TOLOSA

Press Kit

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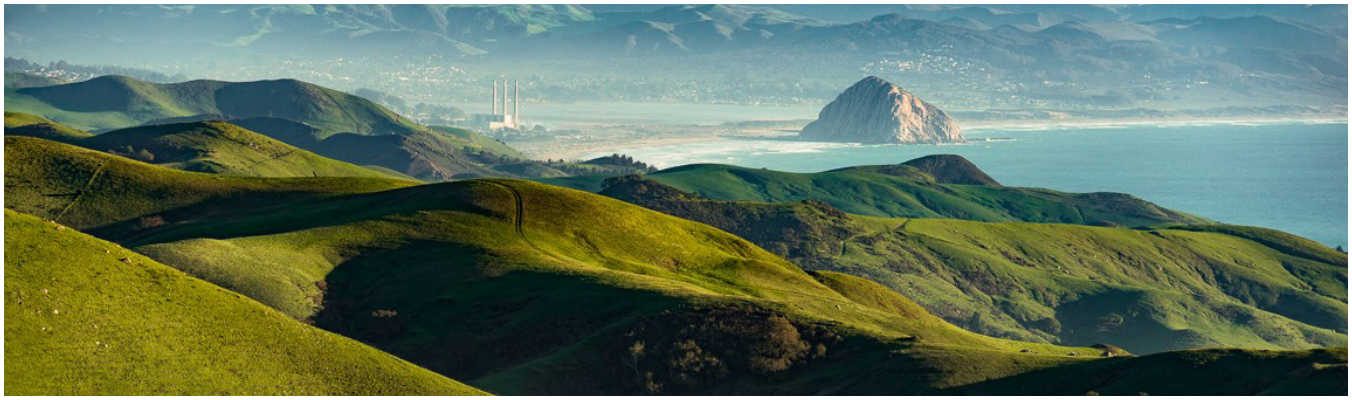

Tolosa Story

Edna Valley is nestled amongst the northwest-southeast running volcanic hills of San Luis Obispo County and is the frontier for the most complex cool-climate varietals in California, especially Pinot Noir and Chardonnay. The transverse valley is an extension of the sea, with a funnel leading past Morro Bay, 3,600 feet below the Pacific. The cold Pacific wind sweeps down the coast and into the valley and vineyards, creating a microclimate ideal for ripening sensitive Pinot Noir grapes. Oscillations in warm days and cold nights are further improved by the long growing season caused by mild winters and cool summers. Edna Valley, the coolest appellation in California, has all the elements for crafting Pinot Noir and Chardonnay wines to rival any in the world.

In Edna Valley, much as the soil and the climate come together, the passions of vintner Robin Baggett have converged. Dreams of owning a cattle ranch brought him back to the area almost 40 years ago; the revelation of the valley as a remarkable place for Burgundian varietals ignited his zeal to build complex, nuanced and balanced wines of distinction. Robin and his partner Bob Schiebelhut began planting vineyards in 1988, purchasing several historic family ranches in the valley over time. Together with Jim Efird, now retired, they founded Tolosa in 1998.

Tolosa and Robin have been true pioneers in the wine industry. Tolosa was an early adopter of the direct to trade (DTT) model, enlisting its own team of sales representatives to introduce restaurants and retailers in California to its wines rather than relying on a distributor. In 2006, Robin and his wife Michelle founded Alpha Omega winery in Napa Valley, with the vision of creating world class Bordeaux wines. Working with procuring prized grapes from the many appellations of Napa Valley, they have established a winery that handcrafts finesse-driven, complex and balanced wines expressing the aromatic profile of the best Napa Valley has to offer. Embracing the then-young concept of direct to consumer (DTC) in a way that few wineries have done even since, Robin and Michelle created a hospitality experience for their guests that is luxurious, comfortable, and always personal and gracious.

Robin transplanted the commitment to world class wines and the DTC model at Tolosa in 2015, taking winemaking and tasting room operations to an elite level. New state of the art equipment was incorporated into every stage of the winemaking process. The hospitality spaces, both inside and outside, were remodeled to offer guests intimate experiences with the focus on the wine. Exceptional wines and the finest hospitality are the hallmarks of the essence of Tolosa.

