

# EPIISODE # 22 GLEN MANOR VINEYARDS, JEFF WHITE OWNER & WINEMAKER

## **SPEAKERS**

Fred Reno, Jeff White

### **Fred Reno**

Jeff, welcome to my Podcast. And thank you for the time to meet with me today.

### **Jeff White**

Thank you, Fred, Glad, glad to be here. appreciate this opportunity.

### **Fred Reno**

Well, let's begin at the beginning, what got you into wine growing and I know there's a lot of history in this property. So, let's talk a little bit about your background.

### **Jeff White**

So long story, as you were saying that my family has owned this property since 1901, when my great grandparents purchased the property. When I was a child, it was it was owned by my grandparents on my mother's side. And I ever since I was first brought here, as a young child, I had a strong connection with the outdoors and the farm life, the people that were here, so this was just always a draw for me to come up here. Sometimes my parents would, on a Friday afternoon, after school, I would be taken to a Continental Trailways bus line in Fairfax and put on a bus to spend the weekend up here at the farm.

### **Fred Reno**

How old were you then?

I was in grade school and junior high school. And then my parents would come up on Sunday and pick me up. And I always have to bring out Sunday suit. That was my grandmother's one of my grandmother's rules for Sunday. So, I just always had a connection with the farm. I was raised in Fairfax County. And but this was the place that we would come to visit my mother's family and, and then I eventually went to college, got a business degree and was working in the defense industry around the around the beltway. And on the Virginia side, did that for eight years. And during that time, my father who worked for the Department of Education had retired and he had a green thumb his entire life. And he had started a Christmas tree business up here on another piece of property down the road. And my brothers and I and my uncle were involved in that. So, I was connected during the time that I was out of college working. Coming up here to the farm and working in the Christmas trees is also helping with the cattle that my grandfather was operating on the farm. And then, after about eight years

of working in the defense industry, I really was getting tired of it and wanted to figure out a life up here on the farm. My grandparents, my grandmother passed away leaving my grandfather alone in the farmhouse. And so, I took that there was a need for his care. I wanted to get out of city, and we had the Christmas tree business. My father and I kind of took over my grandfather's cattle herd. But I was I know I needed something different than another agricultural crop to really sustain a family financially.

**Fred Reno**

So, how did your paths end up crossing then with Tony Wolf and getting sort of a summer job or at the research station?

**Jeff White**

Exactly. When I first started thinking about grapes, I contacted the local county extension office to see if they had written material on grape growing and they said they did I went down there and I got all this these pamphlets on and articles on vineyard establishment financial work, analysis, and a lot of it most of it was written by Tony Wolf. And then I learned through the grapevine, if you will, I was I was talking with some of the local growers Dirgham Salahi over at Oasis, Jim Law. And everybody mentioned Tony Wolf as someone I needed to talk to. And so, I called up to the fortunately his research station is just about a half hour drives.

**Fred Reno**

It's just up here at Winchester.

**Jeff White**

Yes. So, I called him up. He invited me to come to his office to talk to him. And I went there, and he offered me a job for the summer a part time job working in his experimental vineyard. So that was my first any kind of work or working with grapevine.

**Fred Reno**

Yeah, well that's great. First time, hands on experiences isn't it.

**Jeff White**

It was I enjoyed it a lot. As soon as I got into vineyard, working with Tony and his other staff members, I just really fell in love with the whole All the work involved in working in the vineyard with the canopy management and all the farming activities. That was a part time summer job in 1993.

**Fred Reno**

So, then he hooked you up with the Jim Law at Linden for the harvest of 93?

**Jeff White**

No, he didn't. I hadn't been in contact. I had met Jim at his winery. And I'd been talking to Jim over the year 93 and was kind of suggesting that he hire me. And he wouldn't. And then I met him again, finally, in August of 93, at the Virginia Wine Festival in over in the Plains, the big grape Meadows festival that and Linden vineyard was there. And I walked up to him. And by that time, I think he had heard that I was working for Tony. And he knew that I was for real and interested in this industry. And plus, it was

August harvest was about to start. And so, he had a need. And he hired me for the harvest of 1993. And I immediately, you know, the long days and nights, the rigors of bringing in grapes and seeing for the first time and participating in the making of the wine, the processing of the grapes, I just fell in love with that aspect of it too. And then actually, for the first two years, I would work for Jim, I worked the harvest of 93 and then I left because I had my Christmas trees to harvest in November, December and sell them so I left Linden, sold my Christmas trees, and then came back in January and worked for the next two years. I worked for Jim for Linden from January to just after harvest. Okay, and then they left for two months to sell it to work on the farm here. And so that was 93, 94 then 95 I planted my first vines.

