

BARRA

of MENDOCINO

Proprietors:	Charles & Martha Barra
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Sales & Marketing Contact:	Shelley Maly/206.898.8407
Finance & Operations:	Shawn Harmon/707.489.3084
Vineyards/Certifications:	<i>Redwood Valley Vineyards</i> -175 acres (CCOF certified in 1989) <i>Bella Collina Vineyards</i> -20 acres (CCOF certified in 2000) <i>Vineyards At BARRA of Mendocino Winery</i> -50 acres (CCOF certified 2007) <i>Redwood Valley Vineyards II</i> -50 acres purchased in 2014 (CCOF certified 1994)
Winery:	BARRA of Mendocino Winery Set on 50 acres of beautiful vineyard surroundings planted with Cabernet Sauvignon and Zinfandel, the Barra winery is an architectural phenomenon that dates back to the 1970's when it was built as the tasting room for Weibel Champagne Cellars (the building itself resembles an upside down champagne glass!). The sprawling 5,000 square foot tasting room highlights 40 foot ceilings, a circular tasting bar, indoor fountain and gift shop
Brands:	BARRA of Mendocino, Girasole Vineyards, CORO Mendocino
Varietals:	Chardonnay, Pinot Blanc, Pinot Grigio, Muscat Canelli, Pinot Noir, Sangiovese, Zinfandel, Cabernet Sauvignon, Merlot, Petite Sirah



CHARLIE BARRA LEGACY TIMELINE

- 1926** Charles Barra born in Calpella, California to Italian immigrants Antonio Barra and Marie Rovera
- 1946** Senior year in high school, Charlie farmed wine grapes which earned him \$10,000.00 (3 x as much as the principal!)
- 1952** Served in U. S. Army from 1952-1954
- 1955** Planted 150 acres of prime wine grape vineyards in Redwood Valley (Redwood Valley Vineyards) which he still farms
- 1960** One of first wine grape growers to use sprinkler system water for frost protection in vineyards. Constructed five water reservoirs for storing winter water runoff to use for frost protection and irrigation. Pioneered the use of grape gondolas for in-field harvesting of grapes, making the use of wooden boxes in the field obsolete.
- 1963** Founder and past president of California North Coast Grape Growers Association and board member for 41 years. Lobbied for a variety of grower causes, including varietal percentage change in wines from 51% to 75%, the first appellation designation in the U.S, and for pricing regulations that said a grower and winery had to agree on prices before grapes were crushed
- 1965** Appointed to Mendocino County Planning Commission
- 1968** Appointed by then Governor Reagan to the Mendocino County Board of Supervisors
- 1969** Founder and chairman first two years of St. Mary's Mardi Gras fundraiser
- 1974** Planted 300 acres of vineyard in Potter Valley and Ukiah Valley
- 1975** Again appointed to Mendocino County Planning Commission
- 1976** Chairman of the Board of Directors of the Limited Partnership which owned Souverain Winery through 1985
- 1980** Acted as advisor to Bank of America on agricultural lending. Married Martha Barra
- 1988** Founded St. Mary's School Foundation, serving as its president for 21 years
- 1989** Officially converted all vineyards to organic farming, following the practice of using no pesticides, insecticides or herbicides. Certified and inspected each year by California Certified Organic Farmers
- 1992** Invented radio-controlled fishing bobber, patented by U. S. Patent Office
- 1996** Purchased 50% interest in Redwood Valley Cellars, a 2.5 million gallon custom crush and storage facility located in Redwood Valley, California
- 1997** Began producing premium wines and marketing under the label of *BARRA of Mendocino*
- 2001** Planted 20 acres of Petite Sirah and Zinfandel vineyards on eastern hills near Lake Mendocino
- 2003** Developed other wine labels called *Girasole Vineyards* and *59th Harvest* and developed national as well as international wine sales channels
- 2006** Charlie Barra turns 80 and completes his 61st harvest!
- 2007** Purchased remaining 50% interest in Redwood Valley Cellars to become sole owner of 2.5 million gallon crushing and storage facility servicing the North Coast
- 2008** Reached sales of 20,000 cases across all brands
- 2009** *Girasole Vineyards* Pinot Noir wins Wine & Spirits "100 Best Buys of the Year" award
- 2010** Charlie Barra celebrates his 65th Harvest in Mendocino County
- 2011** Honored by Slow Foods San Francisco as a pioneer for organic grape farming in the United States
- 2012** Launched redesign of *Girasole Vineyards* label and released first Rosé under *BARRA of Mendocino* brand
- 2013** Charlie Barra celebrates his 68th Harvest in Mendocino County, and is honored in story by Tim Fish of Wine Spectator
- 2014** Barra family purchases 50 acres of certified organic vineyard adjacent to home ranch in Redwood Valley
- 2015** Charlie Barra celebrates his 70th harvest!
- 2016** Planted 5,900 vines of Pinot Blanc and 14,000 vines of Cabernet Sauvignon
- 2017** *Girasole Vineyards* named a Wine Enthusiast "Value Brand Of The Year"