported by paid advertising initiatives.

**FY 2022-23 Marketing Plan & Partners** – Staff provided the committee with an update of spring advertising initiatives (Exhibit B) with VinePair, Punch, and Wine Spectator. Each campaign includes custom content supported by digital promotions including banner advertisements, social media, and email newsletters.

**Public Relations**

Staff provided an overview of ongoing and future public relations activities.

**Ongoing Media Visits** – We continue to host individual media visits. Peter Marks, program director, and Nancy Johnson, program educator, with The National Institute of Masters of Wine will be visiting Lodi in June. The goal of their visit is to preview a



sample tour and programming which may be offered to students from Lodi. Randy is helping to coordinate the tour and programming.

**ProWein Trade Fair, Düsseldorf, Germany (March 19-21, 2023)** – Several Lodi wineries attended ProWein. Preceding the event, several of the wineries took part in trade tastings and dinners in Brussels and Antwerp, Belgium. Camron King attended on behalf of the Commission to provide support for all events.

**CA Wine Export, Mexico Sommeliers Lodi Tour (May 4, 2022)** – We will be hosting a group of sommeliers from Mexico as part of a California Wine Tour sponsored by California Wine Export Program this Thursday, May 4, at Michael David Winery.

**TEXSOM Lodi Wine Seminar & Luncheon (August 27-29, 2023)** – We will be returning to TEXSOM this year to host a Lodi Wine seminar and luncheon. Wine educator Elaine Brown will lead the seminar. We will also host a Lodi Wine table during one of the evening's trade tastings.

**California State Fair Judges Dinner (June 7, 2023)** – The Commission will be hosting dinner and tasting for CA State Fair judges at Harney Lane Winery in June. Additional wineries will be invited to attend. Approximately 80-100 judges are expected to attend.

#### **FY 2022-23 Budget Review**

The committee reviewed the budget for March 2023. There were no questions.

#### **FY 2023-24 Budget Request**

The committee reviewed the budget request for FY 2023-24. An increase was projected for Graphic Design. A motion was made to recommend a budget of \$774,500 to the Executive Committee. Ledbetter/Stokes – carried. All were in favor.

#### **Reports from Other Committees**

##### **LODI RULES Committee**

**LODI RULES Standards 4<sup>th</sup> Edition** – The LODI RULES committee recently released the 4<sup>th</sup> edition of LODI RULES standards. Interest in the program continues to grow.

**PBS “Viewpoint with Dennis Quaid”** – The Commission, with emphasis on its LODI RULES sustainable winegrowing program, will be featured in an upcoming episode of PBS’s “Viewpoint with Dennis Quaid.” The episode will feature Stuart Spencer and Dr. Stephanie Bolton from the Lodi Winegrape Commission as well as Logi grower Curt Gillespie and Melinda Kearney of Lorenza Wines.

##### **Research, Education, & Communication Committee**

**IPM Breakfast Meeting (May 2, 2023)** – The committee is hosting an IPM Breakfast Meeting tomorrow, May 2, at Burgundy Hall at the Lodi Grape Festival Grounds. Special guests and topics include Moet Takata, CAFF, who will discuss spider mite IPM in



vineyards and members of the LODI RULES committee who will review PEAS 2.0 Pesticide Risk Calculations for LODI RULES Sustainable Winegrowing Program.

**Rootstock Focus Group** –The Grapevine Rootstock Research Focus Group continues to meet regularly with Committee Members Chris Storm, Kyle Brown, and Dr. Keith Striegler, Student Volunteer Lisa Meline, and Dr. Stephanie Bolton present, among others.

### **Winery Marketing Committee**

**Palm Desert Food & Wine Festival (March 25 & 26, 2023)** – The Winery Marketing committee recently sponsored the Palm Desert Food & Wine Festival in March. Eleven Lodi wineries attended the event. Stuart Spencer and Katie Crippen attended the event and hosted a Lodi Wine table where they distributed marketing materials and regional information.

**WISE Academy DTC Sales & Marketing Workshops** – The committee has partnered with WISE (Wine Industry Sales Education) Academy to conduct in-person workshops for DTC sales and marketing. Workshops are open to proprietors and staff of contributing Lodi wineries at the cost of \$50.00 per person per workshop. The next session is scheduled for tomorrow, May 2, at 9:00am. The final session is scheduled for June.