**Fred Reno**

so that's when you established Glen Manor Vineyard, okay,

**Jeff White**

yep.

**Fred Reno**

As I recall, the first was about an acre plus of Sauvignon Blanc that you put in.

**Jeff White**

It was two acres actually an acre of Sauvignon Blanc and an acre of Chardonnay.

**Fred Reno**

I'm curious, where would you have gotten plant material in those days,

**Jeff White**

those, all of my original six-acre vineyard all came from a nursery, and which is now nursery winery Hamburg's in in New York State. They're still in still in operation.

**Fred Reno**

And so, then you were farming this still working at Linden, and then selling your grapes to Jim.

**Jeff White**

correct. I, we planted in 95. I sold my first grapes to Jim in 1996. Both 95 and 96 were very wet years. Not good years for making wine with great years for establishing vineyards. And my Sauvignon Blanc. You know, Jim was making Sauvignon Blanc also from another vineyard that he was managing over at Flint Hill. And so, he saw that I had sauvignon Blanc too, and there was gonna be a crop in 90 in 96. So that was the first time 97 was our first good vintage.

**Fred Reno**

But then as you expand your vineyard holdings, you started planting. I mean, you had Cabernet Sauvignon, Merlot, Cabernet Franc, Petit Manseng, Petit Verdot, I mean, what got you was it experience. I mean, what made you think okay, these are the varieties I can plant and do well here.

**Jeff White**

Well, initially, the original vineyard was Sauvignon Blanc and Chardonnay in the first year and then I planted Cabernet Sauvignon and Cabernet Franc the second year in 1996. And then in 1997, we planted more Chardonnay and Petit Verdot. And so those were the talking to other winemakers in the state and I originally didn't know I was going to be selling my grapes to Jim. So, I was I was interested in Sauvignon Blanc because I liked Sauvignon Blanc and then just talking to other growers, winemakers in the state of what they were using. I wanted to grow things that I could sell. And back in those days, it there was not a ton of for me anyway of saying what grapes are going to do best here it was this we were pioneering we were trialing an erroring. And now Jim did walk up, and Tony walked up in my vineyard site and said you have a good site. You can grow grapes up here, but we really didn't know at the time. You know what, and we still don't know we're still this whole state is in its infancy and figuring out what's the best grapes to grow and where there's been a lot of movement over the years. And the Chardonnay didn't work. It made a really nice wine here. But grape vine yellows, which is a worldwide disease forced me to remove the Chardonnay and then we replanted with more Sauvignon Blanc with some Merlot for the first time and some more Cabernet Sauvignon.

**Fred Reno**

I'm curious, did you ever consider planting any hybrid at all up here.

**Jeff White**

I considered it but again from talking to winemakers and the value that you would get from vinifera versus the hybrid at that time it was it seemed like, and I had a site that was safe for planting vinifera cold tender, we're kind of we're on a mountainside. So, we have good water drainage. We have good air drainage. Normally, back then the hybrids were used a lot in maybe lesser sites,

**Fred Reno**

right? Well, yeah. And you're at about 1000 to 1400 feet in elevation here.

**Jeff White**

almost 1400. Yeah, the vineyards go from about 900 to.

**Fred Reno**

So, it's a really good site to mitigate any potential frost there.

**Jeff White**

Sure. Sure. Frost has not been an issue on that site.

**Fred Reno**

Well, that's nice to know, right?

**Jeff White**

I mean, we've been nipped every, every now and then we'll get nipped a little bit, but I've never had a commercial loss of crop.

**Fred Reno**

So, what did you learn that helped you establish your own winery from Linden, your days at Linden, what do you learn there that stuck with these? Okay, this is what I'm going to do?

**Jeff White**

Sure. You know, the most I learned was the dedication you need in the vineyard. The emphasis needs to be in the vineyard, the winemaking, if you can, if you can grow the grapes correctly, meaning where you establish the vineyard where you establish the vines, how you work the vines all during the summer. The winemaking is really very easy. If you have good clean ripe fruit, then you know the winemaking is it comes pretty naturally.

**Fred Reno**

So, at the end of the day, as I always like to tell people it's farming.

**Jeff White**

It really is if that's where it starts. And I'm not a chemist, In fact I failed chemistry.

