



GUARACHI
Family Wines

MEDIA CONTACTS

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ABOUT ALEX GUARACHI

As a boy growing up in Santiago, Chile, Alex Guarachi always saw himself coming to America to play professional soccer. After accepting a scholarship to San Jose State University, he almost made his dream a reality, but just as he was being scouted by the pros, a career ending injury shattered his hopes.

It's in these types of difficult situations a person's true character is revealed. For Alex, another passion of his was the wines of his homeland. He saw Chile as a viticulture paradise, but in 1985, the idea of selling wines from South America seemed crazy, particularly in the backyard of Napa and Sonoma.

But succeed he did. Working from a garage and performing every task, Alex was order taker, warehouse manager and truck driver. He built his importing company into one of the industry's leading companies and in 2010 was honored as Importer of the Year.

However, for Alex one piece was missing. As he established permanent residence in North America, he longed for the opportunity to farm grapes and create wines of his own.

In 2013, Alex Guarachi fulfilled his dream with the purchase of the prestigious Sun Chase Vineyard, situated within the Sonoma Coast AVA and Petaluma Wind Gap. Planted with 42 acres of Pinot Noir at a significant 1,400 feet elevation, the first release of Guarachi Family's single vineyard wines from Sun Chase is scheduled for its 2013 vintage, a time frame which allows the winery to fully realize its potential with small parcel management.

GUARACHI FAMILY – ESTATES & WINES

Guarachi Family Wines focuses on two key varietals – Cabernet Sauvignon from the Napa Valley and Pinot Noir from the Sonoma Coast – and produces four distinct wines. The Napa Valley Cabernet Sauvignon is sourced from several vineyards: Lincoln Ranch, Mast, Rancho Salinas, Yountville, and Zinfandel Lane. Heritage Single Vineyard Cabernet Sauvignon is produced from Las Piedras Heritage. Gap's Crown Single Vineyard Pinot Noir is produced at the eponymous vineyard on the Sonoma Coast while Sonoma Coast Pinot Noir is sourced from Gap's Crown, Gold Rock Ridge, and Sun Chase, Guarachi Family's first estate acquisition.

Napa Valley Cabernet Sauvignon (Lincoln Ranch, Mast, Rancho Salinas, Yountville Zinfandel Lane) – Lincoln Ranch’s sandy, rocky soil concentrates fruit flavors while the pastoral hillside of Mast lends rich intensity to the grapes. Rancho Salina is located 800 feet above the Sonoma Valley floor contributing rocky volcanic soil alongside the breezes of the San Pablo Bay. The six-acre Zinfandel Lane is located in one of the most exclusive areas of St. Helena and is wholly planted Cabernet Sauvignon. Yountville’s red dirt lends a supple palate texture. A complex and layered Cabernet Sauvignon with a small amount of Cabernet Franc. (Suggested retail: \$80)

Heritage Single Vineyard Cabernet Sauvignon (Las Piedras) – A signature red sourced entirely from Las Piedras. Known for its gravelly soil, this Beckstoffer Heritage vineyard traces its roots back to the original Mexican land grants more than 150 years ago. Powerful with a lingering finish. (Suggested retail: \$250)

Sonoma Coast Pinot Noir, (Gap’s Crown, Gold Rock Ridge, Sunchase) – The northwest corner of Sonoma County provides a cool maritime climate resulting in an ideal location for Pinot Noir. The hillsides of Sunchase sit 1,400 feet above the valley floor and receive ample sunlight. Balanced fruit, minerality and a lasting finish are hallmarks of this rich Pinot Noir. (Suggested retail: \$65)

Gap’s Crown Single Vineyard Pinot Noir (Gap’s Crown) – Cool ocean breezes between the Sonoma Mountain and the Petaluma Wind Gap trap coastal fog just before harvest to ensure slow, and evenly ripened fruit. Oak-inspired spice with a soft yet lively acidity. (Suggested retail: \$75)

ABOUT TGIC IMPORTERS

Founded in 1985, TGIC Importers is a leading producer, importer and marketer of fine wines. TGIC was one of the first importers of Chilean and Argentine wines, and today the company represents more than 15 wineries from around the world, including acclaimed producers such as Achaval-Ferrer, Bodega Norton and Montes. For more information visit www.tgicimporters.com.