A true believer in terroir and the deepest evocation of place, Tolosa's mission is to discover the best sites in the valley and, through meticulous craftsmanship, create exceptional Pinot Noirs and Chardonnays to present to guests in a manner that offers the purest expression of Edna Valley.

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Vintner | Robin Baggett

Vintner Robin Baggett returned to Edna Valley almost 40 years ago with a law degree and cowboy dreams of owning a cattle ranch like his grandfather. Having graduated from Cal Poly in 1973, he knew the area. He bought a historic ranch in the valley but quickly realized he was on a frontier of a different sort. Being in a region with a grape-growing history that stretches back to the 18th century, when Franciscans at Mission San Luis Obispo de Tolosa produced some of California's first wines of distinction, planting wine grapes was a natural choice. Robin and his partner Bob Schiebelhut began planting vineyards in 1988, adding several other historic family ranches in the valley over time. Together with Jim Efird, now retired, they founded Tolosa in 1998. Robin's passion for wine making was born, and his wine journey began.

In 2006, Robin embarked on the next stage of his adventure. Together with Michelle, who would become his wife, he founded Alpha Omega in Napa Valley, with the vision of creating world class Bordeaux wines. Procuring prized grapes from the many appellations of Napa Valley, they have established a winery that handcrafts finesse-driven, complex and balanced wines expressing the aromatic profile of the best Napa Valley has to offer.

In 2017, Robin launched his first international wine venture with Perinet winery in the Priorat region of Spain. Like Tolosa, Perinet is focused on estate wines from a very special site in a very special region.

Born and raised in Salinas, California, Robin was a three-sport varsity athlete in high school who attended Cal Poly, San Luis Obispo on a baseball scholarship. At Cal Poly, he was chosen Most Valuable Player and a two-time All-Conference catcher. Elected Student Body President his senior year, he graduated with honors in 1973 with a degree in Business Administration. Electing not to play professional baseball, Robin went to law school.

Robin earned a law degree from University of California, Hastings College of the Law in 1976 where he was on the Law Review and graduated 10th in a class of 530. Following clerkships, Robin worked for Morrison and Foerster as an associate in their San Francisco office and then joined Sinsheimer, Schiebelhut & Baggett in San Luis Obispo as a partner in 1981, a firm he was associated with for 35 years.

Besides wine and law, Robin plays golf where he carries a 4 handicap, is a member of Santa Barbara's Rancheros Vistadores (the oldest trail ride in the country) where he is a four-time reserve All-Around Rodeo Champion, and operates a registered Brangus commercial cowherd in San Luis Obispo. He served as President of the San Luis Obispo Vintners for five years and the Rutherford Dust Society in Napa Valley for two years. Currently, he is a board member of the Wine Institute, Napa Valley Vintners, The Land Trust of Napa County, and the First Tee of Monterey County.

- Driving force behind Tolosa in Edna Valley, Alpha Omega in Napa Valley, and Perinet in Priorat, Spain
- Law clerk for the California Supreme Court and the U.S. District Court in San Francisco
- From 1994 to 2001, General Counsel to the NBA's Golden State Warriors in Oakland.
- In 1998, inducted into Cal Poly's Athletic Hall of Fame and, in 2001, Cal Poly's new baseball stadium – Baggett Stadium – was named after him.

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Winemaker | Frederic Delivert

There's a revolution stirring in California winemaking. A move to overthrow the technical and tactical approach in favor of a more artisanal expression that allows the true nature of place to shine through. Vintner Robin Baggett has entrusted winemaker Frederic Delivert with the expression of Edna Valley through the wines of Tolosa.

Maybe it was destiny. Tolosa is named after the Mission San Luis Obispo de Tolosa, the mission dedicated to Saint Louis, Bishop of Toulouse. Fred hails from Toulouse, France, and grew up in the countryside. Surrounded by farmers, he fell in love with agriculture. He received his master's degree in agricultural sciences in 1995 from the Ecole Supérieure d'agriculture de Purpan (ESAP) in Toulouse. He discovered California while getting his degree, during an internship in Alexander Valley in Sonoma County. He came back for another harvest at Newton Vineyard in Napa Valley in 1997 and stayed in California. His career path has allowed him to make wines for distinguished wineries in many of the subappellations of Napa Valley, including Rutherford, Oakville, Yountville, Howell Mountain, and Mt. Veeder, as well as in the Sonoma Coast and Red Hills Lake County AVAs. His fascination with differing soil compositions and the impact of local climates has led him on a pursuit to understand how these factors influence the resulting wines.

