

# Private Label

## Who We Are

Sonoma Wine Company Private Label offers California's most flexible finished goods wine program to its customers large and small, with both domestic and export programs.

As Sonoma County's largest contract bottler we offer a range of crush-to-bottle contract services partnering with wine producers from all over Northern California to crush, ferment, barrel, bottle and warehouse wine programs of all sizes. Every year we crush over 7,500 tons, bottle nearly four million cases and barrel ferment over 65,000 barrels of wine for our clients both large and small all while using some of the most environmentally sustainable winemaking practices in the industry.

With five modern facilities throughout Sonoma County (and now one in Napa County) we can accommodate nearly any program. With superior customer service and a wide array of equipment including state-of-the-art crush facilities, over two million gallons of stainless cooperage, and six modern bottling lines, we can tailor our facilities and highly experienced staff to match your program so you can spend the time connecting with your distributors, building your customer base and growing your brands.

At Sonoma Wine Company we have tailored our business to match the size of almost any wine program from private label to large contract producers. Whether you're producing 500 cases or 500,000 cases, as your brand grows we will always grow with you.

The main facility and offices of Sonoma Wine Company are located in Graton, California five miles west of Santa Rosa in Sonoma County. The Graton facility was originally built in 1947 as an apple processing plant on the Hallberg Apple Ranch and was later converted into a wine production facility in the 1960s where it first operated as Chateau St. Jean and later became Associated Vinters Group operating as a contract wine facility.

In 2000, Codera Wine Group's Derek Benham, founder and owner of the Blackstone Merlot brand, purchased the contract business. In 2001 Codera sold the Blackstone brand and contract business to Pacific Wine Partners (a division of Constellation Brands), after which Derek Benham founded Purple Wine Company, the parent company of Sonoma Wine Company. In 2003, Sonoma Wine Company purchased the Graton production facility back from Pacific Wine Partners and has grown to six facilities in Sonoma and Napa Counties.

**Joe Joffe**  
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*Northern California's*  
*Premier Custom Winery*