**Fred Reno**

Well, your wines don't your wines don't show that I can tell you that.

**Jeff White**

That's not the business I wanted to be, and I didn't want to be in a you know, wearing a lab coat and adding different things. And so, it's for me, that's what that's what attracts me. It's the farming aspect of it and then seeing what that what those grapes and ultimate juice become with very minimal intervention here.

**Fred Reno**

Well, it was preordained. You'd be in the Shenandoah AVA if you will because your families have owned this. It's been in five generations now. Correct as far as this property correct. What do you see from your experience and other growing grapes in northern part of Shenandoah Valley, let's say for instance, versus Southern Shenandoah Valley? Yeah, I mean, that's there a big difference. I mean, just curious.

**Jeff White**

well, there is, you know, I'm in this AVA called the Shenandoah Valley. But um, you can see my vineyards, I'm not in any Valley. Exactly. So, the AVA is kind of meaningless. And this AVA goes, You know, I think it goes all the way down past a Blacksburg and yeah, so it's huge. And it's really fairly meaningless with the size on it. And definitely a mountain side site. And so, you can't really compare me, you can compare me with some of the Northern in this northern area that we this whole northern area, because we're North we start later in the spring, and we finish probably last in harvest time. So, there's and then it's hard to compare a mountain site versus a valley site. So, they're just both how the vines grow how the wines taste. It's apples and oranges.

**Fred Reno**

In general terms it's a bit cooler up here in the northern section of Virginia area. Let's say that it is in central.

**Jeff White**

sure, sure. But then there's also microclimates here. And I'm on the west side, I'm in the north, but I'm also on the west side of the mountain and you have vineyards on the east side of the mountain. Chester, Chester Gap for instance, which is Chester Gap is about two miles from me as the crow flies, but he's about the same elevation is slightly higher, but he faces east and the wines there are very, very, very, very different than mine. They're both good wines, they're just they're just stylistically different.

**Fred Reno**

So let me put you on the spot. What's your favorite varietal to grow and produce wine from if there's such a thing?

**Jeff White**

That's hard to say that. I enjoy growing everything I'm growing. I do have this new pet project going on with the Nebbiolo. That's our latest planting in 9 in 2017. That's something I'm really excited about. And we've had two small harvests of it, and I'm based on what I've been tasting. I'm really even more excited about the potential. We have a single clone planted now and we're propagating a separate clone to plant from, actually we have some of it growing in the vineyard and we're taking cuttings so that to establish another acre of it.

**Fred Reno**

is Nebbiolo a relatively thin-skinned grape?

**Jeff White**

No, it's got it's a fairly big tight cluster, but the skins are fairly tough there. It's not impervious by any means to our weather is the biggest challenge that you read about with Nebbiolo it's very soil expressive expresses itself very differently on different soil types and so where it's grown, and then in Italy that I've traveled in Italy and tasted the Nebbiolo's there from Barolo up into Avandia also they're very different from the from the mountain sides sites up in the north down into Barolo area. So, I'm not sure what we're going to have here yet. It's still early, but I'm, I've been very pleased with what I've tasted so far from two vintages.

**Fred Reno**

That sounds really exciting. So let me reverse the question a little bit differently. So, you have a really top buyer, somebody from the press somebody want to impress with your wine. What's the one wine you pull out and say, Hey, this is representative Glen Manor, this is who I am try this wine?

**Jeff White**

Well for red, it would be our Hodder Hill. That's our flagship red wine, a Cabernet Sauvignon based Bordeaux blend, okay, mostly it's usually in 60 odd percent Cabernet Sauvignon with followed by Merlot. And Petit Verdot.

**Fred Reno**

Okay, what about white then?

**Jeff White**

Well, I have two we're really good. We're known for our Sauvignon Blanc, my oldest finds now they're 26 years old. And then I'm a big fan of Petit Manseng. So, I'm planting more of that. And we make an off dry style.

**Fred Reno**

well, let me stop you there. Because I'm a big fan of Petit Manseng. Personally, and yours is really good. I just had it two weeks ago. It's definitely really good. which vintage, which vintage did you have? I believe that would have been what was currently on the market was 18?

**Jeff White**

18 or 19. there but those were 18, 19. We didn't make a Dry style.