Fred began collaborating with Robin Baggett on wine projects in 2009. He was introduced to Tolosa and Edna Valley just in time for the 2017 harvest. He immediately perceived that the combination of Pacific influences and unique soil compositions of Edna Valley provide an incredible palette for very special wines. Fred is continually exploring Tolosa's estate vineyard, Edna Ranch, and discovering more facets of its exceptional character. He is passionate about crafting balanced, complex, and nuanced Pinot Noirs and Chardonnays which express the singularity of this marvelous terroir.

Winemaking starts in the vineyard. When grapes are brought to their best potential, winemaking is just choosing the right path to express it." - Frederic Delivert

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Edna Ranch Vineyard

Much of a grape's distinctive character arises from the soil from which it is grown. Savor a vintage with an authentic sense of place, and you are tasting a wine that may have been 100 million years in the making. Tolosa's vineyard, Edna Ranch, consists of six distinct sections, with 60 soil types and myriad microclimates encapsulating a remarkable spectrum of terroirs. Remnants of volcanic eruptions, fueled by clashing continental plates, share the landscape with calcium-rich sediments from tiny shells deposited on an ancient ocean floor and estuary. Degraded granite meets tufa precipitated in a vanished sea. Heavy clay fills the valley floor while sandstone and clay loam cover the hillsides.

Combining these challenging, calcium-rich soil conditions and ancient seabed with the valley's warm days and cool nights, you possess the ingredients for timeless and profound wines of diverse and distinctive character.

A sense of place arises from its history, from the ancient events forming its fundamental geological features to the people who have carved a living from it.

- The Franciscans of Mission San Luis Obispo de Tolosa were the first to plant wine grapes in San Luis Obispo County.
- In the late 1800's, Pierre Hyppolite Dallidet revived wine grape growing in the region.
- In the 19th century, Edna Valley also became a thriving dairy region, with men such as John H. Hollister leading the way.
- Sections of Edna Ranch are named for the Italian-Swiss dairy farmers, such as the Moretti, Stornetta, Poletti, and Monighetti families, who farmed the land where our grapes now grow.

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The Winery

Robin Baggett spares no effort in the quest to produce distinctive Pinot Noir and Chardonnay wines that reflect the character of Edna Valley and stand with the best in the world. He is equally zealous in the presentation of the wines in an exquisite setting that allows guests to savor both the wines and the region. The Tolosa winery is a reflection of that commitment. The winery underwent a physical transformation in 2016, bringing in state of the art equipment to the cellar and well-appointed details to the tasting experience.

Winemaking

Winemaking starts in the vineyards, of course. There, we use cutting-edge technology, such as infrared vigour mapping and detailed soil exploration, to better understand the vineyard and even the individual vines. This allows our vineyard team to pinpoint the attention needed throughout the growing cycle. At harvest, the grapes are picked by hand in the cool, dark hours of the morning and transported to the winery in small bins to avoid undue pressure on the fruit.

At the winery, the grapes are sorted for color, size and ripeness using a state-of-the-art optical scanner to ensure only the best fruit makes it into our most-prized wines. Pinot Noir grapes are fermented in rectangular, stainless steel, open top fermenters and then pressed in a small-lot basket press for the gentlest pressing process. Our separate warm barrel fermentation room allows for fine-tuned guidance of the fermentation process. Our winemakers select barrel by barrel in the blending process to compose wines that are nuanced, complex and balanced.

(continued)

- The thermoregulation channels on the jackets of the La Garde stainless tanks allow for both heating and cooling of the tanks for the ultimate control of fermentation.
- Rectangular-shaped tanks create a thinner cap of grape skins, allowing more of the juice to have contact with the pumace for flavor extraction and easier - and thus gentler - hand punch downs.

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The Winery (continued)

The attention to detail means more work and lower yields but the character of Edna Valley shines through.

Hospitality

Our guests are treated with as much thoughtfulness as our wines. The Tolosa winery offers a variety of venues and experiences to delight all the senses.

The Tolosa tasting room has a modern vibe, with an expansive bar, welcoming and knowledgeable staff, and a view of the Tolosa tank room.

