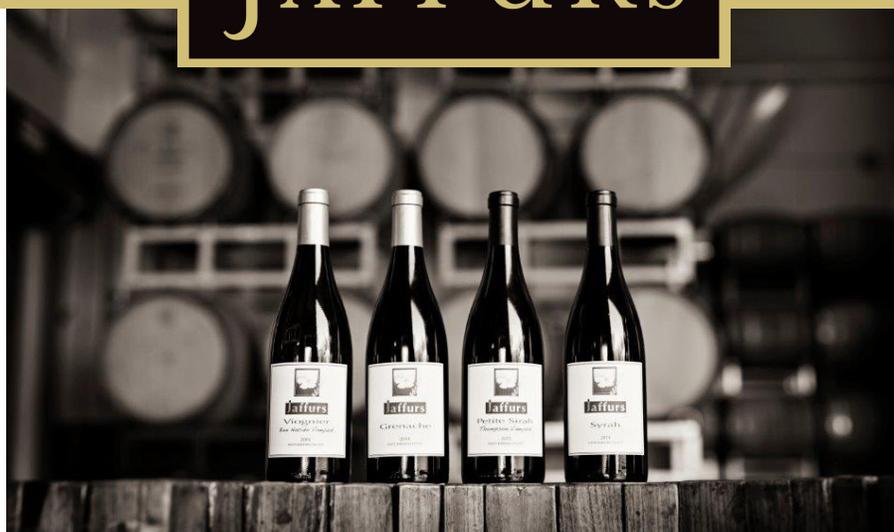


JAFFURS



30-YEAR ANNIVERSARY

Thirty years! Three decades. Jaffurs is proud to celebrate this momentous anniversary with you. It is an incredible milestone for our winery. Founder Craig Jaffurs could not possibly imagine what this winery would become when he made his first few barrels in a Santa Maria warehouse in 1994. The journey has taken several different, and delicious, turns over the years.

What began as a small space in a winemaking warehouse in Santa Maria producing a couple hundred cases, is now a downtown Santa Barbara Winery producing close to 10,000 cases. Starting with a then new vineyard in little-known Los Alamos, we now have 30-year-old blocks in some of Santa Barbara County's most renowned vineyards, and old vine Chateaufeuf de Pape from France. Some of the faces at the winery have changed over time, but I promised Craig when I purchased the winery back in 2016 that I was never going to lose the Jaffurs vision – accessible, high-quality, Rhone wines from the best Santa Barbara vineyards.

When I look at all the changes: from one single vineyard of Syrah to now half a dozen; from 2-3 bottlings to now 17; from only Santa Barbara County to vineyards all the way in France; I find it remarkable how much consistency has remained in the Jaffurs style. Craig once told me that winemaking was the insurance policy for all the work done in the vineyard. Our focus on the vineyards first and then the cellar remains the core principle of Jaffurs winemaking. Even our upcoming French offerings will offer the powerful but restrained tasting experience that we bring to all of our domestic wines. Whether it's Craig, myself and Stephen, Marrassa or Jason, we all remain committed to the classic Jaffurs style.

This year, we want to spend much of it reaching out to personally thank you. Without your support in the beginning, Jaffurs might not have taken off in 1994. Without your loyalty, you might not have stuck around eight years ago when I took over the winery. Come celebrate this exciting milestone with us as we plan more dinners, more events, and more international collaborations in 2024! 🌸 — Dan Green

WINEMAKING PAST, PRESENT, & FUTURE

In 2017, after five years at Jaffurs working under Craig as the Assistant Winemaker, I was afforded the opportunity to take over as Head Winemaker. With an exceptional vineyard portfolio, an incredible mentor and the Jaffurs ethos of “less is more” in the cellar, I couldn’t have asked for a better foundation from which to build. It has been my intention these past years to continue pushing quality forward while respecting the reputation and legacy that had been established over the previous decades.

Since I began crafting the Jaffurs wines we’ve introduced native fermentations, using the ambient yeast present on the grapes, and are now fermenting and aging a portion of our wines in concrete tanks (and less in new oak). Additionally, we’ve incorporated a higher percentage of stem-inclusion in the reds and are bottling the premium wines unfinned and unfiltered. These winemaking steps, while individually minor, have a significant cumulative effect towards our goal of producing expressive, complex wines that convey a genuine sense of place.



With a 30-year history in the Santa Barbara region, we have very strong ties with our growers and continue to search out top vineyards for our expanding and dynamic portfolio of wines. While our core vineyards have remained consistent, we’ve been very excited to bring new sites into the fold. Highlights include: the marginal and decidedly cool-climate Francesca Vineyard at the western edge of Santa Rita Hills, planted to Chardonnay and Pinot Noir; Donnachadh Vineyard (also in Santa Rita Hills), adding our first single-vineyard Syrah from this

appellation since 2012; and the Nolan Vineyard, expanding on our Petite Sirah and Mourvèdre holdings in Alisos Canyon. In addition to these new sites, we continue to farm our core vineyards with an eye towards continuous improvement in fruit quality, adjustment to an increasingly unpredictable climate and stewardship of the land and environment.