**Fred Reno**

I think it was 18. What I've found interesting, what I try to do when I'm tasting through wines I haven't had before from Virginia is open and have a glass, put it back refrigerator. Go back to it over three or four days. Sure. And your wine just keeps getting more interesting, more complex. And it held its structure the whole time. But it just evolved. It was really cool. And it was a different interpretation of Petit Manseng than what I had. In general terms.

**Jeff White**

Yeah, ours is not the normal Petit Manseng that that we produce year in, and year out is an off dry has a ends up with about 3% residual. We pick it in mid late September, and it's fermented almost dry. And then we reserve about 10, 15 rows, about a half-acre of Petit Manseng for another late harvest Petit Manseng. But we use some of those late harvests juice when it comes in and November to balance and back sweeten if you will the early pick Petit Manseng. It's a German technique, using that riper juice to balance as you know, Petit Manseng has very high acid. So normally we need to balance that acidity with a little bit of softening sweetness, and we get a little more complexity from that added two months of ripening on the vine of the grapes.

**Fred Reno**

What do you see in your experience here? If anything, that you can attest to that you see climate change what that has meaning to your farming practices and what you're seeing in the vineyards?

**Jeff White**

sure, I've, definitely over the 26, 30 years that I've been up here. Day in and day out. It's definitely it's definitely happening. You know, we're seeing budbreak dates move we're seeing harvest dates move. And there are now this is both global warming and global trade. We're seeing insects here that shouldn't be here. Oh, wow both from the climate is milder in the wintertime and they're able to survive. And it's not necessarily sometimes the insects but it's viruses' diseases that the insects harbor that can

hurt the vines. And then global trade is also bringing insects here but the Lions you know, we're I know this is happening all over the world. We're looking at other varieties that might work better here in a warmer blend manner site. We're kind of looking at some hybrids, but we're also just looking at great varieties that do well, currently in warm sites. So, we're looking south at varieties that how they do well,

**Fred Reno**

have you ever planted Carmenere?

**Jeff White**

I have not. I've had some experience over at Linden when he attempted, I think he's pulled it out now, but I'm not certain.

**Fred Reno**

Interesting. Well, when I interviewed Tony Wolf, back several weeks ago, at the end of the interview, over lunch, he pulled out a bottle of a varietal called Marselan, I believe was Marselan. It was from Uruguay. And its a cross and He poured it for me, and I tasted it and I said, This tastes like a blend of Cabernet Sauvignon and Malbec. He goes, Well, you're half right. It's a cross of Cabernet Sauvignon and Grenache. And they it's resistant to powdery mildew. It has a lot of virus resist and everything and they planted some up at the research station. Okay. He's tracking. And you know, obviously Uruguay is a really warm site, right for winegrowing. Right. And wine was terrific. And it was really interesting. When I asked him that question about what he saw in the future here. He said, it's entirely possible by 2050, we'll be growing a completely different set of varietals here that we don't even know exist yet.

**Jeff White**

Yep, exactly.

**Fred Reno**

It just sounds like there's a lot of experimentation going on in Europe, on hybrid with mostly vinifera strain.

**Jeff White**

Right, right, Yeah, that's what, I have no clue. Now what I would agree with that, in 50 years or in closer, what's going to be, and it's partly because of climate change, but also, we're still learning what works best in our soils, what grape varieties are really going to be expressed in a fantastic, lovely way with our climate and soils here. You know, we've just scratched the surface to with site selections in the state.

**Fred Reno**

That's true. In fact, that is something that one vintner said to me early on, and it stuck with me. And I love your opinion on this, essentially, he said, Fred, it's entirely possible that the best, some of the best vineyard sites in Virginia haven't even been planted yet.

**Jeff White**



Oh, I thoroughly agree with that. I'm sure there are, I mean, you drive down the road, and you see tops of mountains, with slope, with nice slopes, and that those are, especially in in this environment of climate change, having a mountain site on an eastern side of a mountain, I just think you're gonna make some great, great wines up there. But they're hard sites to develop. That's the key. That's the trigger, you know, you've got to invest a ton of money in clearing and stabilizing and laying out a very difficult site. But the rewards in my opinion will make it worthwhile.

**Fred Reno**

So, what was the one wine you had early on? That? turned your head and you went? Ah, that's it. That's that wine unbelievable, you know, what was that one wine? It just got you going. Yeah.

