OUR CELLAR — A STUDY IN EXCELLENCE

ROWEN WINE CO.

Proprietor Tom Klein endeavored to make a winery and winemaking facility that best supported our philosophy of never compromising on quality or integrity and that came to fruition with our state of the art winemaking cellar. Focusing on simple ways to achieve our goals allowed us to develop a winery that is both functional and beautiful, the two working in concert to withstand the test of time.

Tom challenged our winemaking team to develop a winery and wine cellar that would uphold and honor our philosophy of crafting impeccable wine with an eye on sustainability and innovative winemaking. This sparked a meticulously in-depth research journey spearheaded by Senior VP of Winemaking and Winegrowing, Justin Seidenfeld. Drawing on the expertise of the world's foremost growing regions, engineers, electricians and craftspeople, we built a truly one of a kind facility for ROWEN Wine Company to call home. We learned what the best producers were doing—what technology was being used, what philosophies were being employed—and took bits and pieces from each to break the mold and create what best allows us to honor our winemaking approach.

- 2 years to design custom square tank fermenters with La Garde to maximize the space to accommodate the 900 tons of grapes from Cooley Ranch each year
- Worked with structural and seismic engineers from UC Berkeley to evaluate earthquake impact
- Worked with material source engineers on the interior tank polish in order to use less water for cleaning
- Consulted refrigeration engineers to develop channel jackets that can be controlled remotely by Justin

Sustainability and innovation aren't about checking a box—they are inherent in all we do. We have implemented technology for our square tank fermenters that allows us to run the cellar through the use of an app, allowing us complete control over the finished product. Technology allows us to reduce our impact in support of our sustainability efforts and achieve precision winemaking—we are able to remotely control pump-overs down to the second to achieve maximum flavor extraction from the fruit. Technology and innovation are integral to this facility in the name of precision, sustainability, efficiency and consistency.

"In all we do, we are looking for balance; we are artists, scientists and farmers." JUSTIN SEIDENFELD - WINEMAKER

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