

# THREE STICKS WINES

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## HISTORY



## THREE STICKS

*We believe in stewardship of the land, the vineyards, and the people.  
We are for real connections, real history, real wines; experiences you will  
never forget.*

Three Sticks Wines is a boutique, family-owned winery recognized for its unique super premium collection of Sonoma vineyards, award-winning pinot noir, and chardonnay. Proprietor William “Bill” S. Price III (nicknamed Billy Three Sticks) set about building a collection of six Grand Cru level Estate vineyards in Sonoma County starting with Durell in 1997. By way of acquiring or newly planting, he has built a reputation for owning and farming some of the finest pinot and chardonnay acreages in California.

Since 2002 Three Sticks Co-founder and General Manager Prema Kerollis set about designing and building the experiences, culture, and voice of Three Sticks while Bill focused on the vineyards with Rob Harris, head of all vineyard activities and winegrowing for the Price Family Vineyards and Estates portfolio. After years spent focusing on vineyards and hospitality, Three Sticks was ripe for some serious winemaking talent. Director of Winemaking Ryan Prichard joined Three Sticks in 2015 to craft wines from Bill’s sought-after Heritage vineyards, notably Durell, Gap’s Crown, and Walala, only to discover the majesty of his small, organically farmed, hand-planted properties, known internally as Monopoles: One Sky, Alana, and William James.

The intimate relationship between the winemaker, grower, and each of the six unique properties shines through in each of the wines. Ryan understands how working with great vineyards and a meticulous winemaking style can produce inspiring results. He originally joined Three Sticks with famed pinot noir winemaker Bob Cabral in 2015 and took over winemaking entirely from Cabral in 2021. Three Sticks has a down-to-earth, highly focused, quality-obsessed approach to growing and winemaking, believing in table fellowship as the power of wine to bring people together.



## THE ADOBE

Captain Salvador Vallejo built the Vallejo-Casteñada Adobe in 1842, brother of General Mariano Guadalupe Vallejo and the Commandante of the northern territory of Mexico (modern day Sonoma). Bill and Eva Price are lovers of Sonoma’s grapes and rich history. The Prices purchased the property in 2012 and embarked on a two-year preservation project with Prema. They worked with Sonoma historians and the Sonoma League for Historic Preservation to restore and protect the fabric of the property. They commissioned San Francisco-based designer Ken Fulk and his incredible team to design the ambiance of the Adobe, as it is known locally. Sonoma local and landscape architect Penney Magrane undertook the design of the astonishing landscape and garden at the property. The historic landmark in downtown Sonoma is home to the hospitality of Three Sticks.

## OUR WINES

At Three Sticks Wines, we produce extremely focused, estate-grown, small-lot pinot noir and chardonnay of world-class quality. We take a heartfelt approach to viticulture and winemaking, believing in the power of wine to bring people together in fellowship around the table.

### HERITAGE COLLECTION

The Durell, Gap's Crown, and Walala Vineyards comprise what we call our Heritage Vineyards. We recognize and celebrate the history and legacy of these renowned vineyards even prior to our ownership of them. But, as their current stewards, we take very seriously our responsibility to create and protect their future. We do so with obsessive attention to detail and meticulous care in farming them. These Heritage Vineyards are, and forever will be, cornerstones of our fine chardonnay and pinot noir production. Three Sticks, among a select group of other producers, will create and share wines from these iconic vineyards for many years to come.

DURELL VINEYARD PINOT BLANC	\$60
DURELL VINEYARD ORIGIN CHARDONNAY	\$70
DURELL VINEYARD CHARDONNAY	\$70
GAP'S CROWN VINEYARD CHARDONNAY	\$70
PRICE FAMILY ESTATE PINOT NOIR	AVAILABLE THROUGH FINE RESTAURANT RETAILERS
MONARCH PINOT NOIR	\$75
DURELL VINEYARD PINOT NOIR	\$75
GAP'S CROWN VINEYARD PINOT NOIR	\$75
WALALA VINEYARD PINOT NOIR	\$75
GAP'S PINNACLE PINOT NOIR	\$95

### MONOPOLE COLLECTION

Our Monopole Vineyards are sites that were selected, designed, and built by us; for us. They were chosen for all aspects of terroir and natural influence and have epitomized the selective and inspired vineyard development processes. The Alana, One Sky, and William James Vineyards are smaller and younger than their Heritage counterparts, but they are equally as mighty. Dedicated solely to Three Sticks production and farmed organically, they have already proven themselves as sites capable of expressive, extraordinary wines. Their future is extremely bright, and we look forward to sharing every glass of it with you.

ONE SKY VINEYARD CHARDONNAY	\$80
ALANA VINEYARD CHARDONNAY	\$80
ALANA VINEYARD PINOT NOIR	\$85
ONE SKY VINEYARD PINOT NOIR	\$85
WILLIAM JAMES VINEYARD PINOT NOIR	\$85

### ICON

This curated pinot noir is made with precision and love, named for Bill's wife, its crafted in hand-picked, hand-toasted barrels from fruit specially selected from our One Sky vineyard. Always only 4 barrels made.

CUVÉE EVA MARIE PINOT NOIR	\$115
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### CASTEÑADA COLLECTION

We produce a selection of wines for the enjoyment of the many visitors and club members at our historic 1842 Adobe, a block off the Sonoma Plaza.

CASTEÑADA ROSÉ	\$45
CASTEÑADA WHITE	\$50
CASTEÑADA RED	\$55

# CONTACT

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## PROPRIETOR:

### CO-FOUNDER/GENERAL MANAGER:

### DIRECTOR OF WINEMAKING:

### VP OF VINEYARDS:

### ASSISTANT GENERAL MANAGER:

### NATIONAL SALES MANAGER:

### PR

Bill Price

Prema Kerollis

Ryan Prichard

Rob Harris

Colette Fay Simpson

Brendan Jin

Michelle Keene - Calhoun & Company