The Heritage Room provides a stunning, upscale venue exclusively for wine club members. Members and their guests are treated to a seated tasting in a relaxing environment with an expansive vineyard panorama.

The Primera private tasting room is for the serious wine enthusiast and guests. The view overlooking the Monighetti section of our estate vineyard, Edna Ranch, perfects this elegant wine tasting experience.

Our barrel tasting loft offers a unique opportunity to sample our exquisite Single Vineyard wines (straight from the barrel in season), as well as a bird's eye view of production activities in our barrel and tank rooms.

The Tolosa Terrace presents the ultimate outdoor wine experience, with a variety of seating options. Guests can sip on the patio with views of the crush pad, taste under the olive trees with vineyard vistas, or savor in the comfortable confines of the sculpture garden.

- The Heritage Room is open to members Friday through Sunday, 11:00 a.m. – 5:00 p.m.
- The Tolosa Terrace features a kinetic wind sculpture, "Mistral," by local artist John Tyler, highlighting the Pacific Wind that gives our grapes and wines their character.
- Private tastings and tours & tastings are available by advance reservation with the Tolosa concierge.

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Wine Portfolio

At Tolosa, our quest is to harmonize all aspects of terroir and to balance depth with complexity, to achieve the purest translation of place to taste. We embrace traditional methods such as hand punch downs and whole-berry uncrushed fermentations, and we enhance these practices with cutting-edge technology in soil exploration and vineyard mapping. Above all, we share a desire to handcraft exceptional wines that reflect and celebrate the distinct character of Edna Valley. Focused on estate and single vineyard releases, and emphasizing Pinot Noir, Tolosa is eager to share what the land can express in the hands of our talented winemakers.

Primera

Primera is our flagship wine, a cellar selection of the best barrels of Pinot Noir from our estate vineyard, Edna Ranch, and made in very limited quantities. This is a rare lot that, through terroir driven expression, reaches a level of quality rivaling the very best Pinot Noirs of the world. It is crafted to enjoy today or to lay down for years in anticipation of an experience born from a year-round commitment in the vineyard.

Single Vineyard Series

As a testament to our dedication to crafting exemplary Pinot Noir and Chardonnay, we have pinpointed the best sites and fruit for these varietals outside – and inside – Edna Valley. This series of very small-lot, artisanal wines invites exploration of renowned appellations and acclaimed vineyards throughout California and confirms Edna Valley's place in this distinguished company. Available for tasting as barrel samples and purchase as futures before they are released each year, many of these wines sell out before they are bottled.

1772 Series

Our signature 1772 wines are each handcrafted by our winemakers selecting barrel by barrel to create wines from our own Edna Ranch vineyard that celebrate the terroir and heritage of Edna Valley. Focused on Pinot Noir and Chardonnay and other varietals that thrive in our coastal, cool region situated only five miles from the Pacific Ocean, these wines embody exceptional depth, balance, and complexity.

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Membership

Wine Club members enjoy access and exclusivity to the best of Tolosa's wine cellars.

Our 1772 Club features wines from our 1772 series, often crafted specially for wine club members, including our signature limited-production estate wines - 1772 Pinot Noir and 1772 Chardonnay, four times a year. Benefits include invitations to member-only events, access to our exclusive member lounge with expansive vineyard vistas, the Heritage Room, reserved seated tastings at the winery with reservation, and special offers that include discounts on wine and complimentary tastings.

The Primera Tolosa Club is designed for collecting and cellaring. Our most elite club enjoys guaranteed allocations of our flagship Pinot Noir, Primera, and our small-lot Single Vineyard wines, many of which sell out before they are even bottled.

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Responsibility

Sustainability

Tolosa's vineyard, Edna Ranch, is sustainably farmed and Sustainability in Practice (SIP) Certified. Sustainable farming is a scientifically-based, comprehensive system that focuses on being environmentally friendly, socially equitable, and economically viable. Tolosa participates at the deepest level, which requires the third-party SIP certification. Cover crops are used each year to add nitrates back to the soil, aid in integrated pest management and preserve the soil's ability to absorb water. Every drop of water is reclaimed and biologically processed for careful, precise application in the vineyard at key times through drip irrigation. All winery waste, including grape seeds and skins, is recycled, composted, or otherwise recovered. We use tools designed to do multiple tasks at the same time; this minimizes the number of tractors traveling through the vineyard and significantly reduces fuel, soil compaction and erosion.