**Lodi Wine Experience (May 19 & 20, 2023)** – Lodi's signature event, the Lodi Wine Experience, returns May 19 and 20 with the Signature Dinner at the Lake on Friday and the Grand Tasting on Saturday. The Commission has been working with So Eventful, a Sonoma-based event management company, to execute logistics.

### **Public Comment on Items Not Appearing on the Agenda**

No public comments on items not appearing on the agenda were made.

### **Set Next Meeting Date**

The next meeting of the Grower Marketing Committee is scheduled for Wednesday, July 26, at 12:00pm.

### **Adjourn**

The meeting adjourned at 2:15pm.

Respectfully submitted,

Joan Kautz, Committee Chair

**Questions or requests for further information should be directed to Joan Kautz (209-712-3300) or Stuart Spencer (209-367-4727).**



JOINT GROWER & WINERY MARKETING COMMITTEES  
MEETING MINUTES  
January 9, 2023

The Grower Marketing Committee of the Lodi Winegrape Commission met at 12:00 noon on Monday, January 9, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 12:15pm.

Roll was called. Committee members Joan Kautz, Jaclynn Stokes, Curt Gillespie, Richard Lauchland, Craig Ledbetter, Colton Machado, and Garret Schaefer along with staff Stuart Spencer, Jenny Heitman, and Katie Crippen were in attendance.

A quorum was not established.

Minutes from the May 3, 2022, meeting (Exhibit A) were approved. Stokes/Gillespie – carried.

**Public Comment on Items Appearing on the Agenda**

No public comments on items appearing on the agenda were made.

**Lodi Winegrape Commission Activities**

**Winery BID** – The Winery Marketing Committee is considering implementing a business improvement district (BID). Currently, the committee is working with CIVITAS to conduct a feasibility study. Working with San Joaquin and Sacramento counties, CIVITAS has compiled sales tax data for review. Staff reported that 36 wineries were missing from the initial report. CIVITAS is working with HdL to procure the missing data.

**Annual Meeting (January 18, 2023)** – The Lodi Winegrape Commission is hosting its annual meeting on Wednesday, January 18, at Hutchins Street Square. The evening will include a presentation on Commission activities and initiatives from 2022 as well as future activities and initiatives planned for 2023. The presentation will be followed by a wine tasting. Parks Barks BBQ will provide appetizers.

**Marketing & Advertising**

Staff provided an overview of ongoing and future marketing and advertising initiatives.

**Grower Video Series (2021-2023)** – Staff has been working with Rindal & Co. and videographer Mitch Tobias on our new video series called “A Rising Tide.” Videos are currently being edited and are expected to be complete in March.





**FY 2022-23 Marketing Plan & Partners** – Staff provided the committee with a recap of the fall paid campaign with VinePair. The campaign included a custom visitation guide, with suggestions of wineries to visit as well as places to stay and places to eat. The guide was promoted on VinePair’s social networks as well as e-newsletters. Digital ads which directed readers to LodiWine.com surrounded the guide online. Advertising campaigns are scheduled with Punch, VinePair, and Wine Spectator for April and May and will highlight the new grower video series among other messaging.

**Lodi Wine & Chocolate Weekend (February 3-5, 2023)** – The Winery Marketing committee is hosting its annual Lodi Wine & Chocolate Weekend in February. The event includes three unique experiences: Friday Evening Experiences, Saturday Winery Tours, and Sunday Winemakers Toast. Ticket sales are open and are at the following counts: Friday – 97/132; Saturday – 618/3,000; and Sunday – 61/300.

**Palm Desert Food & Wine Festival (March 25 & 26, 2023)** – The Winery Marketing committee will be sponsoring the Palm Desert Food & Wine Festival in March. Up to 12 wineries will have the opportunity to participate. Staff will be sending out a notice to wineries.

**Lodi Wine Signature Event (May 19 & 20, 2023)** – The Commission is bringing back a signature event at Lodi Lake this May. We have contracted with So Eventful, a Sonoma-based event management company, to execute logistics. We are working with Rindal & Co., the creator of our current Lodi Wine brand, to develop creative.

