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Cartograph Newsletter: August 2022

1 message

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Hello

It's hard to believe we are looking at the tail end of summer all ready. Soon, kids will be back in school and we have a nephew and niece headed to college in two weeks! But between now and then, we hope you enjoy some warm, lazy days of summer.

AUGUST 2022

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B CORP ACCOLADES: Best for the World

We're delighted to announce that Cartograph has been named a [2022 Best for the World](#) B Corp in recognition of our exceptional positive impact on our community!

Best for the World is a distinction granted by [B Lab](#) to Certified B Corporations whose verified B Impact Scores rank in the top 5% of all B Corps of similar size. The scores are tallied in the B Impact Assessment, which examines the company's relationships with its community, customers, environment, governance and workers.

Cartograph earned this honor because of our initiatives that contribute to the economic and social well-being of the communities in which we operate. For example, we sponsor local art and music programs; volunteer with local food banks; choose suppliers that are diverse, local and mission-driven; and take care of our land with sustainable farming practices.

More than a badge of honor, Best for the World provides an opportunity for recognized companies to share knowledge, learnings and best practices with other organizations to encourage innovation and transformation across business sectors.

We've chosen to focus on three aspects of our business in the year to come: sustainability, diversity and transparency. That means you'll be hearing a lot more B Corp news from Cartograph. Stay tuned!



FROM THE WINEMAKER: Vineyard Update

The Earth is a wise old planet. We all can do more to protect it from climate change and to address the inequality that seems to infect every society, from authoritarian ones to utopian outposts. That said, the rhythm of the seasons and the animals near us always tell a story.

Living and farming in California, we spend a lot of time outdoors and can see up close how the seasons are shifting in the vineyards around us. Despite the drought and other seasonal fluctuations, the critters and plants keep us in sync with our season and our crops. You know that springtime is coming to life when the skunks are on the move. You can be sure that the cucumbers are going to kick in just as the tomatoes get their first color. Come midsummer, the fawns will lose their spots and get more independent even if they won't stray far from Momma.

Most winemakers I know have a specific moment when they see something that triggers a shift into countdown mode after weeks of thinking harvest is "later this summer." For one friend, when he sees the first ripe blackberries: Boom! Start the harvest timer.

For us, the moment is when the first Naked Lady flowers pop up. Zipping along the country lanes, we'll get a flash of bright pink on the side of the road, and it hits like a bolt of lightning that we're about to start seeing color in the Pinot. It's equal parts freakout and excitement for what will come.

At this point in the season, the grapes morph from pretty rugged to soft and fragile, putting them at risk for various maladies. So the time frame for what we think about shrinks from weeks to days as we watch the forecast for heat, wind, humidity and all sorts of other indicators.



As we were driving to the vineyard this past Sunday, Serena spotted the first Naked Ladies around the corner from our vines. Sure enough, when we walked the rows the very first color had come to the Pinot noir, a process called veraison. Once we're fully into veraison, we typically harvest in about 60 days. So right now it looks like we should be in the thick of it mid-September. I'm not scrubbing pick bins yet, but it won't be long.

Cheers,

Alan



EXPERIENCE THE VINEYARD: With Blackberries

While we're still in a drought and have less of a blackberry crop than usual, we're definitely seeing bigger blackberries this year. Come and pick them! Order six bottles of Cartograph wine and we'll put them in the fridge at the vineyard for you.

You can pick blackberries and then have a picnic lunch while you enjoy the view of the vines. You choose the date and time, and we'll make sure you have the vineyard to yourself.

[Set up a picking date.](#)



UPCOMING EVENTS

August: Perli Vineyard Vertical 2014 - 2019 (alternate tasting flight available every Fri & Sat)

August: Blackberry picking at the Estate vineyard! (email us for information)

Aug. 6: [Green Music Center: American Acoustic](#) - Punch Brothers, Watchhouse, Sarah Jarosz (Circle members, don't forget to use your discount code!)

Aug. 13: [Wine Country Distillery Festival](#) (we're partnering with [Les Dames D'Escoffier, Sonoma County Chapter](#))

September: Cartograph Estate Vertical 2016 - 2020 (alternate tasting flight available every Fri & Sat)

September - November: Harvest!!!!

Oct. 14: [Green Music Center: Cantus](#) (Circle members, don't forget to use your discount code!)

Oct. 23: Fall Celebration Lunch for Cartograph Circle Members

Nov. 6: Fall Celebration Lunch for Cartograph Circle Members



MEET OUR FRIENDS: Hoptonic Tea

We get a lot of questions about food and drink, so we wanted to start introducing you to some of our friends in the industry. Please meet the amazing team at [Hoptonic Tea](#)! We love their teas and are delighted to promote people who are doing right (and creating deliciousness) in the world.

The Hoptonic team is committed to using as many regenerative botanical ingredients as possible, and to encouraging their suppliers to practice regenerative agriculture — a sustainable approach to farming that prioritizes conservation and renewal of topsoil. Farmers who practice regenerative agriculture use no-till farming, cover cropping and other tactics that help pull carbon dioxide from the air into the soil, which encourages soil fertility.





BACK TO WORK WE GO

While the harvest countdown has begun, we're off to the winery to prepare for bottling! Next week we will bottle the 2021 Pinots and tuck them away for aging so we can then turn our attention solely to the upcoming harvest.

Cheers,

Alan and Serena

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