In 2009, Tolosa showed its commitment to energy conservation with the installation of a SunPower high efficiency 539-killowatt (a 640 horsepower equivalent) ground mounted sun tracking system. Encompassing a 33,583-square-foot area adjacent to the winery, the system uses 2,508 high-efficiency Sun Power solar panels installed on Sun Power T0 Trackers. The Trackers use a GPS system to track the sun during the day, increasing energy capture by up to 25% over fixed-tilt systems while significantly reducing land use requirements. The system produces enough power to offset 90 to 95% of the winery's electricity demand. According to formulas from the U.S. Environmental Protection Agency, Tolosa's solar system is expected to displace more than 32 million pounds of carbon dioxide (smog emissions) over 30 years. This is equivalent to the emissions displaced from removing more than 2,600 cars from California's roads. In addition to our solar power facility, we've installed charging stations for electric cars, including a dual Tesla station and a universal hybrid charging station, both located in our front parking lot. *(continued)*

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Responsibility (continued)

Philanthropy

Since its inception, Tolosa has been committed to supporting the local community and beyond, donating wine and funds to a wide variety of charitable efforts. Recently, it launched the Tolosa Foundation to enhance its philanthropic efforts. The Foundation does not use any donated funds for administrative or fundraising costs; therefore, 100% of all monies raised go directly towards our mission.

Tolosa's core initiatives are:

Cal Poly University

Cal Poly is the alma mater of vintner Robin Baggett, a board member of the Cal Poly Athletic Director's Council and a member of the Cal Poly Legacy Club. Tolosa supports many Cal Poly programs and its "Learn by Doing" tradition.

San Luis Obispo Wine Country Association

The San Luis Obispo Wine Country Association was founded in 1997 by vintners and growers along the San Luis Obispo Coast, including Edna Valley, to promote and support the winemaking and grape growing industry in the region.

The First Tee of Monterey County

The First Tee is a 501(c)(3) nonprofit youth development organization whose mission is to impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.

The Wine Spectator Learning Center at The Wine Business Institute at Sonoma State University

The Wine Spectator Learning Center (WSLC) is an education and industry hub designed around advanced-technology classrooms, a student commons and gardens, and a collaborative space for faculty and business leaders. The facility celebrated its grand opening in 2018 and is available to all students and departments at Sonoma State University.

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Winery Fact Sheet

Address/Telephone	4910 Edna Road, San Luis Obispo, CA, 93401; 805-782-0500
Appellation	Edna Valley
Founded	1998
Vintner	Robin Baggett
Head Winemaker	Frederic Delivert
Hours	Open to the public daily from 11 a.m. to 6 p.m. Reservations recommended and required for groups of six or larger at all times. Private tastings available by appointment.
Annual Production	17,000 cases
Flagship Wine	Primera
Estate Vineyard	Edna Ranch (Edna Valley): Moretti, Stornetta, Poletti, Hollister, Salaal and Monighetti sections
Other Principal Vineyards	Apex (Santa Lucia Highlands); Albatross Ridge (Carmel Valley); Bien Nacido (Santa Maria Valley); Saltonstall (Sonoma Coast); Solomon Hills (Santa Maria Valley); Toyon Farm (Los Carneros)
Website	www.tolosawinery.com
Social Media	Twitter & Instagram: @tolosawinery; Facebook: TolosaWinery #tolosawinery
Overview	Tolosa is located in the heart of Edna Valley, nestled amongst the northwest to southeast running volcanic hills of San

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Fact Sheet (continued)

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Tolosa's quest is to harmonize all aspects of terroir and to balance depth with complexity, to achieve the purest translation of place to taste. The winemakers embrace traditional methods such as hand punch downs and whole-berry uncrushed fermentations, enhancing these techniques with best-farming practices in the vineyard, state-of-the-art equipment in the cellar, and luxury-hospitality tasting spaces. Above all, Tolosa reflects a desire to handcraft exceptional wines that celebrate the distinct character of Edna Valley. Focused on estate and single vineyard releases, and emphasizing Pinot Noir, Tolosa is eager to share what the land can express in the hands of its talented winemakers.

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For more information, contact:

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