### **Public Relations**

Staff provided an overview of ongoing and future public relations activities.

**2022 PR Recap** – The committee reviewed PR initiatives from January through December 2022 (Exhibit B). Initiatives included media visits from Betsy Andrews (November 2021), Alissa Fitzgerald (January 2022), and Eve Bushman (May 2022) along with media pitches for LODI RULES for Earth Month (April 2022) and Lodi AVAs (June 2022). Initiatives also included immersive media trips for 10 US-based sommeliers in partnership with SommFoundation (April 2022) and eight wine and lifestyle influencers (September 2022).

**Ongoing Media Visits** – We continue to host individual media visits. Stacy Briscoe, wine editor for Wine Enthusiast, has indicated that she would like to visit in early 2023. The Commission’s PR agency, Calhoun & Company, continues to follow up with her.

**Grower/Buyer Mailing (December 2022)** – A promotional mailing to buyers of Lodi winegrapes was sent in December. This year’s gift included a custom Lodi Wine Growers-branded Felco 6 pruning shears and leather holster and sharpening blade. Packages were also custom-branded, utilizing Lodi Wine Growers branding. A thank you letter accompanied each package.



### **Educational Programming**

**WISE Academy DTC Sales & Marketing Workshops** – The Winery Marketing committee has partnered with WISE (Wine Industry Sales Education) Academy to conduct in-person workshops for DTC sales and marketing. Workshops are open to proprietors and staff of contributing Lodi wineries at the cost of \$50.00 per person per workshop. The next session is scheduled for tomorrow, January 10, at 9:00am. There are future sessions scheduled for February, March, April, and May.

### **FY 2021-22 Budget Review**

The committee members did not review a budget.

### **Reports from Other Committees**

#### **LODI RULES Committee**

**LODI RULES Standards 4<sup>th</sup> Edition** – The LODI RULES committee is releasing the 4<sup>th</sup> edition of LODI RULES standards next week. This update is the result of over six years of research and review and includes 35 new farming practice standards, bringing the total count to more than 150. Part of the fourth edition update includes PEAS 2.0, the winegrape industry's most advanced tool to quantify the total environmental and human impact of plant protectants applied to LODI RULES vineyards annually. PEAS 2.0 is based on the IPM Institute of North America's Pesticide Risk Tool (PRT) and measures risk on 15 indices.

**Annual LODI RULES Year-End Recap Grower & Winery Meeting & Virtual Meeting (January 17 & 19, 2023)** – The LODI RULES committee is hosting its annual year-end recap meeting in-person on January 17 and virtually on January 19. Attendees will discuss the previous certification year and important opportunities ahead.

**LODI RULES Sustainable Vision Workshop (January 17)** – The LODI RULES committee is hosting a sustainable vision workshop on January 17. This workshop satisfies part of the requirement for LR Standard 1.1.

#### **Research, Education, & Communication Committee**

**30 Years of Rootstock Research: Liberty Vineyard (December 1, 2023)** – The Lodi Winegrape Commission's REC committee and E. & J. Gallo are co-hosting a morning full of rootstock education.

#### **Public Comment on Items Not Appearing on the Agenda**

No public comments on items not appearing on the agenda were made.

#### **Set Next Meeting Date**

The next meeting of the Grower Marketing Committee is scheduled for Wednesday, March 1, at 12:00pm.

#### **Adjourn**



The meeting adjourned at 2:19pm.

Respectfully submitted,

Joan Kautz, Committee Chair

**Questions or requests for further information should be directed to Joan Kautz (209-712-3300) or Stuart Spencer (209-367-4727).**

2023 SPRING  
PAID ADVERTISING



LODI  
WINE

WINEGRAPE  
COMMISSION

# PUNCH

- One custom article with targeted promotion across Punch.com, Eater.com, Thrillist.com, & social
- 20% SOV brand banners across channels
- Article inclusion in editorial email newsletter
- Video promotion on Eater.com, Thrillist.com, & partner sites

\$85,000



# PUNCH

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PUNCH

PARTNER CONTENT

## From Syrah to Spanish Whites, You'll Find It in California's Old Vine Country

MARCH 16, 2023 | story: LEE MUSHO & CHRISTIE ROTONDO



ADVERTISER CONTENT FROM LODI WINE CALIFORNIA

This advertising content was produced in collaboration with our advertiser, without involvement from Vox Media editorial writing staff.

