

Cartograph News: July 2020

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Hello

We are slowly emerging from sheltering in place. And by “slowly,” we mean “at a snail’s pace,” or “watching paint dry,” or whatever other expression you prefer to describe sloth-like movement.

We’ve decided to reopen the Cartograph tasting room, with all tastings by appointment and a limited amount of sets at each tasting time (10:30a, 1p, 3p). Our cleaning protocol between tastings is intense, so you might smell some lingering disinfectant when you visit, but please know that it’s for a good reason.

We’re excited to see you but still apprehensive about large gatherings, so we’re keeping our local delivery system and curbside pickups in place for the time being. We’re also looking at outdoor tables; our only dilemma is finding the right shade or tent so you don’t cook while you taste on patio (coming soon)! On to our new news!

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CARTOGRAPH IS A CERTIFIED B CORP!

One of the things we’ve been working on during this downtime is getting Cartograph [certified as a B Corporation](#), a status we were proud to achieve in June. To earn it, we worked with the B Lab certification agency to document how Cartograph’s operations and business model impact our workers, community, environment and customers.

Becoming B Corp certified was the last ring in our own private Olympics. We worked hard last year to achieve [Sonoma County Sustainable](#) certification for the Cartograph Estate vineyard. Then, we pursued [1% For the Planet](#) membership because we wanted our tasting room sales to support our sustainability and environmental goals. The final ring was B Corp certification, which recognizes our sustainable practices at the vineyard and in the tasting room, along with our commitment to reduce inequality, lower levels of poverty and create a healthier environment.

Why did we do all of this? We want to be great stewards of the earth and create products that can be supported by the land, our people and you. And we want to create a vineyard and a business that support the earth and our communities, so that whoever takes on our vineyard or brand after us has a sustainable, earth-friendly, people-promoting and community-supporting business to continue.

So what does it all mean for you? Each time you purchase Cartograph wine, you’re helping to build a more sustainable environment, supporting the creation of quality jobs and contributing to support for nonprofits that focus on people, the earth and

the environment. We're happy to go into all the details about our sustainability plans if you're interested ... remember, we're nerds, so we have hundreds of pages of documentation we'd be delighted to share. :-)

Certified



Corporation



THE CARTOGRAPH TASTING ROOM RE-OPENS SLOWLY

The Cartograph tasting room reopened to Cartograph Circle members by reservation only on July 2. We decided to reopen very slowly, so we can make sure that our practices work and that all of our guests feel safe. As we continue to refine our processes, we'll add more features and tasting experiences.

Our next step will be opening a patio for outdoor tasting. We're planning a soft opening of two outdoor tables, accommodating two people each, to practice our outdoor skills. We're hoping to have the patio fully open within the next two weeks — watch for an announcement. Once the patio is open, we'll continue to operate by appointment only; you'll be able to make your reservation via Open Table.

If you'd like to reserve an outdoor table on Friday, July 10 or Saturday, July 11, give us a call (707.433.8270) or send an [email](#). We'd love to see you, and we look forward to getting the patio fully open for daily outdoor tastings!



KYLIE'S GOODBYE

It is with both sadness and excitement that I announce I will be leaving the Cartograph tasting room to begin working on my master's degree at Cal Poly in San Louis Obispo. I will be studying soil sciences in the Environmental Sciences & Management program, and plan to bring my new knowledge back to Sonoma County to apply to viticulture. I will still be a part of Cartograph, and I hope to see you all at the next event (whenever that is). —Kylie

We are so proud of Kylie's commitment to grad school! While we're sad to lose them in the tasting room, we're excited that they could be part of our viticulture team in the future. As we figure out future release parties and events, they'll be part of that team — so you'll be seeing them again at some point. Kylie rocks! —
Serena & Alan



FROM THE WINEMAKER: VINEYARD UPDATE

The vines have been rocking this past month! We shot through bloom and fruit set, and the vines set the best-looking crop we've seen since purchasing the estate vineyard. We always shy away from painting too rosy a picture, knowing that disappointment can always come at the hands of Mother Nature, but it sure feels good to be starting from a strong position.

The canes bolted fast; while it looked a little wild for a couple weeks, we sent a crew through to move the last wire to the top of the trellis and tuck all the vines in, so it's all tidied up for the moment. I didn't get a "before" picture, but trust me: This look is a lot better. Maybe I should take a clue and shave off my current wacky haircut, because it closely resembles what the vineyard looked like.



On the winemaking side, I finalized my 2019 Pinot blends this morning. Overall, I'd say that the 2019 vintage is a subtle one. The wines always add levels of complexity between bottling and release, but I think 2019 will be remembered for subtlety and sophistication. I ended up using less new oak as a result — I'd hate for oak to be the first thing you notice about a wine that should be all about floral and nuanced fruit.

The rootstock block is doing nicely, but it's a lot of work to keep up with the weeds that take advantage of the increased watering schedule. It looks like battling the weeds will be job No. 1 as we go into July. We'll be watching and waiting for some color to show up so we can start the harvest countdown timer.

Cheers,

Alan



BACK TO WORK WE GO

We really miss you, but want to thank you so much for supporting Cartograph. Since we shut down in March, all of your great emails, phone calls, Zoom happy hours and online orders have been wonderful, and we really appreciate your staying in touch. Please let us know if there's anything we can do to help make life easier for you! We're going to keep bouncing between the tasting room and vineyard — if you want to join us, shoot us an email. We'd love to see you and bring you some wine.

Cheers,

Alan and Serena

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