**Jeff White**

Yeah, unfortunately, my memory is not the best. There was a man that would visit a friend, a friend of everybody's at Linden, who would visit about once a week and would and would bring aged, really nice, aged wines to try and many of his wines turned my head. I had no clue when I started in this industry, the possibilities of wine I was drinking, Gallo and Blue, Blue Nun. It was it was one of the best wines I would drink. But, and that's the one varietal that sticks out was a Barolo that. This gentleman brought that. I just fell in love with that wine at that time. And that's one of the reasons I'm planting it. I'm growing it now.

**Fred Reno**

Well, I can't wait to taste that someday. Well, you know that that is true. We're just not we're just beginning to become a wine drinking culture in this country. None of us really grew up drinking wine for the most part,

**Jeff White**

right, right.

**Fred Reno**

It certainly wasn't a staple on my table as a kid. I know that.

**Jeff White**

and I read somewhere that if it wasn't for prohibition, the majority of the wines that we would be drinking because that's what was being consumed before prohibition. Were Italian wines. True. And so, our main wine on the table would probably not be Cabernet Sauvignon or Chardonnay, it might be a Nebbiolo or Chianti, or you know, as a Sangiovese if prohibition hadn't gotten in the way of things,

**Fred Reno**

it's certainly got in the way, and you don't want to get me started on that track about distribution and organized crime, because that's, that's a whole another story in and of itself, that's for sure. How do you go to the market? What's your market strategy? I'm curious, you're up here, you really got to know where you're going to come to Glen Manor Vineyards.

**Jeff White**

you do And I'm not, that's one of my faults. I'm not a great marketer. I did have a bit of a leg up when I started this, a bit of a leg, leg up because there, I was part of the vineyard designation, or vineyard labeled wines at Linden. So, so my wines the Glen Manor name was known with, with the public in the Northern Virginia, DC area in some restaurants and wine shops. But still, when I started on my own, I had to walk in there like everybody else with my wine and continue the quality. And for the most part, it helped. Currently, we do have a distributor Williams Corner Wines out of Charlottesville, and mostly here in Virginia, and DC. But the majority of our wine is sold right here out of the out of the tasting room. And just word of mouth. People have learned about us, and we're a small production winery. Right now, about 2500 cases a year. So, it's, it's easy to sell small amount of wine easier, easier than 5,000 or 10,000 cases.

### **Fred Reno**

Well, yeah. But you know, I had one vintner say, well, Fred, I don't make that much wine, I say, well, that's not a negative, that could be a positive, right? Oh, we have, I mean,

### **Jeff White**

you will spend more time crafting the wine and growing the wine than then what I don't really want to do is go out on the road. But it's, it's a necessity.

### **Fred Reno**

Some of the some of the best greatest wines in the world are made in as you know, miniscule qualities, and people everywhere in the world are clamoring to buy them. Oh yeah. And if there's anything I'm going to hopefully achieve in my time here in Virginia, is to get this recognition for Virginia wine on a more National, International stage, because that will ultimately elevate cuz what I see happening here in Virginia, is remarkable. In my opinion of the 300 or so wineries, they say there are in Virginia. And I haven't tasted through them all. Although I've tried. I would say my opinion 10 to 15%, maybe slightly more produce as high a quality of wine as anybody in the world. In my opinion. Now, I reserve the term great wine for the 1/10 of 1% of all the wine that's produced in the world, right, but then the level of quality in your wine certainly sits right there qualitatively. With some of the best in the world. I must tell you that. Thank you. Yeah, no, I never had what I would call an unsatisfactory bottle of Glen Manor. Thank you very much curious because you do and you've had good success, submit wines to the Governor's Cup competition, and a lot of other people don't. So, what's been your philosophy about that? Because you've done really well there?

### **Jeff White**

Yeah, I mean, I, I just initially, when I first started, this winery, I wasn't submitting to the Governor's Cup or any place for that I do. I would submit them to wine, wine writers when they asked for them. I did then start contributing wine or participating in the Governor's Cup when they first changed their parameters back in 2012. I guess it was. And I just Ever since then, and of course, as you know, probably that we won it that year 2012. And I've wanted to participate over the years just to kind of support Virginia, industry and I hadn't I did not this past year was the first year I didn't submit anything since the 2012. We just, I didn't it's part of it, just knowing that I have thinking I have a wine that could do well, with COVID. And just a lot of things were sidetracked this past year, as you well know. So, we did not participate in 20.

**Fred Reno**

So, this property, as we talked about earlier has been in the hands of five generations. You've got a historical designation for Virginia. Is there another generational pass coming? within you and your family now.