*You'll find more than 125 grape varieties in Lodi, thanks to its Mediterranean climate.*

**N**orthern California is known for being home to some of the most famous wine regions in the world. But 90 miles east of San Francisco is a wine region you may not have heard much about, with a rich history of small, family-run producers: Lodi. It hasn't been given the same attention as its peers—even though 20 percent of California's premium wine grapes are grown here.

The region was recognized as an American Viticulture Area (AVA) in 1986, and is filled with vines that are more than 50 years old—many of which were planted in the late 1800s. During California's Gold Rush, people from across the United States and abroad migrated to the state. Many people settled on the Native American lands called Mokelumne, which would later become Lodi, as it was less than a day's ride on horseback from the legendary gold-filled Sutter's Mill. Thanks to its deep Tokay sandy loam soil, Mediterranean climate and cool Delta breezes from the San Francisco Bay, Lodi was a farmer's dream. In fact, native varieties of grapes even grew along the region's river banks.



In 1886, hopeful prospector Joseph Spenker planted cinsault in the area, which would later become the oldest known surviving planting in Lodi. By the 1960s, Guild Winery in Lodi was the largest co-op winery in the United States, and soon after, Robert Mondavi came onto the scene, spurring the transition from jug wines to higher-quality varietal-led wines made from grapes like zinfandel,



# PUNCH

Custom article – shared across Punch.com, Eater.com, Thrillist.com, social & email newsletter

## Klinker Brick Winery

Often listed on top 100 wines to drink roundups, Klinker Brick knows what it's doing. [Old Ghost](#), made from its best zinfandel year over year, was awarded gold at a [2023 San Francisco wine competition](#), while its plummy and spicy [2020 Farrah Syrah](#) and its violet and tobacco-filled [2020 1850°](#) blend of cabernet sauvignon, petite sirah, and zinfandel won double gold. Besides the bold red wines, the winery also produces a Vorgange white blend with gewurztraminer, rieslaner, and pinot blanc that is a nod to fifth-generation grape growers Steve and Lori Felten's German roots.



## Mettler Family Vineyards

Owned by one of Lodi's oldest farming families, Mettler recently added single vineyard old vine wines to their lineup. Their HGM Old Vine Zinfandel, for example, is produced from head-trained vines that have been in the Mettler family since 1899, while their [Steacy Ranch Zinfandel](#) is silky and delicate—and produced from vines first planted in 1907. Beyond these classic examples of the region, the winery also produces Italian Montepulciano and aglianico, both of which are available through the winery's wine club.

## Perlegos Wine Co.

Brothers [Jeff and John Perlegos](#) are second-generation farmers in Lodi with Greek heritage, and after their inaugural release of zinfandel and cinsault just a few months ago, be on the lookout for something the region hasn't seen yet: assyrtiko, a white grape traditionally grown in Santorini that is known for its crisp acidity despite thriving in an area with intense sunshine and little rainfall. While there is no tasting room to explore here yet, the current release is available on its website.

## Jessie's Grove Winery

[Royal Tee](#), planted in 1889 by Joseph Spenker, holds acres of old zinfandel, carignan, tokay, mission, and black prince vines that look more like gnarly, twisting olive trees than grape vines. You can see a few of them for yourself at Jessie's Grove Winery (owned by Spenker's descendants), at the center of the property. There you can taste wines like its old vine zinfandel or a selection of dessert wines, from a tawny port to petite sirah, and attend the summer concert series.

## Oak Ridge Winery

In 2002, Oak Ridge Winery took over from [East Side Winery](#) (built in 1934), and now, five generations of the Maggio family later, it is the oldest continuously operating winery in Lodi. Its "OZV" wines are made from its old vines, with an average age of fifty years, but the winery also sells a wide range of styles, from a primitivo rosé to an oaked chardonnay. It is open for tastings on the outdoor patio.

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Get our freshest features and recipes weekly.

