



NAPA VALLEY WINERIES REMAIN TIMELESS IN THE FACE OF CHANGING TIMES

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One of the world's top vacation destinations, California wine country is known for its beautiful countryside scenery, legendary resorts and spas, Michelin – starred restaurants and award-winning wines. A blind tasting in 1976, pitting some of the finest wines in France against unknown Napa Valley bottles, broke the myth that French wine is the world's greatest, and established Californian wines as a strong competition. Since then, the region's winemaking rose to prominence, thanks to the incredible variety of its terroir, its unique geology, geography and climate, and the local winemakers' ability to create some of the world's most distinctive wines.

Yet times have been changing, and so has the wine industry. More regions around the world are now making delicious high quality wines, and modern consumers are looking more for experiences than products and are increasingly concerned about sustainability. To keep up, Napa wineries have evolved to offer visitors more



than ever before, from sustainable wines and food pairings to exclusive educational and artistic experiences.

Case in point: Larkmead Vineyards. Most wine enthusiasts are familiar with one of the oldest and finest family-owned vineyards in Napa Valley. Larkmead's 125-year history is intimately connected to the history of Napa Valley, and the way the region became known as the epicenter of California winemaking. The legendary vineyard's soil is so diverse that it is a snapshot of the entire valley. As a result, Larkmead's stellar wines capture complexity of the local flavors. The winery is also known for its dedicated team, including its winemaker, Dan Petroski, who was named winemaker of the year in 2017 by the San Francisco Chronicle.

Today, this historic establishment has positioned itself as modern and innovative. It has been exploring new and exciting approaches to winemaking, working with universities, scientists, viticulturists and other wineries to preserve and protect Napa Valley. Larkmead Vineyards has also been hosting cultural and educational events incorporating wine, food, art and literature, to honor industry leaders and to focus on issues that threaten the future of winemaking, such as climate change.