

wav Luca final 10.18

Mon, 11/9 1:24PM 38:04

SUMMARY KEYWORDS

wine, virginia, vineyard, cabernet franc, vineyards, grapes, vintage, years, wines, bottling, people, good, winemaking, merlot, winemaker, planting, estate, chardonnay, grow, produce

SPEAKERS

Fred & Luca, Fred Reno, Luca

-
- F** Fred Reno 00:02
Hi, this is Fred Reno, your host for the Fine Wine Confidential podcast. For this episode, I'm excited to have Luca Paschina, the general manager and winemaker at the renowned Barboursville Vineyard located in the Monticello AVA in Central Virginia. We're here at Barboursville today to learn the history of the property and Luca's winegrowing experience at Barboursville for the past 30 years. Luca, welcome. And thank you for your time this evening.
- L** Luca 00:30
My pleasure to be here.
- F** Fred Reno 00:32
So let's start at the beginning. You were born and raised in Piedmont, correct?
- L** Luca 00:37
Yes. Torino.
- F** Fred Reno 00:39

And did you grow up with a love of wine? Was it in your family? I mean, how that start?

L

Luca 00:45

Well, my my father was a winemaker, as was my uncle. And therefore I was exposed to the world of wine, and actually, to the world of spirits, also vermouth and grappa and, bitters. And so it was very fascinating to me from a very young age, to be exposed to the beauty of viticulture, of the beauty of learning how to use your sense of smell. And I was very curious, inquisitive type of kid. And so when I was 14 year old, my father told me, why don't you come with me in the cellar, we didn't have a wine that he had as a family. But my father worked for a fairly large winery in Canelli, which is the place where a lot of Moscato is made in Italy and Asti Spumante and he said, Why don't you come with me and this summer and work a little bit and help me. And so I remember, I was able to be at the tail end of my vacation, we started the harvest in Piedmonte and so he led me basically to do my first batch of wine at age 14, and I got hooked.

F

Fred Reno 02:05

So how did it come to be that the Zonin and family and Gianni Zonin, and you hooked up how that all developed

L

Luca 02:13

then in the spring of 1990, I left my relationship with the company I worked for eight years. Just because I didn't fit in the company anymore. I was fortunate in those eight years with this company, I had a chance to travel do a lot of internship I worked in in Napa Valley for six months, six months in a Finger Lakes, three months independent desk. And outside of Barcelona, I worked in South Italy and work in North Italy. So I work also quite a bit of time and both in the cellar and doing quality control. I did two years strictly in grape growing. I did two years in sales in a trade company in Switzerland in 88-89. But then when it came to my late 20s, I really felt my heart was in the vineyard as a farmer. I told the company I was working for, you know, I want to be in charge of your fine wine division and your vineyard division. I can take care of the vineyard, I can take care of the winemaking The answer was no for a reason I don't need to discuss. And then I said, well, then I guess I will have to leave and then I was on my own. I started working as a consultant. And the second client was the Gianni Zonin the founder of Barboursville Vineyard. And I had a phone conversation and I was asked to attend a meeting in just outside of Verona. And in the meeting. I was told Well, we have an estate in Virginia, we started in 1976. We need to implement some changes, although we need somebody to help us with this. So we agreed that I would spend three months here, July, August, September, helping for the harvest. I

went back in early October, I was asked what are the changes that were needed, and then I told him well the main change that has to happen if you want to see your quality, increasing the you have to pull all your vineyards out, and replant everything. And the reason wasn't that the vineyard were not planted properly. The main reason was that the source of the plant material that was put in the ground in the 70s and 80s was of a lesser quality, and I learned of that when I was working in the mid 80s in Napa Valley that a lot of new clones coming from Bordeaux when it comes to Bordeaux varieties of course and also from parts of Italy were finally coming in through UC Davis in Fresno and being certified through the FDA quarantine process. And so I learned of that and I put it to good use in my conversation I say, you know, here we are, I was here in 1990. I look at the vineyard of Merlot that has big cluster big round berries it made a red wine with very little color, very little structure. When we then subsequently planted a clone 181, for example, small berries, thick skin, it produce wine with such depth of color and intensity and strength. So I think that was the main reason that Virginia took a bit longer to be established,



Fred Reno 02:42

so the wrong plant material had been planted early on in that period. Well, they didn't let you just rip their whole vineyard out. This must have been a process



Luca 05:41

it took it took 12 years took twelve years, we had 42 acres when I came, we started removing some vineyards. But also we started planting new vineyards, as we were planting new vineyards, some older vineyards were removed as the new ones coming in production because we could have not afford to go from 10,000 case production to nothing. So it was gradual. And we finally hit the jackpot. And honestly in 97-98 vintage.