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# PUNCH

Branded banners & social media

The screenshot shows the top portion of the Eater website. At the top left is the 'EATER' logo in white text on a red background. To its right is a navigation menu with links for CITIES, TRAVEL, AT HOME, WINE CLUB, GASTROPOD, and MORE, along with social media icons for Twitter, Facebook, YouTube, and Instagram, and a 'SUBSCRIBE' button. Below the navigation is a featured article banner for 'The Ultimate Guide to California's Old Vine Country' by Lodi Wine. The banner includes a photograph of a vineyard with a barn in the background, the title, a 'Check It Out' button, and the Lodi Wine logo. Below the banner is the main article title 'The Head-Empty Pleasure of the No-Reservations Vacation' by Devina Makultra, dated April 3, 2023. It includes a sub-headline 'Skip the constant Resy monitoring this time' and social sharing icons for Facebook, Twitter, and a 'SHARE' button.

This screenshot shows a Facebook post from the page 'Punch with Lodi Wine'. The post is a paid partnership from April 8 at 00:52. The text of the post reads 'There's a lot to do — and drink — in Lodi, California.' Below the text is a large image of a vineyard with a barn in the background. At the bottom of the post, there is a link to 'PUNCHDRINK.COM' with the title 'More Than Zinfandel' and a 'Learn more' button. Below the link is a disclaimer: 'By clicking Go, I acknowledge that I have read an...'. At the very bottom of the post are the standard Facebook interaction buttons: 'Like', 'Comment', and 'Share'.

This screenshot shows another view of the Facebook post from 'Punch with Lodi Wine'. The text of the post is 'Everything to do and drink in Lodi, California.' Below the text is the same vineyard image. Underneath the image is a link to 'PUNCHDRINK.COM' with the title 'The Ultimate Guide to California's Old Vine Country' and a 'LEARN MORE' button. Below the link is a 'Share' button. The post also features a 'Pages liked by Page' section with two entries: 'Lucky Peach' (145K likes) and 'Outstanding in the Field' (82K likes). At the bottom of the post is the 'Food52' logo.

# VINEPAIR

- One custom interactive feature with 100% SOV brand banners
- ROS brand banners
- Promotion on social (FB, IG, Twitter, Pinterest)
- Article inclusion in editorial email newsletter (225K+ subscribers)
- Article inclusion in VP Pro trade email newsletter (4K+ subscribers)
- Video promotion on social

\$37,500

# VINEPAIR

Custom interactive feature – shared across social & email


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VINEPAIR

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## How Sustainable Farming With LODI RULES Translates To Loveable Wines

PRESENTED BY



Lodi, California is one of those rare places that lives up to its slogan: “Livable, lovable Lodi.”

Located 40 miles south of California’s capital city of Sacramento, Lodi has been a historic winemaking region since the 1850s. Boasting a Mediterranean climate, Lodi produces more than 30 percent of premium Zinfandel in the state, among 125 other white and red varieties, making it the most diverse wine-growing appellation in the country. With warm days and chilly nights, a tight knit and welcoming community, and barrels of delicious, high-quality and fruit-focused wine, Lodi is especially “lovable” to wine aficionados. The region’s commitment to the environment ensures it remains “liveable” for generations to come.

Shortly after the region was recognized as an American Viticultural Area (AVA) in 1986, its winegrowers came together with leading environmentalists and scientists to form the country’s original sustainable winegrowing program — [LODI RULES](#). Now in its fourth edition, the program promotes the adoption of more than 150 sustainable practices over six categories: business, human resources, soil, water, ecosystem, and pest management.

With over 32,000 certified sustainable acres in Lodi and more than 36,000 certified sustainable acres in neighboring California regions plus 700 acres in Israel and 259 acres in Washington state, Lodi – and it’s Rules – are leading the way for environmentally-conscious and socially responsible wine growing.

**CLICK BELOW ON OUR INTERACTIVE GUIDE TO LEARN MORE ABOUT LODI RULES AND HOW THE PROGRAM’S MANAGEMENT PRACTICES HELP ENSURE BETTER, MORE LOVEABLE WINES FOR US ALL.**




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# VINEPAIR

Custom interactive feature – shared across social & email

CLICK BELOW ON OUR INTERACTIVE GUIDE TO LEARN MORE ABOUT LODI RULES AND HOW THE PROGRAM'S MANAGEMENT PRACTICES HELP ENSURE BETTER, MORE LOVEABLE WINES FOR US ALL.



