



The Pisoni Family: Farming is what we do. It is as much part of our DNA, as is rootedness to the region. Jane and Eddie Pisoni started farming in the Salinas Valley in 1952 and the care and pride they consistently brought to their work has been taken up in turn by their son Gary and his children, Jeff and Mark. Walking the land in all seasons, each of us feels a clear sense of connection, much the way parents feel when they catch their own reflections in the faces of their children.

When Gary began growing grapes in the mountains despite scoffing and disbelief—and in a few short years established the Pisoni Estate and Lucia labels as exceptional wines—our stewardship of the land was only strengthened. These days, under Mark's and Jeff's equally able direction, we produce elegant, classically-made Pinot Noir, Chardonnay, and Syrah upon forty acres in three vineyards in the Santa Lucia Highlands, wines of which we are extremely proud.

We approach winemaking as an art, a science, and a craft. As such, from planting to pruning to harvesting, we work by hand, in accordance both with Burgundian tradition and our own ongoing understanding of what will best sustain this land we love and respect.



KEY SELLING POINTS



Practicing Organic, Practicing Biodiversity, Long Time Farming Family, Unfined-Unfiltered, True People True Wines

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