



Family Winegrowing

Rooted in four generations of farming the Santa Lucia Highlands, our family founded ROAR in 2001 after years of growing grapes for quality-minded wineries. Making our own wines deepened our connection to the land, allowing each farming decision to be guided by what brings out the best in the wine. Today, our estate-grown Pinot Noir and Chardonnay reflects the character of our windswept appellation, balancing power and elegance. The name ROAR honors both the Monterey Bay winds that rush through our vineyards and our family's love of sports, recalling the thunderous roar of a stadium full of fans.

Our vineyard-driven approach begins with a dedicated crew of 40 experienced professionals who care for our properties year-round, tending each vine by hand every 12 days during the growing season. A gentle approach is taken in the cellar to preserve the fruit's purity and each vineyard's distinct expression. From vine to bottle, our goal is to share the land we have farmed for generations. Our family invites you to experience it with a glass of ROAR.

TOP 100 HONORS

2025

#13 WINE ENTHUSIAST

#83 JAMES SUCKLING

Best Central Coast Pinot Noir ROBB REPORT

2024

#19 JEB DUNNUCK

#27 WINE ENTHUSIAST

#44 VINOUS



*Nick, Gary, and Adam Franscioni,
ROAR Proprietors & Winegrowers*