

TASSAJARA

The Sustainability Story of Tassajara

FAMILY VALUES

Vino del Sol **partnered** with **Scheid Family Wines** to create the Tassajara range of wines. Coming from **100% certified sustainable vineyards** in Monterey, Tassajara is inspired by the land and created to showcase the families' commitments to using renewable energy and sustainable agriculture. Since 1972, the Scheid Family have been **pioneers** in sustainability. It is their belief that growing the best grapes and crafting the best wines can only be achieved by equally taking care of the land. This same philosophy has been a **guiding principle** for Vino del Sol's portfolio of wines.



SUSTAINABLY-FARMED

Tassajara's grapes come from the Scheid Family vineyards in the **Monterey AVA**. The vineyards benefit from the area's **unique microclimate**; cool with maritime influences from the Monterey Bay as well as the surrounding mountains. The **Scheid Family** is dedicated to **environmental stewardship** and uses **100% renewable energy** powered by wind turbines, to power their vineyard and winery. The vineyards and winery are **CCSW** (Certified California Sustainable Winegrowing). In 2015, Scheid was the first US vineyard to be certified Global GAP (Global Agricultural Practices) which ensures standards for safe and sustainable agriculture, product safety, environmental responsibility as well as health, welfare and safety of workers. And in 2019 Scheid won the **prestigious Green Medal Environmental Award**.

Tassajara's vineyards use **100% drip irrigation** and **cover crops** to improve soil health and prevent erosion. 100% of the water used is **recycled** and used in the winery and 100% of the grape pomace, stems and seeds are **composted** and used in the vineyards. To reduce the amount of electricity used, tanks are insulated with jackets and the winery has skylights with and motion sensor lighting. To **naturally control** the rodent population, 250 owl boxes are scattered around. They are also dedicated to maintaining a **healthy pollinator** population and are carry the Better Bee Certification.



COMMUNITY OUTREACH

The wind turbines located on the Scheid Family's property **provide renewable energy power** for up to 125 homes in the community. Scheid **supports many local organizations and programs** including awarding over \$400,000 in **scholarships** to local area students to go to college through the Scheid Annual Writing Contest. They proudly **support** the Monterey Jazz Festival along with music education for students all around the country. And instrumental in bringing the Salinas Soccer Complex to the community and continue to support youth leagues. In 2018 we were named **"Outstanding Philanthropic Corporation"** by the Central Coast Association of Fundraising Professionals.

HISTORY

The **name Tassajara** comes from the Tassajara Hot Springs, located in the site of the Zen Buddhist Monastery in the Los Padres National Forest. Legend has it the indigenous people of Monterey took **spiritual healing** from these hot springs, and today tradition carries on through the Buddhist Monks. The labels take their design from the desert flower called Ceanothus in Tassajara blue. These beautiful flowers can be found throughout the mountains overlooking the coast of Monterey.

