

STUDY GUIDE TO THE PETALUMA GAP ACCREDITATION PROGRAM (PGAP)

AVA Location & Geography	<ul style="list-style-type: none"> • Gateway to North Coast Wine Country – a half hour drive from the Golden Gate Bridge • Spans two counties (northern Marin, southern Sonoma) • The Area covers from Bodega Bay to Sonoma Mountain and south to San Pablo Bay • 200,000 Acres with 4,000+ acres of grapevines • Petaluma is the urban center within the AVA
Agricultural History	<ul style="list-style-type: none"> • Petaluma has a 150+ year agricultural heritage for dairy, chicken, eggs and fruit trees/grapevines • Earliest grapevines were grown by General Vallejo in 1830's • Finished wines were shipped by boat on the Petaluma River south to San Francisco and points beyond • Prohibition led to vineyards being ripped out • After prohibition, grape growing rebounded in the '70-80's • Acreage continues to grow today
Grape Varieties	<ul style="list-style-type: none"> • Cool climate similar to Burgundy • 75% Pinot Noir • 12% Chardonnay • 12% Syrah • Plus test plots making up the remaining 1%, including Viognier, Riesling, Cabernet, Grenache, and others
Unique Growing Conditions	<ul style="list-style-type: none"> • AVA is based on 8+ MPH persistent daily winds • Wind is created from cool air over the Pacific, allowed to travel through gaps in the coastal hillsides, heading east to Sonoma Mountain, and then southeasterly exiting at San Pablo Bay • Wind changes the grapevine physiology • Fog also keeps the region cool
Effect on Grapevines	<ul style="list-style-type: none"> • Closes the stomata in grape leaves • Curtails sugar development • Thickens the skins • Reduces the berry size • Extends hangtime (increasing risk but with a beneficial impact of more complex flavor characteristics)
Varietal Characteristics	<ul style="list-style-type: none"> • Increased acid • Fresher fruit flavors • Increased texture • Increased tannins
History of the Alliance	<ul style="list-style-type: none"> • Formed in 2005 as a 501c6 trade association • Initially, it was largely growers, then some winemakers got interested • Today they are both represented with approximately 50 winery and grower members

Deciding to become an AVA	<ul style="list-style-type: none"> • Some winemakers were concerned about switching from Sonoma Coast to Petaluma Gap as the AVA on the front label • When they learned they'd have a choice of using either AVA for the front label that concern was diminished and the members voted to go forward with the AVA application • Today, most of the wine made from grapes grown in the Petaluma Gap is labeled with the specific AVA, rather than the larger Sonoma Coast, because of the specificity of the growing conditions
AVA Application & Process	<ul style="list-style-type: none"> • The application to become an AVA was submitted in early 2015 • Application processing and approval was delayed in late 2016 due to a new President in the White House (with the change in administration after the Nov 2016 Presidential Election, came a moratorium on new rules and unfilled positions of authority, who are required to sign the rules) • The rule making the Petaluma Gap an official AVA was finally published in the Federal Register on 12/7/2017 and became final on January 8, 2018.
Iconic Farming Families	<ul style="list-style-type: none"> • Keller estate was told to plant Chardonnay because at least if it didn't ripen, the grapes could be used for making sparkling wines. • Sangiacomo Family originally had fruit trees but converted to grapes • Cline Cellars has a few hundred acres in the Gap and have recently launched the "Gust" label in honor of the Petaluma Gap windy conditions
Wine Presentation	<ul style="list-style-type: none"> • When presenting wines from the Petaluma Gap you should talk about how the wind changes the grapevine physiology, as well as some of the typical flavor characteristics: higher acid, brighter fruit, bigger texture, higher tannin levels. • You should also talk about the AVA's cool climate, the wind speed as a basis for the formation of the AVA, and its relative position within Sonoma and Marin Counties.
Membership in PGWA	<ul style="list-style-type: none"> • There are four types of membership: Consumer (Friend), Winery, Grower and Associate Business (Suppliers). • More info is available at www.petalumagap.com
Certification	<ul style="list-style-type: none"> • Once the video has been viewed, you are welcome to take the online certification test. • There is a small fee for the test; if you pass you will be issued a certificate of accomplishment. • We offer discounts for tasting room managers, wholesalers, retailers, wine educators, tourism groups, and others to purchase bulk testing for their associates.