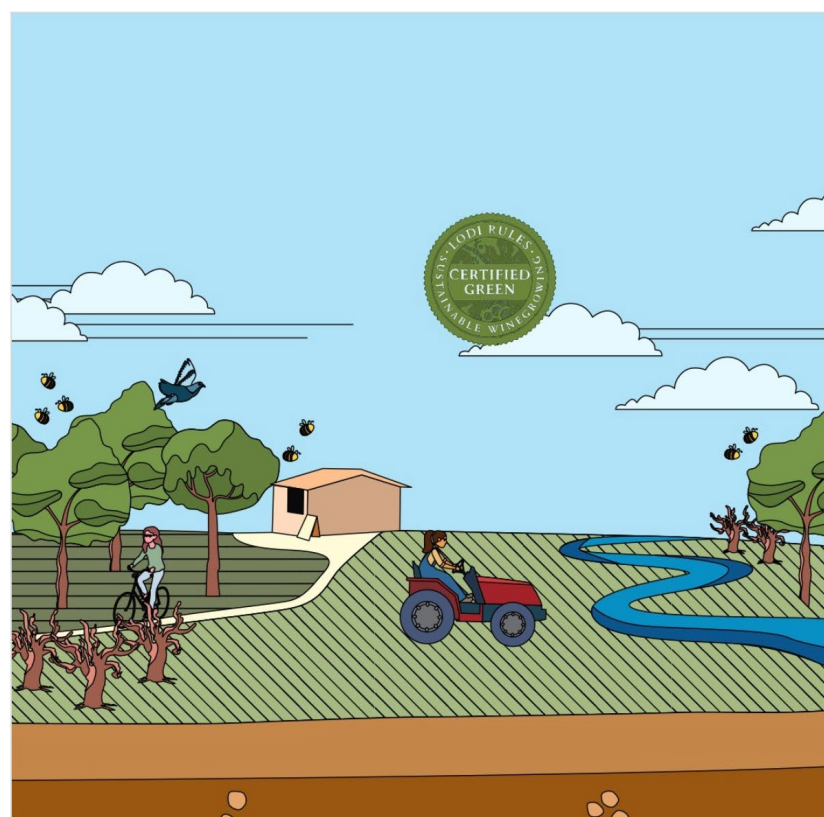
**Certified Green Seal**

The green seal signifies a commitment to scientifically sound sustainable winegrowing. A vineyard can earn this seal by passing a rigorous third-party audit. A wine sourced from these vineyards can as well. Currently, you can [find the green seal](#) on over 200 wines across the globe.

**CLOSE**

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vinepair Now in its fourth edition, LODI RULES promotes the adoption of more than 150 sustainable practices over six categories, ensuring environmentally-conscious and socially responsible winemaking for years to come.

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# VINEPAIR

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Lodi Wine



## How Sustainable Farming With LODI RULES Translates To Loveable Wines

Lodi, California is one of those rare places that lives up to its slogan: "Livable, lovable Lodi."

Located 40 miles south of California's capital city of Sacramento, Lodi has been a historic winemaking region since the 1850s. Boasting a Mediterranean climate, Lodi produces more than 30 percent of premium Zinfandel in the state, among 125 other white and red varieties, making it the most diverse wine-growing appellation in the country. With warm days and chilly nights, a tight knit and welcoming community, and barrels of delicious, high-quality and fruit-focused wine, Lodi is especially "lovable" to wine aficionados. The region's commitment to the environment ensures it remains "liveable" for generations to come.

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Explore our interactive guide to learn more about LODI RULES and how the

# WINE SPECTATOR

- Two custom articles
- 60 days homepage placement under “Travel Resources”
- 60 days ROS banners including homepage
- 60 days targeted social
- 2x Article inclusion in Sips & Tips email newsletter (160K+ subscribers)
- 2x dedicated email newsletter (50K+ subscribers)

\$50,000



# WINE SPECTATOR

Custom article – shared across platform, social & email newsletter

## Discovering California's Liquid Heritage



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*Stephanie Russo Photography, courtesy Lodi Winegrape Commission*

With the Golden State's highest concentration of old vines and over 125 grape varieties in cultivation, [the Lodi winegrowing region](#) offers visitors a taste of California history without the red tape and high fees normally associated with neighboring destinations.