Fred Reno 06:10

total acreage today that is bearing fruit here at



06:14

the moment at the moment. Here we are in September of 2020. We are at 165 acres simply because we were removed 15 acres last fall. And the soil has been worked to improve with the chicken litter and Lime. So we're going to take about three years but in three years, we're going to be back to 180.

F Fred Reno 06:14
And everything that you produce, is it all a estate?

L Luca 06:38
No, the only thing that we do not grow in entirety here is Chardonnay it's still a very is still of varieties and they're high demand but out of our acreage I rather invest in different varietals, although there is there are some very good growers of Chardonnay in Virginia. So I'm helping some growers.

F Fred Reno 07:00
Well, I will I will tell you that I had a glass of your Chardonnay with my salmon this evening before I came here. Oh great. Oh, my wife loves Barbourville Chardonnay, and she buys it. And it's one of our rotating Chardonnays on a daily basis. And so yeah, it's, it's a crowd pleaser.

L Luca 07:16
Our interpretation of Chardonnay since 1979, the first commercial vintage was entirely fermented in stainless steel, no malolactic, no wood. And still we do it to this day, and it's our best selling in volume.

F Fred Reno 07:32
But I can understand why I mean, it's again, it's a crowd pleaser. So you been here 30 years now. Correct? This is your will this almost be the 30th harvest.

L Luca 07:43
This is actually our harvest 30/31.

F Fred Reno 07:46
So your your over arching philosophy sounds like to me about winemaking is what I've always believed as well. It's it's wine growing, it's in the vineyard. It is what do you try to accomplish with that once you get it into the cellar and what you're trying to do?



Luca 08:02

Yeah, it's a throughout the years, I came to understand more and more that winemaking, it's a is a very important step of the process. Although if you allow me to say it's happening in a more controlled environment, I'm not saying it's easy, I'm just saying if you apply yourself, if your passion, you can really control the environment and you understand better the cause of things. When it comes to grape growing, you really have a lot more to learn because the variability of the weather condition, the variability of the soil, and therefore it's for me in the in the last few years, something that I'm being more attracted to get more involved into how can I improve the quality of the life of the plant and the quality of the grapes, so we're very well really been working in depth into researching different pruning techniques, different fertilization techniques. I actually now that's why I said earlier, I go from 160 to 180. I'm removing some vineyards that are still in production because I think I can improve the wine by changing the variety that grows on the specific parcels. Keep in mind when I start planting some vineyards here in the in the 90s. I didn't have yet a deep experience on this soil and all this on all the parcels we have. So now I am at a point where we can afford to say okay, this vineyard is in full production, but we can remove it. Work the soil for three years and replant it with a different varitey and the outcome is going to be a very good result.



Fred Reno 09:41

What do you think is the strongest varietal in your vineyard for red wine that you like working with



Luca 09:48

for red wine? It's tough to choose. I have to choose one because it's a fair question. I would say that the founding grape for Barbourville it's Cabernet Franc it's the most resilient, adaptable between vintages it can produce actually, in a let's say in a more simple vintage and a more average vintage it can produce, yet a very fragrant more gentle read with a medium body. And but that's the lowest threshold. Even in a challenging season I can ripen Cabernet Franc here well were in a warm climate, we learn how to keep the load on the vines at the level of this is necessary. And it doesn't fear shift in in weather meaning we may go through a dry period, the wet period, some grapes don't take that very well, they split, they tend to deteriorate Cabernet Franc is more resilient.



Fred Reno 10:44

When I interviewed Chris Hill for this, and I've asked Chris, when I first met him well over a

year ago, I spent some time with him in several vineyards, and I asked him because I was trying to understand his perspective on what is terroir, if you will in Virginia, and he just looked at me and said, Fred, in Virginia, it's rain. He said that that determines terroir in Virginia to a large extent and what do you think about that?

L Luca 11:08

Yeah, no, it is it is a were in a region where rainfall, it can be a problem. I like to I like to summarize giving 10 year average in a 10 year average that I've been in Virginia you have two vintages where you have too much rain in two vintages where you have too much no rain, mean you have to irrigate. The other six are just where you want to be and is less effort, meaning you don't have to irrigate. You don't have to worry about not sleeping at night because you live in a house with a tin roof and the roof is making bang with rain coming. But in all you take all this together and then you pause and you think well, I am from Piedmonte, and it's an area where we do have a rainy vintage for sure at least one or two every 10 years. As we have some they're so dry and so warm that you have to pick Nebbiolo in mid September when you used to pick it in mid October. So Virginia is not much different from my experience growing up in Piedmont.

