

GOOSE RIDGE NEWS

SEASONAL NEWSLETTER • APRIL 2023

A Climate of Excellence



Family owned. Estate grown.



Letter from the Monson Family

Greetings from Goose Ridge,

It's not hard to believe we're deep into spring at Goose Ridge Vineyards. We skated through a mild winter rather unscathed with just the perfect amount of rain to prep our soil for a rich growing season. Nothing beats spring in the Columbia Valley. Cherry and apple blossoms abound, vineyards are approaching bud break and our cattle are returning to enjoy summer on the ranch.

Nothing beats a quick start to a new year either. Our Pacific Northwest retail and restaurant partners are helping to spread the word of our new releases with creative end caps and displays. Speaking of new releases, our collection of Rosé wines are flying out the door, including the much-anticipated new release of our Revelation Rosé by Goose Ridge Vineyards. We've taken up the case production on that wine, tweaked our approach to create a beautifully lean, fruit forward wine that is fun to enjoy with friends and pair with spring favorites. We're looking forward to the 2022 vintage across the board and can't wait to share them with you.

On the spirits side of our project list, we burst into the new year with our release of Feather & Folly Gin, as well as the announcement of our new Monson Ranch Distillery. What started as an homage to our patriarch Arvid Monson and the founding of Monson Ranch, our third and fourth generations have partnered with our distiller, Brian Morton to create uniquely crafted spirits. With vineyards, orchards and new rye and corn plantings we're now controlling every step of the spirits making process from ground to glass. We look forward to welcoming you to the distillery soon.

Cheers!

The Monson Family



From the Ranch

Vineyard Update

Overall, it was a mild winter compared to last year. A good amount of precipitation replenished the soil moisture and we have been inching closer to the start of spring throughout a mild February and March. The cooperative weather has allowed for pruning to carry-on at a good pace. With only a few blocks remaining, we should be done by the time you read this newsletter. We're looking forward to a beautiful spring on the ranch.

Cherries and Apples

Nothing is more beautiful than a cherry orchard in full bloom. Welcome to Goose Gap where both apples and cherries are busting at the seams and giving bees something to buzz about. New to the ranch this year will be rye. We're in the process of planting now to support our new Monson Ranch Distillery that's opening this spring. More on that ahead.



From The Cellar



The 2022 vintage had an extended cold and wet Spring that delayed bud break by several weeks. Summer came on very quickly with temperatures jumping to high 90s and then 100s in early June. The high heat continued almost unabated through July and August which lead to an accumulation of heat units, but overall delayed phenolic ripening. Veraison occurred in the midst of this heat and was drawn out longer than normal. Even with the heatwave, harvest began two to three weeks later than normal in all varieties. With many early red grapes like Merlot and Syrah not achieving optimal ripeness until late September or early October.

Just as spring leapt into summer, summer stretched into a beautiful fall. The moderate, warm, and dry conditions in October led to a smooth even finish to ripening and turned the vintage into a lovely year full of flavor and intensity. Overall, we have had a mild winter compared to last year. A good amount of precipitation replenished the soil moisture and we have been inching closer to the start of Spring throughout a mild February and March. The cooperative weather has allowed pruning to carry-on at a good pace with only a few blocks remaining.

2022 Revelation

My winemaking colleague Maurine Johnson and I reviewed our approach to the 2021 Revelation and designed a new winemaking program for our popular Revelation Rosé, which came together beautifully. We brought in grapes from some carefully selected parts of the estate that fit the wine's style best. All of the processing was done as cool as possible, which meant a couple weeks of early mornings for Maurine on the crush pad when the fruit was harvested at daybreak to keep it cold during pressing.

The wine came together quickly and easily after harvest and shows all the brightness freshness, and verve of last year's wine with added intensity and breadth. Additionally, the color is picture-perfect light salmon pink.

G3 Wines

We have all been working to blend and finalize the 2021 G3 Red blends and they've come together very well. Our hot summer contributed to an opulent and rich body with easily accessible fruit flavors. Still the wines captured the tension and minerality characteristic of Goose Gap and promise to be a crowd pleaser.



Tasting Room News

A Spring Revelation

It's spring in our four tasting rooms as we launch our popular Revelation Rosé with color and flair. When you come in to taste and pick up your summer stash of the 2022 vintage, be sure to check out all the cool Revelation swag to go with it. Start with a lovely pink wine opener and beautiful quartz wine gems designed to keep your rosé chilled poolside without diluting the wine. Be sure to sport our Women's Crop Hoodie is slim fit and made from extremely soft premium lightweight fleece, but you better hurry! Those are going fast. Don't forget to stay hydrated with logo'd water bottles as well. They feature our beautiful Revelation Rosé floral artwork created by artist Katie Small.



New Releases

Spring means it is time to release our new white and rosé wines and we're excited for you to join us for a taste of our 2022 Goose Ridge Riesling, 2022 Goose Ridge rosé and our 2022 Revelation rosé. We can't think of a better way to spend a warm afternoon!



