



June 2022



POPE VALLEY WINERY
EST. 1897

Media Fact Sheet

General Winery Facts

Founded: 1897

Founder: Ed Haus

Current Owners: Sam Eakle, David Eakle, and Diana Eakle Hawkins

Total Acres: 80

Estate Vineyard Acreage: Pope Valley Winery 5 acres planted

Eakle Ranch Vineyard 65 acres planted

Varietals: Cabernet Sauvignon, Merlot, Sangiovese, Petit Verdot, Zinfandel, and Sauvignon Blanc

Labels: Our historic Weighmaster's seal adorning our front label, certified all goods passing through the port of San Francisco prior to the 1906 earthquake

Winery Overview:

The original Pope Valley Winery property was known as the Burgundy Winery & Olive Oil Factory. Exactly one hundred years after its founding the property was purchased by Sam Eakle and his brothers starting the history of Pope Valley Winery in 1997. Now under the ownership of Sam and his two children David and Diana, the winery produces around 3,000 cases per year with the potential to plant an additional 30 acres in the near future.

This pre-prohibition property remains somewhat untouched historically. The original three-story gravity flow winery, hand dug cave, blacksmith shop with the original tools, and the original farmhouse remain on the property, all part of the available tour of this rustic, historic winery flanked by estate vineyards.

The 9th Generation of owners brother and sister team work in sync. David Eakle oversees the vineyard management and winemaking, while Diana is the General Manager of the winery. The two work hand in hand to manage the winery along with their two other businesses, Eakle Vineyard Management, and Eakle Construction and Trucking. The integration of the three businesses allow the winery to have access to their own resources on their own time, producing an ability to pick and truck in the fruit at the most optimum times.

Pope Valley Winery currently produces wines ranging from \$32-\$85 all from the Estate Vineyards. Tastings and Tours are available daily from 10am to 5pm at the winery. With a bocce court and picnic grounds on the property, the diversity of available experiences at the winery appeal to all generations of wine lovers.

Our Story

Why Pope Valley is Unique

Pope Valley is a very special place within the Napa Valley appellation. The micro-climate in this area produces daytime temperatures around 10 degrees warmer and nighttime temperatures around 10 degrees cooler than most of Napa. This provides optimum growing conditions for varietals such as Sauvignon Blanc and Cabernet Sauvignon where the depth of flavors is enhanced by a longer growing season.

The soil types in Pope Valley reside in sub-humid, mesothermal climates with hot, dry summers, and cool, moist winters. The mean annual precipitation ranges from 12 to 39 inches. The well-drained Pleasanton Loam on gently sloping alluvial fans and terraces is the primary soil type for the 5 planted acres on our winery property, the host to our low-yield, dry-farmed Zinfandel vines and the Cabernet Sauvignon that is bottled as our Reserve selection.

Bressa Dibble Complex is a soil series generally well-drained and moderately deep over weathered sandstone. This soil is the primary component of our Eakle Ranch Vineyard just a short drive from the winery where a Faultline from a geologic event long ago, flanks our 65 planted acres of estate vines. Vines create deeper root systems in this soil which lessens vigor and is optimum for our varietals planted here which include 23 acres of Cabernet Sauvignon, 15 acres of Sauvignon Blanc, 12 acres of Merlot, 5 acres of Sangiovese and .5 acre of Petit Verdot.

Our Winery

Over the hillside of Howell Mountain lies an “off the beaten path” jewel of a winery that is a piece of Napa history, honored for its original legacy in a small valley that is a distinct departure from the rest of Napa.

Pope Valley Winery maintains and utilizes the original three-story gravity flow winery and hand-dug cave, a blacksmith shop with all the original tools, and original farmhouse that was built when the founder Ed Haus established the property as a winery and olive oil producer. “We could modernize but we don’t want to,” Diana says. “We have so much history here that we want to accentuate it instead of cover it up. We are a working winery where guests can see the whole operation. Napa is a special place because of its history. We want to give guests an opportunity to see Napa, the way it was meant to be -- rustic, authentic, and historic.”

Diana Eakle Hawkins and David Eakle (EH kul), started working at the winery and in the vineyards as teenagers, working harvest and bottling the wines. In 2012, David and Diana officially came on board to manage the operation and winemaking for the small family winery, with David focusing on vineyard management and winemaking, while Diana is focused on sales and marketing. To which Sam Eakle says, “It’s an amazing gift to have children who want to carry on their family’s legacy and to take it to the next level. With a small management team, David and Diana are very much hands-on in every aspect of the business.”

