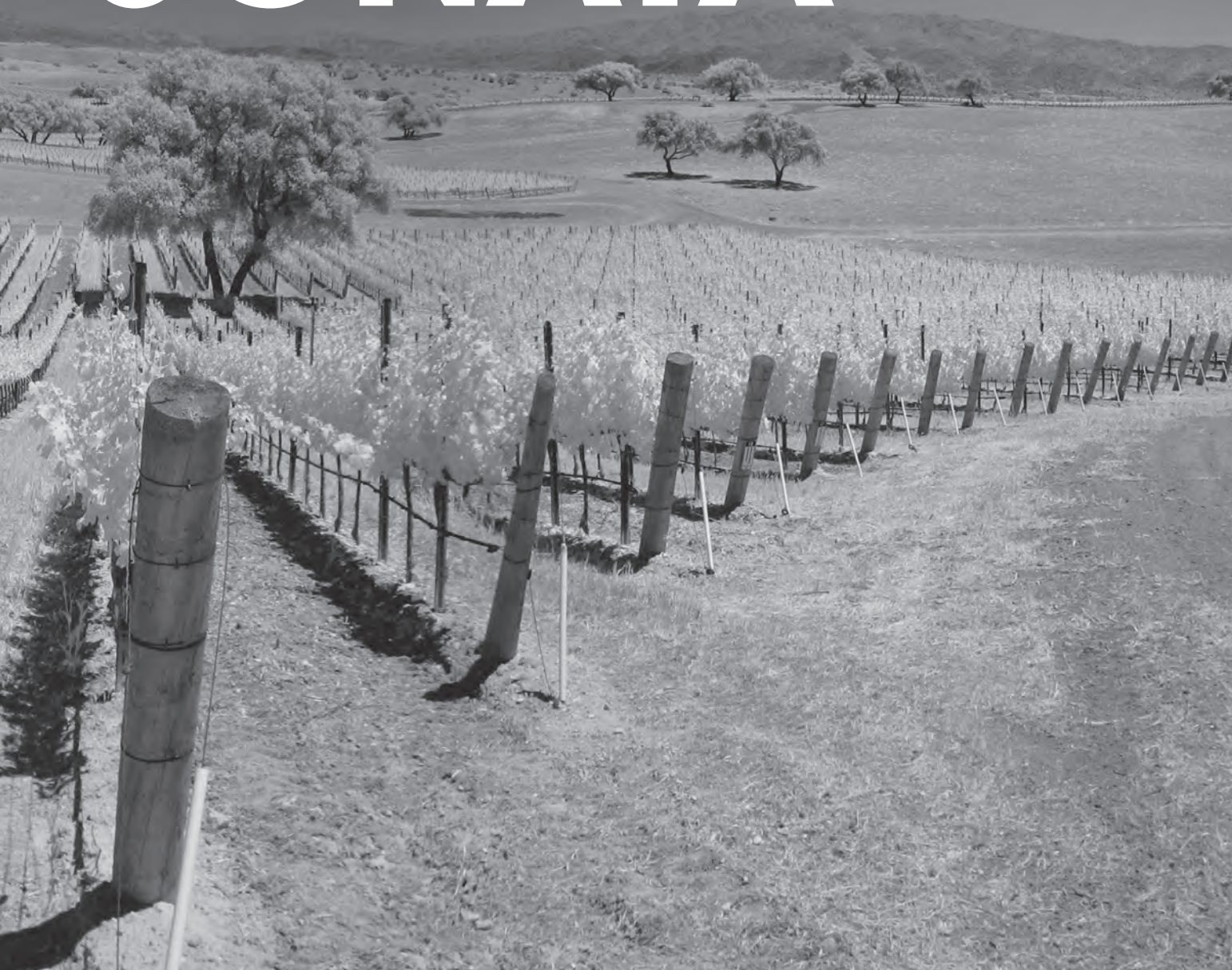


JONATA



PHILOSOPHY

PRINCIPLES

Dedicated to expressing a range of red—and a handful of white—wines from its estate in the Central Coast of California's Ballard Canyon appellation within Santa Ynez Valley, Jonata is one of a new breed of producers throughout the world who are thriving with a non-traditional amalgam of varieties and blends. With a commitment in particular to Cabernet Sauvignon, Cabernet Franc and Syrah, and informed by cutting edge viticulture, winemaking and a polyface farming approach to their estate, the Jonata wines are on the vanguard of an emerging quality movement in California winegrowing.

A SPECIALIZED WINERY

Winery techniques are highly specialized: small-lot winemaking persists, often based on multiple picks within single blocks; whole berry ferments allow for clearly defined maceration techniques; small wooden fermentors allow superior temperature management and wood/fruit integration as well as both pumpovers and punchdowns to tailor tannin management; a broad range of coopers are matched to each wine's reason for being.