A Brand New Look

Available in all 4 tasting rooms, our newly released and highly anticipated Goose Ridge Riesling and Rosé are sporting a new look! Look closely and you will see we're bringing our geese in the flying V formation into focus just as we elevate Goose Gap in all of our wines. Speaking of Goose Gap, we've even added it to the front label so now all will know its origin. These wines are popular with our club members and loyal customers and we can't wait to share them with you.



Goose Ridge Vineyard Certified Sustainable WA

Recently the Washington wine industry officially launched Sustainable WA, the first statewide certified sustainability program for Washington state grape growers and soon, wineries.

The certification highlights pillars of sustainability including being environmentally sound, socially equitable and economically viable. When Washington grape growers participate in Sustainable WA, they're committing to sustainable viticultural practices, which Washington Wine describes as a "rigorous, science-based program built with continuous improvement in mind." Viticultural practices are audited by a third party ensuring that operations meet the established standards. While the current certification addresses options for vineyards, plans are in place to add certification for wineries in the future.

"Having our ongoing sustainable viticultural practices certified through the Sustainable WA program represents a promise to our community, consumers and customers that the Monson family is steadfast in our commitment to the land, environment and our people," said Bill Monson, Goose Ridge Vineyard and Winery President. "We are proud to receive the Sustainable WA certification and join others certified in our wine community to commit to the future of farming in our great state."

SUSTAINABLE WA TM
CERTIFIED GRAPES



Wind In Our Sales



We are coming off an exciting placement at QFC in Washington and Oregon where our g3 Merlot was featured in recognition of being featured as a Seattle

Times Top 20 Wines under \$20. It's not too late for you to grab a bottle to see what the fuss is all about. Thanks for calling us out, QFC. Cheers.



Revelation Rosé by Goose Ridge Estate



Here's a revelation! Our 2022 Revelation Rosé is ready for release and on its way to you. New placements can be found nationwide and in our own backyard through our retail partners. Albertsons, Vons and Pavilions will display Revelation Rosé throughout southern California while SaveMart and Lucky will feature the wine in northern California. If you live in Washington, Oregon, Idaho or Alaska look for Revelation Rosé at Safeway and Albertsons. Did we miss your state? Don't worry, this delicious breath of sunshine is also available online at goos ridge.com.

Taste Washington Wine Month



Goose Ridge and Destination Brands are coming off a very successful Taste Washington Wine month. For starters, we partnered with Duke's, the preeminent Seafood restaurant born in the Pacific Northwest, to feature Goose Ridge wines throughout the month. Brands included Revelation Rosé, Among the Giants Chardonnay and the Goose Ridge Estate Cabernet Sauvignon. Family-owned, Duke's Seafood operates seven restaurants in the Greater Puget Sound area as well as an event space, Dockside at Duke's, which hosts events for up to 350 guests. We thank the good people at Duke's for their partnership.

Wind In Our Sales (continued)

Retail Highlights



At Retail we raised a glass to three generations of Monson women with a family photo and display at 120 Safeway/Albertsons Washington locations. Our g3 portfolio was featured including Chardonnay, Cabernet Sauvignon, Merlot and Red Blend., Among the Giants Chardonnay and Merlot, Truth Be Told Cabernet Sauvignon along with Revelation Rosé, just in time for spring.



National Restaurant Programs



We're pleased to announce a new national wine program at Fleming's Prime Steakhouse & Wine Bar featuring Goose Ridge "First Flight" Cabernet Sauvignon 2020



The Bar at Chihuly Gardens and Glass features creative cocktails alongside delicious bites and plates in a one-of-a-kind atmosphere. Capturing the essence of the Pacific Northwest, the bar sources local ingredients and partners with regional wine & spirit artisans. It's also a destination for art lovers where more than 25 of Dale Chihuly's personal collection are on display throughout the space. The centerpiece of The Bar is an illuminated installation of 36 signature Chihuly drawings, creating a uniquely art-centric dining experience. Stop by and enjoy one our featured offerings: VIDO Vodka, Feather & Folly Gin, Revelation Rose' and Goose Ridge g3 Red Blend. chihulygardenandglass.com/bar



DESTINATION
BRANDS



It's with great anticipation we announce the opening of the Monson Ranch Distillers. A long time in the making, our distillery is led by the third and fourth generations of Monson ranchers together with our Master Distiller, Brian Morton, to create uniquely crafted spirits.

Starting with cattle feed lots, the foundation of Monson Ranch was built in the 1930's as the family started climbing its way up in the Washington Agriculture community. Following years of hard work and success in ranching, farming and winemaking, Monson Ranch Distillers is the newest venture for the family.

The distillery offers a full range of premium spirits. Vodka, gin, brandy and whiskey are only the beginning. With vineyards, orchards and new rye and corn plantings at the family's home ranch in Goose Gap and a state-of-the-art distillery in Eastern Washington, Monson Ranch Distillers controls every step of the process for a complete farm to bottle experience. Pull these handcrafted spirits off the bar or step foot in the distillery for an authentic taste of Washington farming heritage that serves as the foundation for Monson Ranch Distillers.



