



## CHATEAU MONTELENA

ESTABLISHED 1882

### **Chateau Montelena Acquires New Vineyard to Elevate Iconic Chardonnay and Legacy**

Calistoga, CA – March 18, 2025 – Chateau Montelena, the Napa Valley winery renowned for its pivotal role in establishing American wine on the global stage, proudly announces the acquisition of a new vineyard that will serve as the future home for its world-famous Chardonnay. This strategic move underscores the winery’s unwavering commitment to excellence and its bold vision for the next chapter of its storied legacy, a journey that began over 140 years ago and was cemented by the historic 1976 Judgment of Paris victory.

Since its founding in 1882 by Alfred L. Tubbs and its revival in 1972 by the Barrett family, Chateau Montelena has stood as a symbol of American winemaking ingenuity. The winery’s 1973 Chardonnay, which triumphed over the finest French white Burgundies in Paris, not only redefined perceptions of California wine but also set a benchmark for quality that Montelena has pursued relentlessly ever since. Today, under the leadership of CEO, Bo Barrett, and Winemaker, Matthew Crafton, the winery looks ahead with optimism, embracing this new vineyard as a cornerstone of its long-term focus on crafting wines that reflect, endure and evolve over the decades.

The newly acquired 73 acre vineyard, situated at the base of Mount Veeder in the Carneros AVA, is an exceptional property, ideally suited to growing Chardonnay. Composed of well-drained loam and red volcanic soils along with the optimal growing conditions of the region, the site promises to enhance the complexity and character of Montelena’s flagship white wine. This acquisition further magnifies the winery’s philosophy of letting each vintage shine as a true expression of each unique season through the lens of our vineyard, a principle that has guided Montelena for five decades under Barrett family ownership.

“We’re not just making wine for today—we’re building a future where Chateau Montelena remains a beacon of quality and longevity for American wine,” said Bo Barrett, CEO of Chateau Montelena. “This new vineyard is a testament to our belief that the best is yet to come. We’ve always aimed to push boundaries, to show the world what American wine can be, and this step ensures that legacy thrives for generations.”

Winemaker Matthew Crafton echoes this forward-looking spirit, emphasizing the meticulous care driving the project. “At Montelena, we’re defined by an unrelenting push for excellence,” Crafton said. “This vineyard isn’t just land—it’s an opportunity to refine and elevate our Chardonnay, to capture the essence of each vintage with even greater precision. Despite sensational headlines and the pervasive pessimism of the wine industry, we firmly believe in its resilience. By embracing change and capitalizing on a growing appreciation for authenticity and craftsmanship, the industry is evolving, not declining. This investment is a testament to that belief.”

The acquisition marks a significant investment in Montelena’s future, with plans to begin planting in 2026 and a long-term strategy to integrate the site into its portfolio of exceptional vineyards. It reaffirms the winery’s dedication to staying family-owned and artisan-focused, resisting the temptation to scale up at the expense of quality—a rarity in an industry often driven by expansion. With this venture, Chateau Montelena not only secures the foundation for the next era of its legendary Chardonnay but also reaffirms its enduring legacy—one rooted in tradition, driven by innovation, and dedicated to crafting wines that stand the test of time.

About Chateau Montelena:

*Chateau Montelena has a celebrated history, most widely known for winning the "Judgment of Paris" in 1976 and putting California at the forefront of the wine world. Today, Chateau Montelena stands as a quality icon, consistently producing some of the finest and sought-after wines in the country. Bo Barrett stands as current CEO & Owner and Matt Crafton serves as Winemaker. With fifty years of Barrett ownership, the winery has cultivated a profound understanding of the Montelena Estate, crafting wines that stand the test of time while revealing the special and unique characteristics of every vintage.*