Our Vineyards

We own two Estate Vineyards that currently produce around 2500-3000 cases of wine annually are at an elevation of about 737 feet above sea level. Our Winery Vineyard is planted to Cabernet Sauvignon and a very small lot of dry-farmed Zinfandel while our Eakle Ranch just a short drive down the road is planted to Cabernet Sauvignon, Merlot, Sangiovese, Sauvignon Blanc, and Petit Verdot with more varietals in the future. Pope Valley Winery's neighbor vineyards are Hess Collection's Allomi Vineyard, Heitz' Ink Grade Vineyard, and St. Supery's Dollarhide Ranch.

Pope Valley Winery Vineyard

Soil Type: Pleasanton Loam

The Pleasanton soils are on nearly level- to gently sloping alluvial fans and terraces at elevations of less than 2,400 feet. They are in a sub-humid, mesothermal climate with hot, dry summers and cool, moist winters. Mean annual precipitation ranges from 12 to 39 inches. Well-drained.

Total Planted Acreage: 5 acres

Cabernet Sauvignon- 4.5 acres	Production-200 cases of Reserve Cabernet Sauvignon
Dry-Farmed Zinfandel- .5 acres	Production-25 cases

Eakle Ranch Vineyard

Soil Type: Bressa Dibble Complex

The soils of the Bressa series are well-drained, moderately deep soils over weathered sandstone. They formed in material weathered from fine-grained sandstone and shale. The mean annual precipitation is about 25 inches and the mean annual air temperature is about 62 degrees F. Bressa soils have slopes of 5- to 75-percent and are at elevations of 400 to 3,000 feet.

Total Planted Acreage: 65 acres

Cabernet Sauvignon-23 acres Clones: 4, 337	Production-575 cases Planted 1998
Merlot-13.5 acres Clones: 1	Production-275 cases Planted 2001
Sangiovese-5.5 acres Clones: Deevers	Production-500 cases Sangiovese, 200 cases Rosé Planted 2.5 acres 2004, 3 acres 1994
Petit Verdot- .5 acres Clones:	Production-60 cases Planted 2001
Sauvignon Blanc:-15 acres Clones: Deevers	Production-1200 cases Planted 2016-2018

DIANA EAKLE HAWKINS- Biography

Owner/General Manager

Diana Hawkins, 36, a third-generation winery owner, was born and raised in Pope Valley, on the Eakle Ranch. She graduated from California State University, Chico in 2006 with a B.S. in agricultural business. She balances her time between the winery, Eakle Family Vineyard Management and Eakle Construction and Trucking.

“I had been at the winery as a little girl. I remember the cave when I was 4 or 5. They have ‘sparklers’ (water that seeps through the rock), and I thought they were fairies. For my children, the winery is their second home. They work here in the summers; they help in the vineyards, wash windows in the tasting room, and help at all the events.”

Addressing her newfound role managing three entities Diana comments, “I always thought I’d run just one of them – doing a lot of construction-company stuff and real estate holdings. Now, it’s just a bigger role. Now I manage everything.”

Hawkins’ vision, with a concentration on sales & marketing, is to keep the history and heritage alive and take it to the next level and “polish the rough spots. ... We’re a boots-on-the-ground authentic Napa Valley winery.”

She talks about perhaps turning the winery back to a gravity flow facility, “Where people can see that. It’s a different way of winemaking and how the winery used to make wine. That’s the way the winery was built. We’re looking at ways to do that with modern technology.”

And as for the two vineyards under PVW-control, Hawkins characterizes it as “first-nature”, meaning that it’s vineyard management and vineyard propagation, that is of primary importance.

“Being born and raised in this little slice of untouched Napa, if I had a dollar for every time someone asked are you Napa Valley? Well let’s just say I would be on a beach somewhere right now,” says Hawkins. “The fact is, yes, we are a proud, small and largely untouched part of Napa. Do we have a sub-AVA to define our growing region within Napa? No, but do we need one? “As Pope Valley Winery we are a unique and beautiful part of the differentiation that makes Napa so wonderful and sought after.