F Fred & Luca 12:17

Well, I'm glad you address that. Because when I do talk to people who really should know more about Virginia wine who are in the wine industry, they go well it's too hot and humid, wet back there to grow grapes. And the way you explain it is very simple. That's Europe.

F Fred Reno 12:32

Yes, it is, in the end, what you taste in the glass, does it tastes good, or it doesn't taste good. If it doesn't taste good, then we have a problem. But if it does, exault it's well, in one of the things I always tell people who are not in the wine industry, but they're always businessman, people go What's it like to be in a wine business? What's it? And I said, you have to understand at the base of it all. It's just farming.

L Luca 13:02

It is farming? Absolutely.

F Fred Reno 13:04

It's It's that simple. You know, and they always go really. Yeah, it's farming. What do you

think it is? Yeah, there's a lifestyle. There's all that, but it's farming. Well it sounds like the Zonin family has, as I like to say given you the keys to the car and letting you drive it

L Luca 13:19

pretty, pretty much. Although I have to recognize that, you know, in the first, in the first years, I did have a lot of feedback, a lot of support from technical information, on research, on equipment, for the vineyards and all sorts. So that was very instrumental. You know, I was fortunate to work for a company that had eight estates, and they had a Chief winemaker and Chief viticulturist. So I already have experience, but to have even further access to great and updated information was vital for me for my growth. And to put this information this this great connection between Italy and Virginia.

F Fred Reno 14:03

Well, they they are obviously a terrific family have a long history in the wine industry. And they have resources. Yeah, absolutely. So 30 years here in Virginia. What do you see has changed and to some degree, I want to overlay that with what is climate change done? If anything, have you seen in 30 years? To the climatic patterns you're dealing with are extremes worse or is it just all modified over the last 30 years?

L Luca 14:32

I have not seen a major different when it comes to the year. If you take the year as a whole, what are the results? What does the wine taste like at the end of the year? In the past 30 years? I've seen like I said earlier, the one with too much rain that one with too much heat or anyway draught. What I've seen very different clearly here is actually that most of the springs In the past, let's say 10 years 10 to 15 years have been, for the most part very short. So you go from a gradual warming up to a quick warm up. So you go from 70's to 80's to 90's sometime. That is something that didn't recall seeing in the early 90s that I'm an avid mushroom hunter for Morels, and they're very driven by spring condition. So I know that I was finding a lot more Morels in the 90s and 2000 in the less now because as the as they heat up, they stop. So that is different. Although Virginia always has been this more erratic pattern, because of the jet stream can be picking down can be picking up on the other hand in Italy, I'm very aware that like I said earlier, we used to pick Nebbiolo in mid October sometime end of October now they pick in mid September to end of September. So definitely there in the Mediterranean is created. There is a lot more warmth. And and the harvest is being earlier and earlier here is still very variable.



Fred Reno 16:16

Well, here is an interesting question. Given the fact that you're so successful yourself and Barboursville, and as an operation and winegrowing everything. I had one vintner say to me a while ago here in Virginia, he said, Fred, it's entirely possible that some of the best vineyards in Virginia have not even been planted yet. What's your thoughts on that?



Luca 16:39

Virginia is a very large state. Therefore, we do have a lot of different sites that yet have to be discovered. The main thing when we discover a new site, you need to be capable of understanding what is the best grape you can grow on it. Because if you find a great site, but then you plant, if you plant, let's say Merlot in a very weak site, you will not make a good wine. On a weak site you have to plant Cabernet Sauvignon, you have to find a more vigorous variety. But it's absolutely true that we still have a lot of different terroirs in Virginia,



Fred Reno 16:39

I'm biased because I believe in the quality of Barboursville wines. However, 45 years does give you some insight into what is best for this site. Yeah, you can maximize this vineyards potential. And you really frame it pretty well when people are trying to find new sites. There's no shortcut



Luca 17:38

and that's where we have seen that on our red clay and by the way, here are the different slopes on facing northeast all the way to the south. And then some more water retention, less water retention some are on steeper slopes, some are very gentle slopes in this all array of different parcels. We have seen that actually what really does grow best is that the Cabernet Franc is Merlot is the Petit Verdot. We seldom produce great Cabernet Sauvignon. Because Cabernet Sauvignon is not known to do produce great wines in clay for that reason. We have no longer investing vineyard in Cabernet Sauvignon we did in the early 90s we're investing heavily in Merlot and Cabernet Franc and Nebbiolo is the other one is an outlier that is very well here.



