



## Clif Family Winery & Farm - Frequently Asked Questions

### **When was Clif Family Winery & Farm started?**

Clif Family Winery & Farm was started in 2004. The first wines were released in limited distribution in October 2006.

### **Why did Gary & Kit decide to go into the wine business?**

Gary Erickson & Kit Crawford started Clif Bar & Company with a passion for food, family and adventure. This passion continues in all aspects of their lives. Spending free time hiking, cycling, riding their horses, gardening and cooking brought about a natural interest in food and wine that led them to making their own wines and developing their farm.

### **What is the connection between Clif Bar & Company and Clif Family Winery & Farm?**

Both companies are on a journey toward long term sustainability, exploring ways to sustain the planet, the environment and their local communities. Clif Bar & Company makes products based on portability and convenience while Clif Family Winery & Farm crafts unique, regional wine and foods and works to contribute to a vibrant and healthy local food community.

### **Why did you recently remove "Bar" from the company name?**

The brand name has always meant to center around Clif, Gary's father. By removing the "Bar", we hope to emphasize the importance of the Clif name together with its strong connection to the environment, the community and the highest quality in all that we do.

### **Is there an actual winery?**

No, at this time all of our wines are made at The Ranch Winery, a custom crush facility located in the Napa Valley. Gary and Kit's farm is located in the Napa Valley but at this time, there are no plans to start a winery at the farm.

### **Who is your winemaker?**

Sarah Gott, former winemaker for Quintessa, Joseph Phelps and currently Joel Gott Wines, joined us as consulting winemaker in 2007. Sarah brings great experience to Clif Family Winery.

### **What varietals do you make?**

Clif Family Winery makes The Climber White Wine Blend, The Climber Red Wine Blend, Gary's Improv Napa Valley Zinfandel and kit's killer cab Napa Valley Cabernet Sauvignon. We also make a limited-production extra-virgin olive oil.

### **How many cases do you produce each year?**

We make 5,000 cases of each of The Climber wines each vintage. Our reserve wines are limited production wines with less than 500 cases per varietal.

### **Are Clif Family wines organic?**

We are working to eventually transition all of our wines to 100% CCOF certified organic fruit sourcing. Our first wine to use CCOF certified fruit was our 2006 Climber White Wine blend. Sarah Gott is working with growers to source CCOF certified fruit when we can and at the least, source fruit from growers who utilize sustainable farming methods. Each vintage we hope to get closer to 100% organic fruit sourcing. However, our wines will never be labeled as 100% organic because we choose to use sulfites in our wines.

### **What are sulfites and what is the benefit to using them in wine?**

Sulfites are a preservative that prevents oxidation and bacterial spoilage in wines. In the U.S., vintners that add sulfites to their wines cannot label them "USDA Organic" even when the grapes are grown 100% organically. Sulfites are either added to a wine or result naturally from yeast fermentation during wine production.

### **What does sustainable farming mean?**

Sustainability is about reducing our ecological footprint along every step of delivering a product to the consumer. Sustainable farming supports methods that safeguard the health of our soil and water resources and protect biodiversity.

### **Are Clif Family Wines vegan?**

Our wines cannot be considered vegan because at times our winemaker may elect to use milk or egg whites to fine the wine. These ingredients are filtered out of the wine before they are sold.

### **What is Green My Shipment?**

Green My Shipment is a simple, inexpensive way to help consumers reduce the environmental impact of shipping their Clif Family Winery & Farm purchase. By adding only \$0.25 per bottle to their order, they can help to offset the global warming emissions (CO<sub>2</sub>) generated by the packaging and shipment of their order. All of the money collected through Green My Shipment will go directly to *NativeEnergy* to help support the Cascade Sierra Solutions Trucking Efficiency Project. This program helps independent truck owners/operators improve fuel efficiency and reduce CO<sub>2</sub> emissions and other pollutants generated by ground freight transport.

### **Where can I buy your wines?**

Our wines are currently available at select retailers and restaurants in Alabama, Arizona, California, Colorado, DC, Florida, Georgia, Idaho, Illinois, Maine, Massachusetts, Maryland, North Carolina, Oregon, Texas, Virginia, Washington and West Virginia. Our wines are also available online to select states.

### **Where can I buy your olive oil?**

Our olive oil is only available online.

### **Do you have a wine club?**

We do not currently have a wine club, but please visit our web site at [www.ClifFamilyWinery.com](http://www.ClifFamilyWinery.com) to sign up for our newsletter and stay up-to-date on the latest news from the Winery & Farm.