Along with our ever-evolving vineyard sources and winemaking practices, our production team has gone from strength to strength. Crafting wines in a low-interventionist style, as we do, requires an extra level of care, diligence, and attention to detail. This harvest was Marrison’s first as Assistant Winemaker and 2023 was our largest production vintage yet. I couldn’t be happier with the resulting wines and the overall mentality in the cellar. With seven vintages under my belt as Winemaker at Jaffurs, I look forward to many more and am proud to say that in my time here we’ve produced some beautiful wines, have met some amazing folks, and with our efforts, have hopefully brought some smiles to faces near and far! 🌻 — Stephen Searle

MEET JUSTIN PETLOW

Our New Wine Club / DTC Manager



Greetings Jaffurs Fans!

It is with great pleasure that we officially introduce to you our new Wine Club / DTC Manager, Justin Petlow. I met Justin a few years ago when he was the Wine & Liquor Buyer at the Montecito Pavilions. I was immediately impressed with his extensive experience with not just local wines, but wines from all over California and beyond, not to mention an encyclopedic knowledge of spirits. A certified Sommelier, Justin combines his ability to translate the complex world of wine into user-friendly concepts while providing customer service that is second to none. 🌿 — *Jason Carter*

I am thrilled and excited for the opportunity to join the team here at Jaffurs. I've been on the other side of the tracks in the wine industry for the past 12 years. I started my career in wine working in the Pavilions (originally Vons) Montecito Wine and Liquor Department. After five years working under and learning from the department manager Joni Acquistapace, I was promoted to Manager when she retired. I

had some big shoes to fill, as Joni was my mentor and my introduction to fine wine. Over the last seven years managing the department, I have met a lot of truly wonderful people and made some great friends along the way. I'm so thankful to have Nancy training me and getting me up to par to take over running the Wine Club here at Jaffurs. Once again I find myself with some big shoes to fill. 🌿 — *Justin Petlow*



2024 – NEW RELEASES

FIRST QUARTER

2022 Roussanne, Stolpman Vineyard
Ballard Canyon AVA
Not yet reviewed

Winemaker's notes: The 2022 Roussanne is our first fill in our brand-new concrete tanks. Very aromatic, showing honeydew melon, white flowers and mint. Fleshy on the palate with stone fruit and chamomile flavors and a long, clean finish. This is a fresh and expressive Roussanne that can be enjoyed now but will gain complexity over 5-8 years.

2021 Grenache,
Santa Barbara County
Jeb Dunnuck 91 points

The 2021 Grenache is 100% varietal and comes from the Stolpman and Lerner vineyards in Ballard Canyon. Its medium ruby hue is followed by a pretty perfume of ripe cherries, strawberries, sappy flowers, and black tea-like nuances. Medium-bodied, supple, and elegant on the palate. A pretty, perfumed, satisfying red that will have 5-7 years of prime drinking. Maturity 2023-2030. — *Jeb Dunnuck*

2020 Syrah, Kimsey Vineyard
Ballard Canyon AVA
Vinous 96 points

The 2020 Syrah Kimsey Vineyard is a fabulous example of what this site is capable of. Blue/purplish fruit, lavender, spice, licorice, and dried herbs abound. There's terrific energy here. Earthy Ballard Canyon undertones linger. A reduction in new oak here also works quite well. This is superb stuff. Drinking window 2023-2031. — *Antonio Galloni*



Sasha at Kimsey vineyard.

SECOND QUARTER

2022 Syrah
Santa Barbara County
Not yet reviewed

Winemaker's notes: The 2022 Santa Barbara County Syrah combines fruit from six top sites spanning the entire county. After blending trials, a small amount of Petite Sirah, Grenache and Mourvedre are added for structure, complexity and aromatic lift. More than a sum of its parts, showing violet, plum and Herbs de Provence aromatics, with flavors of raspberry and peppercorn. This medium-bodied wine was fermented with 20% stem-inclusion and aged in neutral oak for 10 months. A pure and fresh Syrah that is made to be approachable in its youth but has the structure to cellar for some years to come.

2021 High Tide
Santa Barbara County
Jeb Dunnuck 94 points

The Rhône-like blend from this estate, the 2021 High Tide checks in as 60% Mourvèdre and 20% each Grenache and Syrah from the Thompson, Stolpman, and Lerner vineyards. Its medium ruby hue gives way to a darker fruited, spicy, medium to full-bodied red with a layered, mouth-filling texture, plenty of peppery, herbal, underbrush-like nuances, ripe yet building tannins, and a great finish. The texture on this beauty is top-notch, and the wine displays the balanced, harmonious style of the vintage beautifully. — *Jeb Dunnuck*

2020 Syrah, Thompson Vineyard
Alisos Canyon AVA
Jeb Dunnuck 96 points

Even better and from a great site in the Alisos Canyon region of Santa Barbara County, the 2020 Syrah Thompson Vineyard is darker purple/plum-hued and boasts a meaty, smoky, nutty bouquet of ripe red and black fruits, ground pepper, and cured meats. This carries to a ripe, medium to full-bodied, incredibly textured, seamless Syrah with polished tannins, a great mid-palate, and a gorgeous finish. It's a stunning Syrah that will evolve for 10-12 years. This was completely destemmed and spent 22 months in 38% new barrels. Maturity 2023-2035 — *Jeb Dunnuck*

JAFFURS

Follow us on Facebook and Instagram to learn about winemaker dinners, club members only events, and Santa Barbara wine country happenings as they are added to our calendar.