Lodi's two-lane roads and vineyard paths have been well-traveled for over a century, and the confluence of ancient vines and generations of innovative vintners makes the modern Lodi perpetually interesting. In this picturesque region 90 miles East of San Francisco, the combination of innovative winemaking and generations of agricultural history make Lodi a must-visit location.

Lodi boasts some of California's [oldest vines](#)—renowned for their intense, concentrated wines. These gnarled old vines naturally yield fewer grapes, resulting in the bold yet elegant, vineyard-driven wines that have elevated Lodi's status in recent decades. With roots that spider deep through the sandy, loamy soils these ancient vines are also naturally disease- and drought-resistant compared to younger vines, helping support Lodi's aggressive [sustainability initiatives](#). Picturesque and simultaneously filled with purpose, access to 100+ year-old vines like those commonplace in Lodi is rare.

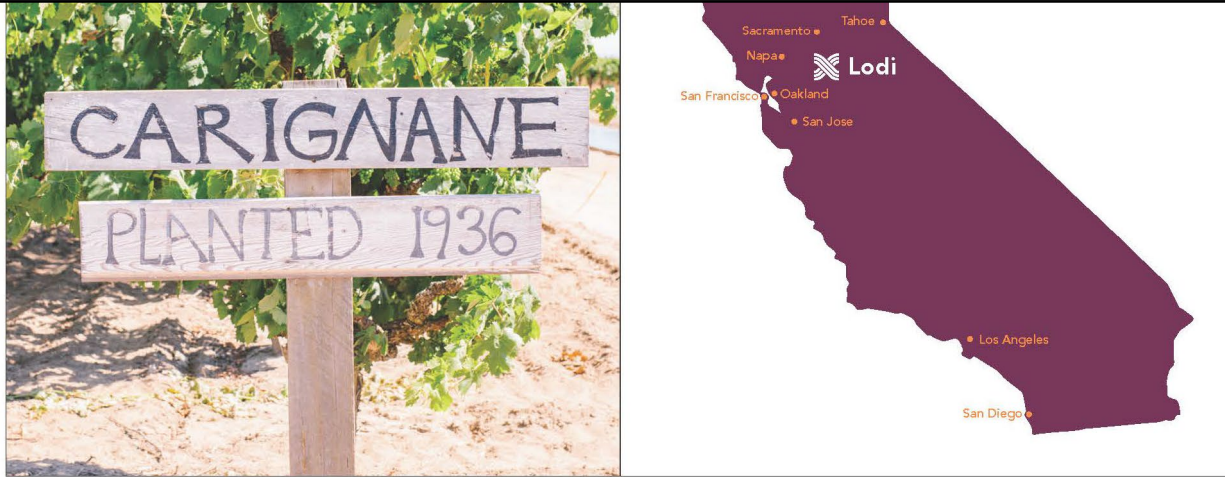
Most of the area's ancient vineyards are planted to Zinfandel, which thrives in Lodi's warm Mediterranean climate. With original plantings dating back to the 1860s, Lodi remains the epicenter of California's Zinfandel trade today. The region's flagship grape has been cultivated for over 150 years, and the area's old vine Zinfandel vineyards are highly coveted by in-the-know winemakers and collectors. As a community, Lodi has always leaned into its terroir and history, resisting the trends that would eliminate these precious historic vines and their one-of-a-kind wines. Luckily for drinkers, Lodi's devotion to its original grape variety shows no signs of slowing down with the region producing nearly 40% of California's premium Zinfandel today.





# WINE SPECTATOR

Custom article – shared across platform, social & email newsletter



Stephanie Russo Photography, courtesy Lodi Winegrape Commission

But, unlike other regions characterized by a single grape variety or style, the Lodi winegrowing region offers more than full-bodied old-vine bottlings for wine connoisseurs. Thanks to its nuanced history—which began with the California Gold Rush, expanded during Prohibition, and continues to accelerate today—Lodi produces a vast diversity of wines. Here, over 125 varieties are grown across seven official [sub-AVAs](#), including favorites like Chardonnay and Cabernet Sauvignon and interesting varieties like Picpoul Blanc, Verdelho, and Cinsault. Reflected in the wines of each vintner, Lodi's wines offer a prismatic display of the area's terroirs.