Fred Reno 18:34

Speaking of vineyard, this Goodlow planting and the Goodlow Mountain is that a new planting or was that



Luca 18:41

it's a planting that is fairly recent is only 10 year old yet is showing some great and unique characteristic wine produce from this from the vineyard. And so a few years ago in 2017, we chose to use some of the grapes from that three and a half acre parcel to produce a single vineyard Cabernet Franc. Very elegant is not a wine of power its a wine of great elegance most Caberent Franc is like that. Some goes in Octagon in the blend and some goes by itself as a single vineyard. bottling



Fred Reno 19:18

Well as long as you brought it up I was gonna ask you that question so Octagon, which is your flagship wine was that your creation? And how did



Luca 19:27

when I came, I thought to establish an estate you have to produce a great wine of the Estate. And so I started looking at what was available in the vineyard to produce the best one I could. And keep in mind I'm still talking about vineyard planted with the clones that were not as great. So 1991 vintage came about was a great growing season. We made some good to very good wines and up was coming the 1996 which is when we would have celebrated the 20th anniversary of Barboursville. And I thought, let me do a small bottling of the best I can produce from 1991. And I blended basically Cabernet Sauvignon and Merlot I say the wine was good too very good was not a great wine, yet it gave me enough reason to do a bottling to celebrate for the occasion. I bottled the wine and have no idea how I was going to label it. I didn't ask anything in Italy and they just went on my own. I start thinking about what how can I name this wine. Of course, here I at that point, I knew already a lot about Thomas Jefferson, and his many attempt to create growing. I know, he was an oenophile, he loved the food and the wine of Europe. He tried to basically bring here to Virginia the same lifestyle when it comes to food and wine. He also designed a historic landmark on the estate within that building there is an Octagonal room, like he had it in all of his drawings. And so I thought, Well, why don't I call the wine Octagon because it's a name easy to remember. And it's a symbol of perfection and balance. It's also connecting a lot of the old world that a new world, meaning Jefferson going to Europe trying to bring a tradition here in New World and failing unfortunately. And this one I thought was a good example how actually, it can be done, how it really happened, that there was a possibility that now we can drink a great wine like Jefferson saw possible. That's, that's how it came about.

F Fred Reno 21:42
That's fantastic. That's a great backstory

L Luca 21:43
I went on, I produced it, I made a label myself, basically very little graphic designer experience, I went to a local print shop in Charlottesville T & N printing And we printed on a parchment paper type of I label it it was in two color red and black on this parchment paper. And I presented the night of the event. Nobody knew it existed, you know, and everybody was like, very pleased about the story and the thing. So the idea was there, the desire was there, the great wine was not there. And actually in the vintage 97 and 98. So much time had to go by. And why because I produced this wine for an occasion. It was it was good to very good. But I only use it again, when I finally had the great wine coming from this new planting of this new clone See, and that's what really made our flagship red wine take off and being recognized nationally, internationally media in early 2000 when the wines were three or four year old.

F Fred Reno 22:54
I've had a few vendors mentioned me that were here and understood that 1998 here in Virginia was this incredible vintage.

L Luca 23:03
It was a very good vintage. I still sometimes prefer 97 because it was a little cooler. But let's say they were both very, very good growing seasons 98 was a bit was dry, but hot 97 was ripe but cooler in the 90s you know, above 100 105 some days. So it was an easy growing season for farmers. And keep in mind, but then we did have experience but more other people didn't have as much. It was anyway. I'm not complaining. But we're very happy.

F Fred Reno 23:03
You know, you have the benefit that a lot of wineries here in Virginia don't and certainly a lot of us in the trade don't of back vintages to see how your wine ages and how Virginia wine ages. I'd love a comment on that. I mean, here we are enjoying the 2013 Vermentino it's as fresh as the day it was bottled far as I'm concerned.



Luca 23:56

Yeah, it's uh yeah, one thing I've done diligently throughout the years, I kept thousands of bottles in aging starting specially from the 97- 98 vintage, I still have a lot of a decent amount of wine from the early 90s. They're drinkable, but they're not great wines. But starting 97 on we have a decent amount of bottle from the 90s a lot from the 2000s even currently, like we're now releasing 2015 Octagon, although we kept 5000 bottles 2014 in aging, because I believe that that's a testimony for the next decades for this estate.