Diana lives in Middletown, California with her husband Justin, a Cal-Fire dozer operator, sons Jon Owen, and daughter Grace. Her Jack Russell Dot can be seen running the vineyards as Diana tends to her winery responsibilities.

DAVID EAKLE- Biography

Owner/Vintner/Director of Production

David was born and raised in Pope Valley. David has grown up in the family business working from a young age pruning, bottling, assisting with production, running heavy equipment and working on vineyard development. He spent his high school summers running from construction sites, to helping remodel houses, to planting vineyards.

After graduating from CSU Chico in 2007 with a B.S. in Agricultural Business, David came back to work at Pope Valley Winery. From 2008-2015 David Eakle, now 34, was Pope Valley Winery's acting winemaker learning from then-consultant Shaun Richardson (now GM at Laffort). Eakle says of Richardson's tutelage, "I learned how to make wine from Shaun. He was so to-the-point and he opened his whole winemaking book to me. It was difficult to fill Shaun's shoes."

Eakle's first vintage was in 2010 and he took over as winemaker in 2015. He also gained a larger role in the company's vineyard development enterprise, becoming head of operations and then launching Eakle Vineyard Management in 2017. David has knowledge of the wine industry from the soil, and vineyard management to winemaking, production and bottling.

Eakle began working at the winery in 2008. He oversees production and vineyard management of the estate vineyards as well as many vineyards for other highly acclaimed California [wineries](#) such as Atlas Peak, Diamond Mountain, Scarecrow, Beckstoffer, and Cakebread.

David admits, "I do prefer being in the vineyard more than making the wine because I grew up in the vineyards; but I do enjoy making the wine as well."

On the possibility of converting the winery back to a gravity flow operation he says, "It makes for softer tannins, with minimal shear points, and softer, more complex wines."

David lives a short drive from the winery with his daughter Ryen, son Chet, and Gus, our beloved, retired winery dog.

JEAN HOEFLIGER-Biography

Consulting Winemaker

Jean Hoefliger was born and raised in Switzerland. His initial experience took him from Switzerland to Bordeaux, and South Africa, making wine at the esteemed estates of Chateau Lynch-Bâges, Chateau Carbonnieux, and Meerlust. Completing a winemaking and viticulture degree at the Swiss federal school of Changins, Jean came to California where he spent five years as winemaker for Newton Vineyard.

After Jean's time at Newton, he was approached by a new project, Alpha Omega, to build a brand as Winemaker and General Manager. This opportunity gave Jean the ability to solidify and build relationships with the top growers in Napa Valley. Alpha Omega also gave Jean the experience growing a Direct to Consumer business with distribution nationally.

In 2005, Jean began working as a Consulting Winemaker for different wineries and chateaus in different parts of the world – from Napa Valley to Switzerland to Italy. The brands include Clark Claudon, Decades 5, Armanino Family Cellars, Speratus, Monteverro, Zanolari Wines, The Debate- from Beckstoffer Missouri Hopper, To Kalon and Dr. Crane; Michel Rolland's first Napa Valley wine, MR; Red Hawk Tail, Sunshine Valley, V. Vineyards & Audace wines.

Jean's passion, knowledge, scientific training and innate ability put him in a unique position to take the best grapes around the world and transform them into wines worthy of world class standing

GREG FITZGERALD-Biography

Winemaker

Growing up in Oregon state wine country during the region's rise, Greg Fitzgerald always had a periphery awareness of the new world wine industry. This connection came to the forefront while working at the West Coast's top restaurants as a server and sommelier. In this role, he took many trips to California wine country, learning about the art of wine production and experiencing the culture and lifestyle. This way of life called to him and he set his course for the arduous journey of acquiring a formal University of California at Davis degree in Winemaking.

During Greg's academic training, he worked at several prestigious wineries to gain hands-on experience: Saintsbury, Nickel and Nickel, among others. Upon graduation, Greg set out to learn from the best, working at Napa Valley cult wineries such as Colgin and Fleury; developing his craft and perfecting his winemaking skills. After working as Harvest Assistant winemaker at Palliser Estate in New Zealand's famed Martinborough region, he returned to the United States to work as Assistant Winemaker and later Winemaker under the tutelage of Camille Benitah, one the Napa Valley's industry veterans. In his position of Assistant Winemaker Greg is coordinating with legendary consulting Winemaker Jean Hoefliger in crafting world-class wines from the Napa Valley.

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