Amazingly, Lodi has also managed to create an opportunity for visitors to taste its regional variety without driving for hours or creating breakneck itineraries. The [Lodi Wine Visitor Center](#) offers tastings daily that highlight Lodi-grown wines from local and out-of-the-area vintners. Operating as a collective tasting room and wine country concierge, the central headquarters offers both wine drinking experiences and a home base for travelers seeking recommendations and alternative experiences. Plus, most tasting fees in Lodi are incredibly approachable with offerings at standout wineries like [Heritage Oak Winery](#), [Michael David Winery](#), and [Mettler Family Vineyards](#) costing less than \$20.



Stephanie Russo Photography, courtesy Lodi Winegrape Commission

The convergence of a passionate winemaking community and Lodi's extraordinary terroir alone make it worth a visit. Its accessibility, diversity, and character make it irresistible.

[LEARN MORE](#)



# WINE SPECTATOR

Branded banners and social media

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## Explore Lodi: California's Historic Wine Region with a Vast Diversity of Wines

With the Golden State's highest concentration of old vines and over 125 grape varieties in cultivation, Lodi wine country offers visitors a taste of California history without the red tape and high fees normally associated with other premium destinations.

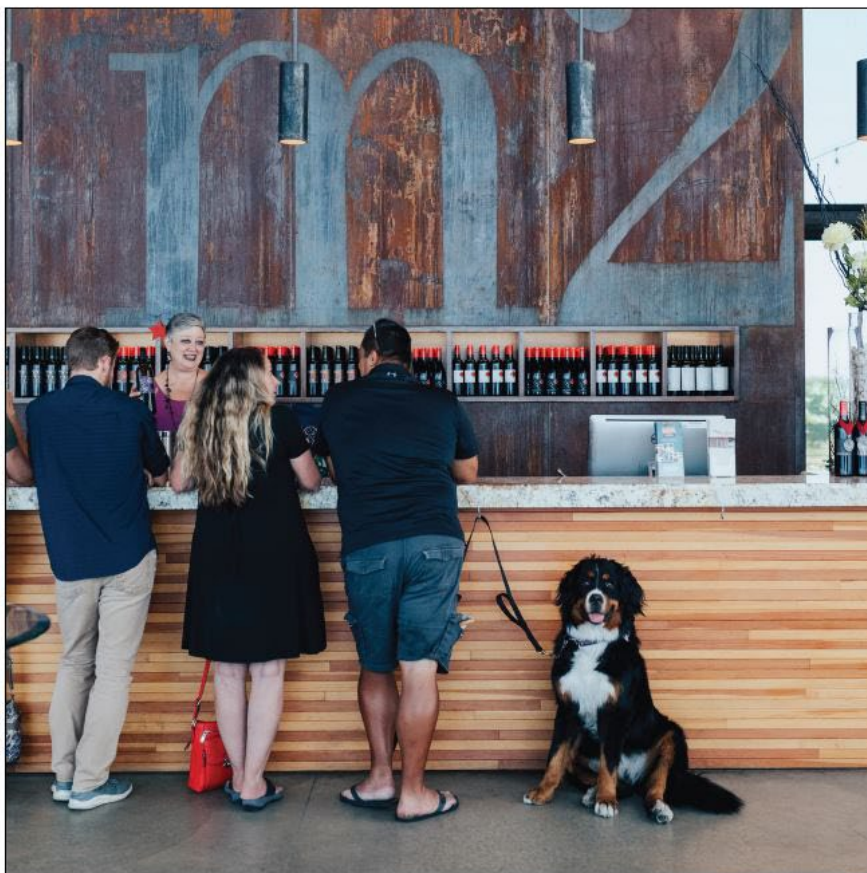
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**Wine Spectator**

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One of California's first well-defined growing regions, Lodi boasts a unique convergence of terroir and approachable people that's quickly making it a bucket list destination for explorers.



**Want to Taste From California's Oldest Vines?  
Head to Lodi**

[WINESPECTATOR.COM/LODI](http://WINESPECTATOR.COM/LODI)

## Explore Lodi: California's Historic Wine Region with a Vast Diversity of Wines

[LEARN WHY YOU SHOULD VISIT](#)

