



### **ROAR Winegrowing**

ROAR is rooted in four generations of farming the Santa Lucia Highlands and has become synonymous with benchmark wines of the region. Our wines strike a balance of power and elegance that capture the energy of our windswept appellation. Our vineyard-driven approach is expressed in a focused portfolio of estate-grown Pinot Noir, Chardonnay, and Rhône varieties.

After years of selling fruit to quality-minded wineries, we founded ROAR Wines in 2001 to deepen our connection to our land and refine our farming through winemaking. This holistic approach, where each vineyard decision is guided by what's best for the wine, has helped elevate both our estate properties and the wines themselves, earning recognition across the winemaking world.

Our vineyards are meticulously cared for year-round by a dedicated crew of 40 experienced professionals. Each vine is hand-tended every 14 days, ensuring precise care throughout the growing season. Grapes are harvested entirely by hand at peak ripeness, allowing their inherent character to shine. In the cellar, we take a gentle approach to winemaking to preserve purity, letting the vineyard speak through the wine.

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| **Saying ROAR to a Pinot Noir lover is like saying "Ferrari" to a person who loves cars. Some of the most luscious, complex, and rich Pinots are made by this small producer.**  
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Karen MacNeil, The WINE BIBLE —”

### **ROAR Recognition**

We are honored to have consistently been recognized by top wine publications over the years, receiving multiple Top 100 awards from the likes of Wine Spectator, Wine Enthusiast, Vinous, and Jeb Dunnuck, and awards of recognition from the International Wine & Food Society, Les Dames d'Escoffier, and more.

### **ROAR Label**

The name ROAR pays homage to the Monterey Bay winds that *roar* through our vineyards, and the thunderous *roar* of a stadium full of sports fans.

Our family invites you to enjoy our estate vineyards with a glass of ROAR.



Nick, Gary, and Adam Francioni,  
ROAR Proprietors & Winegrowers