Fred Reno 24:40

Let me put you on the spot a little bit. I know most vintners hate this, but what do you see looking here for this year's harvest? And the potential for this year is vintage 2020.



Luca 24:52

Hmm Well, that's been a challenging season, grow as a grower. We had a warm March then we have a cooler April then we have a very cold early May. We have frost we lost. We lost grapes in lower areas, in aggregate we only lost 7%, and then we had actually have kind of a rainy May and then it was a very good blooming season with good weather. We wound up between a drought in July, and then all of a sudden August it started raining some sun and some rain. And then August 31st we got a big storm, a freak storm dumping almost four inches of rain, on grapes there were already fairly right. What's the outcome, basically the outcome is for this year, we finished just about picking all the whites but Fiano which wasn't a big problem by that morning. We have wines with a bit lower alcohol content that is the aromatics they're there the wines are very fragrant, they might not have the richness, but yet they're fragrant they're refreshing. So I'm very satisfied, despite the challenges we had with the reds is going to be a toss up we don't know yet. At the moment we're going through a couple of vineyards we have some Barbera which is only three acres. That's the one that suffers the most. The rain, the rain, and we know that that's why we only have three acres right. So but for the rest of the Merlot, the Nebbiolo and the Cabernet Franc, the Petit Verdot they are very wholesome, they're in great shape. So we still have a good chance to actually have a great vintage 2004 was not much different than this one when it comes to August, September. Very similar. And we just pursue that insisted we had to drop some grapes on the ground. But like 2004 Octagon actually is right now in our libraries still available to taste by the ounce, and is a spectacular wine. It just was a very tough growing season.



Fred Reno 27:04

You are one of the very few Virginia wineries who has national representation and is out

there in the marketplace, relative to the majority the Virginia wine industry, what are the challenges you've seen so far to the national distribution, and getting the word out?



Luca 27:29

Well, the biggest challenges are finding the right network to distribute your wine. In our case, because the quality is there. The region is not as well known yet so required that acquires the acumen of the distribution system to target specific restaurants that are open to be more audacious about their wine list, but also intelligent more intelligent buyers. So Virginia wines that they cannot belong to a large distribution system outside of Virginia, they belong to the fine restaurant, to restaurant where the sommelier actually is seeking for novelty but quality. When it comes to price. I remember years ago hearing other people well, Virginia wine overpriced. Now actually I'm hearing and a lot of time, the opposite, especially people that come here at Barboursville that really are major wine buyers, and they drink great wines, I see that I hear the comment many times they say gosh your wine so good, very affordable, I have to spend three times as much for a great wine from a West Coast district that I'm not naming, because I just don't want to single out anybody or even some parts of Europe. So that's the reality. I still think Virginia in the long run is the Mid Atlantic is going to be the biggest market. We are within about 12 million people within three hour drive. So that's our biggest market yet is very important to be in great restaurants in Chicago, in Miami in New York, in San Francisco, because this is the best way to expose the bring knowledge to consumers. Well, and I agree with you on the wine quality. That's been the thing that has driven what I've been trying to do, because when I hear this comment, I've heard it before. Well, you know, Virginia wines are expensive, right? You know, they're really expensive. And I'm like, No, they're not essentially the sweet spot for Virginia wine you can buy high quality Virginia wine between that 18 to \$35. All day long, that competes with and does much better in a lot of cases than its counterparts from all over the world. You know, in fact, the statement I've made is and I love your comment on this and I may be understating this I don't know. But I tell people in the trade when I'm talking to them, that of the 300 or so wineries that are in Virginia right now, today, at least 15%, maybe 20 at this point, because I haven't had a chance to taste from everything. But at least 15% of these wineries produce as good a quality of wine as anybody in the world right now. Good. You know, what overall quality? Virginia competes with anybody in the world right now from its quality. I mean, some of the varietals we know are different and that type of stuff. That's regionality and the difference, but the quality is there. There is no question about that, you know, and it can only improve and grow. I believe that Barboursville for me sets the standard about what everybody could aspire to, to be, make larger amounts of wine than the normal Virginia wineries and yet retain the quality and I'm just wondering, okay, what is it going to take for that word for Virginia, that breakthrough around this country? Because this is a secret

