

EST. 1876

# SIMI

## THE SIMI STORY

Founded in 1876, SIMI derives its rich, unique history from Isabelle Simi, who took over in 1904 at just 18 years old. She steered the winery with defiant determination for over 70 years, through trial and tribulation, persevering to better every last drop.



### 1904

Isabelle took the helm of the winery. From her first day on the job, it was said (mostly by her) that she “made wine, not excuses.”



### 1920

When Prohibition caused most businesses around her to shutter, Isabelle rolled up her sleeves and found loopholes. Through the sale of sacramental wine, she kept SIMI Winery open throughout “the noble experiment.”



### 1970

Isabelle retired but continued to work in the tasting room, greeting visitors every day.

### 1906

Isabelle kept the winery alive during the Great Earthquake by reinforcing the stone cellars built in 1890, which we still use today.



### 1934

Isabelle opened Sonoma’s first wine tasting room, made from a giant barrel.



### T O D A Y

Isabelle’s ethos of persistence and determination continues to propel our renowned female winemaking team forward to craft world-class wines enjoyed today.



Scan for More of  
Isabelle’s Incredible Story



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### **LISA EVICH, Director of Winemaking:**

As senior winemaker, Lisa applies meticulous care and attention in both the vineyards and the winery: she works to maintain the timelessness of both SIMI and Sonoma County. For Lisa, being in the vineyards and translating a place into a bottle is a calling.

***“When crafting exceptional wines, the key is to keep the big picture and the details in focus all at once.”***





## Editor's Collection, Rose 2019

### *Vineyards:*

Sonoma Valley, Carneros Sonoma, Dry Creek Valley, and Russian River Valley - this rose harmonizes the distinct and varied flavors of Sonoma County's different regions.

### *Winemaking:*

91% Pinot Noir / 9% Merlot, Cab Sauv, Sauvignon Blanc. Combined direct to press and saignee methods. 100% Stainless Steel. 0.6 g/l RS



## Sonoma County, Pinot Noir 2019



### *Vineyards:*

Simi uses Pinot Noir from both their Estate vineyards and growers throughout the region where the cool conditions contribute to complexity in fruit structure, aromas and flavors.

### *Winemaking:*

95% Pinot Noir, 5% Syrah. Fermented in Stainless steel tanks to add richness and preserve fruit flavors then aged 15 months in French Oak, 18% New.

Beautiful coastal acidity with bright cherry and plum and earth and floral on the finish.



## sonoma County, Sauvignon Blanc



### *Vineyards:*

Sonoma County, Central Coast, North Coast, Central Valley. The small clusters and berries of this vintage contribute a desirable flavor profile and a balanced wine.

### *Winemaking:*

91% Sauvignon Blanc, 5% Malvasia, 3% Muscat Orange, 1% Sémillon. 100% Stainless steel tank. 1.7 g/L RS



## Reserve, Alexander Valley, Cabernet 2018



### *Vineyards:*

From Belle Terre, Alden, Oak Ridge, and Landslide, these Alexander Valley Vineyards have incredible diversity of soil types and microclimates and produces a cabernet with velvety textures and bright, luscious flavors.

### *Winemaking:*

100% Cabernet Sauvignon with 21 day maceration / aged in French, American and Hybrid Oak for 22 months, 24% New



## Reserve, Landslide Vineyard, Cabernet 2018



### *Vineyard:*

The topography of this 170-acre vineyard is so varied that we view it and farm it as three distinct blocks: Uplands (inspiring a huge back-of-the-mouth sensation with high tannins), Midlands (producing powerful wines with more weight on the mid-palate), and Lowlands (yielding riper berry character with softer, more elegant tannin structure).

### *Winemaking:*

88% Cab, 7% Malbec, 4% Merlot, 1% Tannat /Stainless Steel fermented, then aged for 24m