



2024 SIERRA MAR VINEYARD GRENACHE

SIERRA MAR VINEYARD

Sierra Mar is the southernmost site that our family owns and manages. It is our highest in elevation at up to 1,100 feet above sea level. In 2007, Gary Francioni painstakingly planted it, and drilled a well which pumps water three miles up the hillsides to make irrigation possible. The heavily sloped terrain and thin soils encourage deep root systems and drainage. Its elevation often places Sierra Mar around the fogline, adding to its diversity and mystique. This slightly warmer site also experiences heavy winds in the afternoon along with cooler nights help retain natural acidity.

WINEMAKER NOTES

With only a single barrel and 23 cases produced, the 2024 Sierra Mar Grenache is our smallest release of the vintage. With a darker profile than recent years, it retains the red-fruited character that defines the wine, opening with dark strawberry, rhubarb, and lifted herbs. The supple, medium-bodied palate deepens into leather, sarsaparilla, and root-herb spice, adding a savory edge. Bright red cherry carries through the long, mouthwatering finish.

VINTAGE SUMMARY

The vintage began with low rainfall totaling 13 inches. Summer brought a stretch of warmer 85-degree days, when compared to the cool 2023 and 2025 seasons. A brief burst of heat around Labor Day initiated harvest in our earlier-ripening blocks, and was followed by a cold September that extended hangtime.

Winemaker: Scott Shapley

Appellation: Santa Lucia Highlands

Farming: Sustainable (SIP Certified)

Clones: Alban

Harvest: October 9, 2024

Time on Skins: 21 days

Oak: 100% neutral French oak

Aging: 10 months in barrel

Alcohol: 14.9%

Acid: 3.85 pH

Production: 23 cases made (1 barrel)



ROAR

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WINEMAKER NOTES

From one of the smallest blocks on our estate, this high-elevation Grenache captures the spiced, savory depth of Sierra Mar's dramatic terrain. Aromas of white pepper, herbs, and dark strawberry-rhubarb lead into a medium-full palate layered with leathery texture, dark fruit, and savory spice. Creamy undertones and a long, peppery finish complete the profile. ROAR is the exclusive producer of Sierra Mar Vineyard Grenache, with only three barrels made this vintage.

VINTAGE SUMMARY

The 2023 season rewarded patience and precision. Generous winter rains of 22.5 inches, well above our typical 14 inches, replenished vines and fostered healthy canopies, minimizing irrigation needs. Budbreak, bloom, and veraison arrived about two weeks later than average. A mild spring and summer gave way to a long, gentle ripening period. A brief warm spell in early October pushed the fruit to optimal ripeness, leading to a brisk harvest that was later than normal. In the cellar, fermentations were slow and steady, allowing the wines to develop beautifully.

Winemaker: Scott Shapley

Appellation: Santa Lucia Highlands

Farming: Sustainable (SIP Certified)

Clones: Alban

Harvest: November 3, 2023

Time on Skins: 26 days

Oak: 100% French oak, neutral

Aging: 10 months in barrel

Alcohol: 14.9%

Acid: 3.845 pH

Production: 86 cases made