**Jeff White**

Yes, I don't have any children myself. But my niece, Ashleigh White, has worked for me now. Since 2014. Okay, so both in sales, she started off in the tasting room, but she's now in production. And both in the vineyard and in the cellar. And she has been I think, bitten by the the wine bug, she's, she's made a number of excursions to work in harvests in New Zealand, Australia, California, and Canada.

**Fred Reno**

Oh, she's clearly been bitten by the bug hasn't she has, She likes both the wine and meeting people in foreign countries learning about the culture and, and just learning new techniques or other techniques, that she can come back here and teach me. So yeah, she's, she's on board, and is she's a fifth generation. So, she'll be hopefully here, you never know though. Stepping back in the beginning, you started to plant your vineyard, you must have gotten some support from Tony Wolf, the research station and all that what type of ongoing support can you get from these types of organizations like Virginia Tech or anybody like that, if you need it,

**Jeff White**

what you can get tremendous support both short term and long term. You know, if you in fact the year that I worked for Tony, we would make I would tag along or I would be with Tony as he would make trips to vineyards. People would call and say I see something in my vineyard, can you come down and take a look at it? You know, Tony, Tony and I become really good friends. And so, I also if I have something going on I can I pick up the phone and call him but and over the years he has run not only in my vineyard but in other vineyards around the state research trials. We talked earlier about grapevine yellows here, he ran a grapevine yellows trial here for many, many years, capturing insects and taking native plant life samples and testing for the virus and wasn't good news for me. We have a lot of viruses here. And some other there was there were some other grad students, Virginia Tech grad students who worked for Tony that ran some experiments here and they're doing it all over the state. So, it's long-term benefit to us what these scientists are learning and they need our vineyards are like the petri dish. It's the place where they need to conduct the research.

**Fred Reno**

The branding of your packaging, is that a generational historic crest that's on it?

**Jeff White**

No, I came up with that.

**Fred Reno**

Its good looking, I mean, no, it's has a good feel to it.

**Jeff White**

Thank you. Yeah, it was just designed to kind of be a little not intrusive, if you will. So, it's you have to kind of squint to see our label, which I thought maybe people will it'll stand out on the shelf because you can't see it.

**Fred Reno**

It's tastefully done. Is what I would say tastefully done. Well, Jeff, I really appreciate getting some of your insight. What do you think? What do you see for the future of Virginia wine growing 10, 20 years from now is do you feel like people are going to start to recognize how wonderful Virginia wine is outside of the area, let's say you know the Middle Atlantic?

**Jeff White**

well that I do feel that the future is very bright for the for the state and being recognized outside of the state is key to our success being as you you think of wines from Washington State and Oregon. Those are household wines here now and all over the country all over the world and Virginia needs we can't survive by just selling our wines to tourists who are traveling up and down the state to look at battlefields. We need to be sought after by wine connoisseurs, and not just as part of a vacation. So, getting our wines noticed by reputable wine writers and restaurateurs, sommeliers, your yourself is key to our part of the key to our success. And then of course It all starts as we started off in the beginning, it's all comes down to farming. site selection, we haven't even begun to touch the great sites that are here in the state. There's just it's, it's a, it should be an exciting time for someone who is interested in wine to come to Virginia and look for a site because there are plenty here Boy, that's for sure. That's that. That was the feeling I got when I moved back here. I thought this reminds me of California in the late 70s. It reminds me of Oregon, in the 80s and the land is still cheap and it's inexpensive isn't it expensive, isn't it or not we're gonna be buying vineyard site like for prices.

**Fred Reno**

And although we there are issues here climatically, you know, it's not, it's not burning up?

**Jeff White**

No, no, but you know, our Yeah, it's a tough place to grow grapes. But it's not that more tough than some places in Europe. You know, in Germany and Austria, there's weather in Bordeaux. You know, we're not sunny California, but we're, we're, you know, more like Europe, which is been successfully grown and people have made their whole existence has been sustained by that industry.

**Fred Reno**

That's for sure. Alright, Jeff, Well, listen, thank you for your time here this afternoon. I really enjoyed finally meeting you Although we did meet two years ago, he wouldn't remember that the Governor's Cup tasting. You sat right behind me. You were showing off your wine that was in the case that year. I believe it was a Cabernet Franc. Was that at King family. Yes, it was 2019 spring 2010. That wine, that's when I got introduced to your wine by the way I hadn't been around. And I'm like, I gotta go out and buy this man's wine. So, I started buying more of the wines. Okay, these wines are real good. So, But anyway, thank you really enjoyed it.