



RUSACK

Nestled in picturesque Ballard Canyon in the center of Santa Ynez Valley, amidst oak-studded rolling hills lies Rusack Vineyards, a boutique vineyard and winery dedicated to growing top-quality grapes and producing outstanding handcrafted wines.

Rusack Vineyards History

Rusack was established in 1995 by Geoff Rusack and Alison Wrigley Rusack with a commitment to creating world-class wines. In the years since then, this dedication to quality has meant some dramatic changes at the winery.

The most visible change is in the vineyard. Following the 2001 harvest, many of the original vines were pulled out and replanted under the guidance of winemaker John Falcone. Utilizing cutting edge technology and taking advantage of Ballard Canyon's unique terroir, varieties to be grown were carefully chosen and limited to those clones best suited to the microclimate. Syrah, Sangiovese, and Sauvignon Blanc have been planted, along with smaller lots of Cabernet Franc, Merlot and Petit Verdot to be blended into the renowned "Anacapa."



From the very first days of Rusack, we have worked hard to continue that tradition and express it in the quality of wine we produce.

Rusack People

Vintners Geoff and Alison Rusack



Geoff grew up in Los Angeles, where he worked for a number of years as an aviation law attorney before making the leap to vintner. Alison is originally from Chicago but later also found herself in Los Angeles, working for Disney consumer products. In 1994 they took a leap of faith and moved their young family out of the city to beautiful Ballard Canyon, where Rusack Vineyards now stands. It was another year of hard work before Geoff crushed the grapes for our first vintage, and the tasting room opened to the public in 1997.

Initially Alison and Geoff worked together in all aspects of the winery, from crushing the grapes to pouring wine in the tasting room. While the staff has grown since that time, Geoff and Alison continue to oversee all aspects of Rusack Vineyards to ensure their goal of producing world-class hand crafted wines.

Winemakers John and Helen Falcone

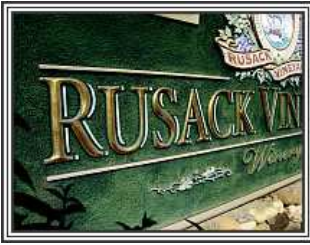
John and Helen Falcone, the winemaker and assistant winemaker at Rusack, occupy a unique niche as one of the few husband and wife winemaking teams in California's wine industry. Born into an Italian winemaking family, John started his wine odyssey at age 19, working for his uncle at The Monterey Vineyard. Prior to joining Rusack, John worked for many years in the Napa Valley, including a position as head winemaker at Atlas Peak Vineyards. Helen Falcone also worked in the Napa wine industry holding the positions of assistant winemaker at Paul Hobbs and Chimney Rock wineries. The Falcones' decision to join Rusack Vineyards was prompted in large part by their desire to "get back to hand-crafting wines" and their belief that Santa Barbara County is now one of the best places for a small-production winery to live up to its potential for producing great wines.





RUSACK

Rusack Philosophy



John and Helen Falcones' decision to join Rusack was prompted in large part by their desire to get "back to hand crafting wines" and their belief that Santa Barbara County is now one of the best places for a small-production winery to live up to its potential for producing great wines. "With its diversity of microclimates and soil, Santa Barbara County has the potential to equal the reputation of the world's finest winemaking regions," John Falcone notes. "Rusack is dedicated to producing world-class wines, and this is a great opportunity to make the great wines that I know this area can produce."

When they acquired the property, Geoff and Alison Rusack invested in a complete upgrade of the winemaking facilities, installing the most up-to-date equipment. The owners' vision is for Rusack to offer a limited production of ultra-premium wines that will appeal to connoisseurs. According to Geoff Rusack, "With us quality must be our first priority."

Rusack Estate Vineyards

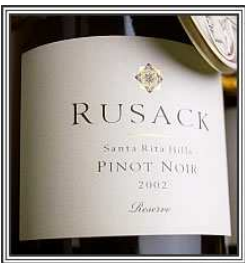
Rusack Vineyards is situated on 48 acres, 17 of which were replanted in 2003 utilizing cutting edge technology and vines selected to take advantage of Ballard Canyon's unique terroir. The 17 acres of vines are divided into small lots so that each can be managed to produce the best grapes possible. The vines are planted following the contours of the land, and run 11° off of a north-south direction, allowing balanced sun exposure on both sides of the vine canopy for optimal ripening.

The varietals selected by Rusack Vineyards' winemaker are limited to those varieties best suited to the relevant microclimates. Syrah and Sangiovese are being grown, along with smaller lots of Sauvignon Blanc, Semillon, Petite Sirah and Grenache. In addition, one-half acre of Cabernet Franc, Merlot and Petit Verdot are grown on classic Bordeaux trellising and spacing of meter by meter with an ultimate destination of blending into the renowned 'Anacapa,' a Bordeaux-style red.

In addition to our estate grapes, Rusack Vineyards continues to work closely with select growers which are willing to meet the specific high quality parameters through custom farming techniques. Grapes are primarily sourced from Ballard Canyon vineyards, such as Stolpman, Tierra Alta and Windmill Ranch. For our award-winning Pinot Noirs and Chardonnays, vineyards in the neighboring appellations of Santa Rita Hills (including Fiddlestix, Huber and Rancho Santa Rosa) and Santa Maria Valley (including Bien Nacido, Goodchild and Solomon Hills) are used.



Catalina Tiles and Our Label



Some 75 years ago, Alison's great-grandparents opened a ceramics factory on Santa Catalina Island, just off the southern California coast. There, the artisans became known for their beautiful pottery and exquisite decorative tiles and murals—all crafted entirely by hand.

We chose a Catalina tile to grace our label not only because we love the simple elegance and vibrant colors of these old designs, but also because of Catalina's longstanding importance in our lives. For us, Catalina tiles have always represented a tradition of hand-crafted excellence and creativity, originated and carried on (albeit for only a short time) by a small group of talented people who truly cared about what they did.

From the very first days of Rusack, we have worked hard to continue that tradition. Our own small and skilled team is passionate about making world-class wine, and takes a hands-on approach to creating it—resulting in our own version of elegant and appealing art.