



## **FOR IMMEDIATE RELEASE**

### **Eagle Peak, Mendocino County, American Viticultural Area Receives Approval**

**REDWOOD VALLEY, California (October 6, 2014)** – One of the leading proponents and co-drafters of the proposal for the new American Viticultural Region (AVA) of “Eagle Peak, Mendocino County,” Masút Vineyard and Winery is pleased to announce the approval of the AVA by the US Department of Treasury’s Alcohol and Tobacco Tax and Trade Bureau (TTB). The final rule will be published in the Federal Register in the coming days. Named after the most prominent nearby peak in the coastal mountain range, the Eagle Peak, Mendocino County AVA encompasses a singularly unique growing region in northern California. Situated 125 miles north of San Francisco, and 10 miles north and slightly west of the nearest city, Ukiah, the new AVA encompasses a nearly 21,000 acres of mountainous terrain.



Masút Vineyard and Winery’s estate vineyards are situated in the new Eagle Peak, Mendocino County AVA. Commercial wine grape production in the AVA includes four other growers: Golden Vineyards, Linholme Vineyards, Sea Biscuit South Vineyards, and Turan Vineyards. Including Masút, they have a total of 115 acres under vine. Masút, the only operating winery within the new AVA, and Golden Vineyards have both produced award-winning and highly reviewed wines from several vintages released prior to the approval of the new AVA. The region has been noted for wine grape-growing since the early 1900’s, following the influx of Italian and Swiss immigrants into the area.

“We are excited to have official recognition of this growing region, because it is so different from, and distinctive in comparison to our neighboring regions. It has always been a very important and personal project for me to complete after my father, Robert Fetzer, passed away in 2006. He gave us the vision,” said Jake Fetzer, winemaker at Masút.

The Eagle Peak, Mendocino County AVA vineyards are all on high coastal range slopes, mostly facing east and south, above the Redwood and Potter Valleys, the two nearby, well-established AVAs.



The AVA's region is significantly affected by marine air that courses through the gaps in the coastal mountain range. Marine fog is common in the mornings and nights within the AVA. This factor cools the vines to a different degree than the neighboring valleys. Moreover, the air drainage of the area assists in grape growing by reducing frost hazard.

The region's soils are also composed of soil types found on mountain slopes, which often are better draining, such as coarse gravel, clay, and loam mixes.

The undulating contours of the range's slopes are a myriad of micro-climates that affect wine grape-growing in minute but important ways, creating diverse flavors and aromas vineyard to vineyard, and block to block.

The region's many perennial and occasional streams feed into the headwaters of the Russian River, which meanders through Mendocino and Sonoma Counties on its way to the Pacific Ocean.

Masút's estate vineyard showcases the attributes of the Eagle Peak, Mendocino County AVA, with the vineyard blocks all having differing soil compositions, sun, wind, moisture, and slopes that create distinct differences in the flavors and aromas of pinot noir.

Masút Vineyard and Winery is part of the legacy of the Fetzer Family, one of the original founding families of the modern Mendocino County wine industry. Owners Jacob and Ben Fetzer are the third generation of Fetzer winemakers, the sons of Bobby and Sheila Fetzer, and grandsons of Barney and Kathleen Fetzer, the founders of Fetzer Vineyards in 1968.

After Fetzer Vineyards was sold in 1992, Bobby Fetzer decided to purchase a 1,500-acre ranch that was adjacent to his family's home ranch. Upon discovering a historic Native American map of Northern California, Fetzer noticed that his new property was referred to as Masút, which means "dark, rich earth." Recognizing the area as ideal for growing terroir-sensitive grapes such as Pinot Noir, Fetzer, along with his young sons, started planting vineyards in 1997, thereby re-establishing the growing region and creating the basis for the new AVA. After Bobby Fetzer passed away in 2006, Ben and Jake decided to build upon their family legacy and create Masút Vineyard and Winery. Their first national release was the Masút 2009 Estate Vineyard Pinot Noir in 2011. The current wines in release are of the 2012 vintage and, besides the Estate Vineyard Pinot Noir, the winery has released block-designated Pinot Noirs that emphasize the new AVA's varied micro-climates.

**For more information:**

Mr. Jake Fetzer  
Masút Vineyard and Winery  
Telephone: (707) 485-5466  
[jake@masut.com](mailto:jake@masut.com) | [www.masut.com](http://www.masut.com)

###