of what what's going on here, It's gonna take is time. That's it. It's it's that is not I mean, there are other means don't get me wrong, but are very important. What we're doing tonight is very important. Receiving people here and explaining them about the state and the soil is very important, but still time. It's what it takes. And therefore time, patience, passion, dedication. That's what we have. We have a very good group of very talented and winemakers, guys and ladies that come from all over the world now. They're bringing all this experience here, the more you work in, not in Virginia, in a in a vineyard. in a specific area, the more you gain knowledge on how you work in that area, is I tell people all the time is hey, look, this is not that making beer. I like beer and I respect beer makers. But you can make a batch of beer every day. To make wine from a parcel. A one acre parcel you have one shot one time in the year we have to wait another year. And if the weather is not cooperating, well, guess what? You have to wait another year. And then you have to age the wine for three or four years. So that's where I say you needtime. And I'm not in a hurry. If anybody does in winemaking this business wants to rush to get results is making a big mistake.

F

Fred Reno 32:53

Well, you do have the advantage of Barboursville here because you have a wonderful restaurant, Palladio. Oh, I mean, so you have a showcase that is Italian focused and can drive that expression of your wine. Wonderful. B&B, if you will, you've got some hospitality here. So you just have the whole package here. Pretty to some degree, it is European.

L

Luca 33:18

It is and the reason why we have a restaurant is simply no way. I remember when we made the first great wine in 1997. That was the wine was so good. And then we blended the Octagon I remember telling the owners say look. We now have a great wine that we're seeking better than I thought it could be. It was that good. And I remember saying is not going to sell on its own we have to market it and I don't believe we can just market it by having a big PR firm and then doing major advertising we're small estate. I think we should open up a great restaurant. Because if we create here on this estate an environment where people can come and enjoy to the fullest and understand to the fullest why we make a great wine. We will create through the year we will create ambassadors they will travel they will tell others and that's exactly why we open I think was one of the best investment when it comes to marketing the wine that we ever did here on the estate. Later on we refurbish some of historic homes that we have on the estate we opened a luxury Inn is only nine rooms. And so I have seen a lot of people here. Coincidentally during this, this lockdown. I received so many couples here staying a day and having dinner coming down the Wine Library, they see an old bottle of wine, and a lot of them

say well we're supposed to be in Italy and we couldn't go and we researched oh, where should we go and your name came up and and all of them and admit It's like being in Italy. I say, I know. That's why I'm still here.

F Fred Reno 35:04

A moment about the collegiality, if you will, in Virginia, of the winemakers and the wine community, is there a pretty open attitude of sharing

L Luca 35:13

it is extremely open, and I can pick up a phone like most other vintners, pick up a phone and call or send emails, or Hey, can you help me with something I need, I need a reference, I need to find something. And that's something that really was, was beautiful. When it came from Europe, we were actually we respect our competition, but we don't help it. I hope, I hope we don't get to be like that here one day, but I understand why that like, you know, there's so many vineyards there is more competition, so. But that's something I'm very much enjoy, when it came to the early 90s was finding this collegiality, and this camaraderie, and really people genuinely wanting for everybody to do better. And that's still happening that is still there. There are a few outliers, but they're really, you, I can count them on, on half of my hand, because then, you know, some people are their friends. But otherwise, my gosh, it's a great place to work, great place to learn and exchange information. Indeed,

F Fred Reno 36:17

to me, Virginia, reminds me of where Oregon was 25 years ago, that's what I see. That's where Oregon was. And now it's like, that's where Virginia is. And it's just about ready for people that really understand, it's going to break out. Unfortunately, that's gonna end up bringing some more larger players in here. That's what it's gonna take. But that's when it takes off. serious, serious players, not just commercial, but serious players, you know, like the Zonin family. Somebody come in here and putting a stake in the ground and saying, okay, we see it, we're gonna help move this thing along.

L Luca 36:55

I like to give people an understanding, using enough numbers in California, of all the wine that is consumed in California is above 60%. That is produced there. And right there. In Virginia's five and a half percent, if we were to grow tenfold, we couldn't do it in five years, because we cannot plant so many grapes. But what I'm saying there's still a lot of growth

within the state and is and the mid- Atlantic I'm referring to. It's a very healthy very position to be because there's a lot of growth we can we can gain. If we continue to be very diligent and making the right decision in the field as growers, it's going to happen.



Fred Reno 37:45

Well, Luca, I really appreciate your time this evening, cutting into your dinner hour here. But this has been very instructive. And I've learned quite a bit in this short period of time we've had to talk here. So I just want to say thank you again, and it's going to be a great contribution to my new project.



Luca 38:02

Thank you so much.