BALLARD CANYON

Ballard Canyon, California's newest appellation, is one of the most notable emerging locations for superlative Rhône variety wines; while few have succeeded with Cabernet varieties here, Jonata's sandy site and its team's winegrowing know-how have produced results that are widely recognized as the best ever seen from this region.

Running parallel to highway 101 to its east, Ballard Canyon runs north-south and is approximately two miles long. The north end of the canyon is narrow and winding, while the southern end comprises rolling hills and is thereby more open to the fog and cooling winds that roll in via the east-west mountain ranges that form the Santa Ynez valley.

VINEYARDS

The topography of the Jonata vineyard can best be described by rolling hills and a wide range of facings—but the most defining feature is a ridge running north south upon which most of the vineyard blocks are planted. The crest of the ridge sees elevations from approximately 700 to 1,000 feet.

On one hand, the ridge forms a barrier against inclement weather rolling in from the Santa Maria Valley to the northwest and from the Santa Rita Hills region, which comes in from the pure west. The ridgeline is exposed as are the vineyards facing the west, but the vineyards lying to the eastern side of the ridge are protected, very much a different mesoclimate.

On the other hand, the highest end of the northern ridge where the microblocks are planted is quite exposed, and the climate is decidedly cooler and often buffeted by wind. When you look at a topographical map of Ballard Canyon, this ridge is one of the few north-south elements one finds—most of the vineyards are either planted on sloping hillsides or in the southern basin at the bottom of the hillsides. Jonata seems to be in a world of its own topographically, which may be why it's comprised entirely of sand and its neighbor only 100 feet away has limestone subsoils.

CAREAGA SAND

According to the USGS maps, the entire Jonata property is comprised of sand—namely a soil found in the area called the Careaga Sandstone. Sandy soils generally have low fertility, high aerative properties considering the particle size and low water holding capacity. The latter two are certainly related...the higher the aeration potential, the better the drainage. Consider too that sand doesn't compact easily, like a loamy soil will. In the hands of a neophyte, the combination of these elements in a vineyard would be disastrous; for an experienced vineyard manager, a true vigneron, these qualities provide the opportunity for near-perfect control. Dialing it in, as it were.



WINES

EL DESAFIO DE JONATA **CABERNET SAUVIGNON**

EL ALMA DE JONATA **CABERNET FRANC**

LA SANGRE DE JONATA **SYRAH**

TODOS **RED WINE**

FENIX **MERLOT**

TIERRA **SANGIOVESE**

FUERZA **PETIT VERDOT**

FLOR **SAUVIGNON BLANC**

LA MIEL DE JONATA **DESSERT WINE**

ACCLAIM

“This Ballard Canyon estate pulls from estate vineyards, and the wines are made by Matt Dees, who’s unquestionably one of the most talented winemakers in the central coast...”

- *The Wine Advocate*

“Perhaps the greatest Cabernet Franc being made in California is Jonata’s El Alma de Jonata...tastes like a liquid version of haute couture from Chanel.” - *Robert Parker, Jr.*

“It’s always a fun tasting with winemaker Matt Dees and his team, and they continue to keep this estate at the top of the hierarchy in Santa Barbara County. Located in Ballard Canyon AVA, they pull only from their estate vineyard (planted on incredibly sandy soils) and make a wide range of cuvées, from a red and white Bordeaux blends, to a 100% Petit Verdot, Sangiovese and a number of terrific Rhône blends. The common thread is incredible quality.” - *Jeb Dunnuck*

“..Matt Dees continues to do brilliant work at this reference point Ballard Canyon estate...”

- *Antonio Galloni Vinous*

“Producing consistently great wines often comes down to knowing when and how to make small adjustments. Few do it better than Matt Dees of Jonata.”

- *Antonio Galloni Vinous*



WINEMAKER

MATT DEES

There are some people who are educated toward certain positions in life and others who are born to assume them—and Matt Dees is what you'd call a natural winemaker.

Armed with a degree in Soil Science from the University of Vermont and vintages at Staglin in Napa, California and Craggy Range in Hawkes Bay, New Zealand, Matt has an intrinsic feel for wine, from dirt to glass. Curious, earthy and experimental by nature, Matt's approach to winemaking is grounded in the vineyard first and foremost: attuned to the vines, the weather, the soil, Matt seems almost to be a part of the vineyard itself.

Not being bound by the conventions of the enological world of academia, has allowed Matt to come to an untethered philosophy of wine. Where Jonata is concerned, this is an important point: Jonata is an unconventional place that requires an unconventional, open mind to bring it to life.

Lastly, Matt has another very concrete talent: a keen feel for the shapes and dimension of tannin. Listening to him discuss the tannin elements found in Jonata wines is like listening to Buckminster Fuller describe the geodesic dome which he invented, or like listening to the daring polyphonic construction of Bach's Brandenburg concertos. Dees is a winemaker who's emotionally and intellectually connected to structure, texture and tannin and explores these elements deeply in his wines.

JONATA