DISTILLERY
1123 Dudley Ave
Prosser, WA 99350

OFFICE
63615 E Jacobs Rd NE
Benton City, WA 99320



facebook.com/monsonranchdistillers



instagram.com/monsonranchdistillers

info@mrdistillers.com
509-627-6249

In Conversation with Brian Morton



*Brian Morton
Distiller at Monson Ranch Distillers*

How did you get into making spirits?

I found myself sharing a cocktail with a friend and was introduced to a spirit that was not available for purchase in the states. Of course, I thought it was a great product and naturally I found myself wanting to know more. With my brewing background I was sure I could make a similar spirit. Just like that I was hooked. Six months later I opened one of the first distilleries in the state of Washington since prohibition.

Tell us about a regular day at Monson Ranch Distillers.

Every day starts out with firing up the boiler and walking the distillery. We check all the tank valves, pumps, and barrels to make sure everything is secure and ready for the day. After this, one person will start up the still and introduce fermented wash consisting of cab sav grapes or all grain wash. While this gets going, we select different types of grain to run through our mill and make our signature whiskeys. After several hours distilling we have selected the finest part of the spirit run and pitched the yeast for our whiskey wash. Last but not least we make sure everything is closed up, secure, and ready for the next day.

What's your vision for the Distillery?

My vision for Monson Ranch Distillery is to create and share amazing spirits from arguably the best growing region in America. Being able to share a cocktail with stranger is like inviting them to a family dinner. It should be memorable.

What are you working on now?

Currently we just finished up this year's 5 Arrow Brandy production. With that barreled and racked, we are starting production of our bourbon and 100% Rye whiskey.

Why grape-based spirits vs. corn or potato?

Our grape based spirits allow us to share a piece of our Goose Ridge Estate Vineyards from the Goose Gap AVA, providing them with a sense of place they can actually taste. We find grape spirits layer over your mouth with a soft silky profile showcasing the subtle flavors of the grape. Being able to share that experience offers a peek into our lives and what we do every day.

How did you choose the botanical makeup of Feather & Folly Gin?

We started with the backbone of Gin first, juniper and coriander. From here we selected different regional botanicals and blended them with flavors from across the globe. After many attempts, batch 5 showcased the unique flavor and bright aromatics we were looking for.

We hear the Monson Family is planting rye on their ranch at Goose Ridge. Why is that important?

Planting and harvesting our own rye enables us to control every aspect of the process when creating our 100% rye whiskey. Using our heirloom estate grown rye allows us to showcase the history of Northwest rye whiskey.

What's your cocktail of choice?

Whiskey Sour or Feather & Folly Gin and Tonic.

When you're not tasting spirits what are you drinking?

I enjoy a good NW IPA from our local brewery.

With steak, Bourbon or wine?

Rye. It's like a boxing match of flavor after every bite.

In the News

The Seattle Times

[The Northwest's 20 best wines for under \\$20](#)



[Goose Ridge 2018 Vireo Red Wine](#)



[The 50 Best Wines of 2022](#)



[Prominent Washington Wine Family Captures the Essence of the Pacific Northwest with Launch of Feather & Folly Gin](#)

Forbes

[Pair Your Turkey With Rosé Wine This Thanksgiving](#)



[Afternoon Brief Newsletter](#)



[11th Annual Best of the Northwest Wine](#)



[Introducing Feather & Folly Copper Pot Distilled Premium Gin](#)

Forbes

[Forbes 2022 Holiday Gift Guide: Interesting White Wines](#)

WINE BUSINESS MONTHLY

[Prominent Washington Wine Family Captures The Essence Of The Pacific Northwest With Launch Of Feather & Folly Gin](#)

YAKIMA HERALD-REPUBLIC

[Wine Scene: Vodka drinkers can now talk terroir and varietals, too](#)



[Craft Brewing and Distilling News for January 2023](#)

Forbes

[Holiday Gift Guide 2022: Under-The-Radar Wines](#)

DISTILLER™

[New Release Roundup January 2023](#)

BeverageDynamics

[Feather & Folly Gin](#)

Forbes

[Valentine's Day Gift Guide: Gins Worth Loving](#)

Cheers

[Feather & Folly Gin](#)

Let's Be Social



www.gooseridge.com



Tasting Room at Richland, WA
16304 N Dallas Rd
Richland, WA 99352
509.628.3880
info@gooseridge.com

Tasting Room at Woodinville, WA
14450 Woodinville Redmond Rd NE
Suite #108
Woodinville, WA 98072
425.488.0200
info@gooseridge.com

Tasting Room at Leavenworth, WA
920 Front Street B3
Leavenworth, WA 98826
509.470.8676
info@gooseridge.com

Tasting Room at Walla Walla, WA
9 North Second Ave
Walla Walla, WA 99362
509.876.4046
info@gooseridge.com

Production & Corporate Office
63615 East Jacobs Road
Benton City, WA 99320
509.627.6249
info@gooseridge.com