

Three vertical white strokes, resembling the number 111 or three sticks, are positioned in the upper center of the image. The background is a landscape with a forested hillside and a cloudy sky at sunset or sunrise, with warm light filtering through the clouds. In the foreground, there are out-of-focus green leaves and a wire fence.

THREE STICKS

THE THREE STICKS STORY

Founded in 2002, Three Sticks Wines is a boutique, family-owned winery based in Sonoma, California, renowned for its pinot noir and chardonnay and collection of estate vineyards.



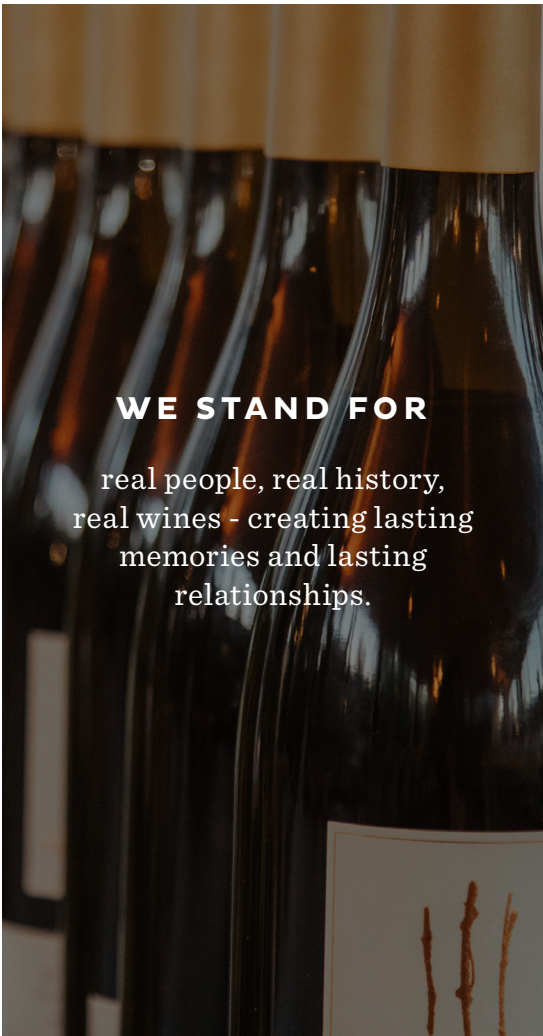
AT THREE STICKS WINES, OUR GOAL IS TO PRODUCE EXTREMELY FOCUSED, ESTATE-GROWN, SMALL-LOT WINES OF WORLD-CLASS QUALITY.

WE TAKE A HEARTFELT APPROACH TO VITICULTURE AND WINEMAKING, BELIEVING IN THE POWER OF WINE TO BRING PEOPLE TOGETHER IN FELLOWSHIP AROUND THE TABLE.



WE BELIEVE IN

stewardship of the land, the vineyards, the local people, and their history. We seek to preserve the best of the past while innovating toward the future.



WE STAND FOR

real people, real history, real wines - creating lasting memories and lasting relationships.



SONOMA

is our home and we're dedicated to enriching the community and touching lives through our wine.



WHO WE ARE

BILL PRICE

Proprietor, William S. Price III, whose nickname is “Billy Three Sticks”, began his wine career in 1997 with the purchase of the Durell Vineyard. Since then, the Price family has grown its vineyard portfolio to include some of Sonoma County’s most iconic properties, including six Grand Cru level estate vineyards.



PREMA KEROLLIS

Three Sticks was co-founded by General Manager, Prema Kerollis, who worked closely with Price at his investment company, Texas Pacific Group (TPG). Her talent in building a great company culture and strong team came from her experience there and has been the key to Three Sticks’ evolution from a small group of friends to a global network of savvy consumers.



RYAN PRICHARD

Ryan Prichard, Director of Winemaking, joined Three Sticks Wines as Winemaker in 2015. His focus is crafting pinot noir and chardonnay that showcase Three Sticks’ exceptional estate vineyard sites, producing wines of distinction and acclaim. Ryan conceptualizes winemaking as an endeavor in balancing contrasts, “you must be precise yet flexible; organic yet by design; create for immediate gratification yet stand the test of time”.



ROB HARRIS

Rob Harris, Vice President of Vineyards, has more than a dozen years of experience managing vineyards in wine-growing regions throughout California, which he applies not only to the daily vineyard operations but also to the long-term strategic plans for Three Sticks Wines. “It’s awesome to work in a place where I can truly focus on quality,” he says. “I consider myself a lucky guy to be entrusted with caring for these exceptional vineyards and to be surrounded and supported by people who share this desire and passion.”





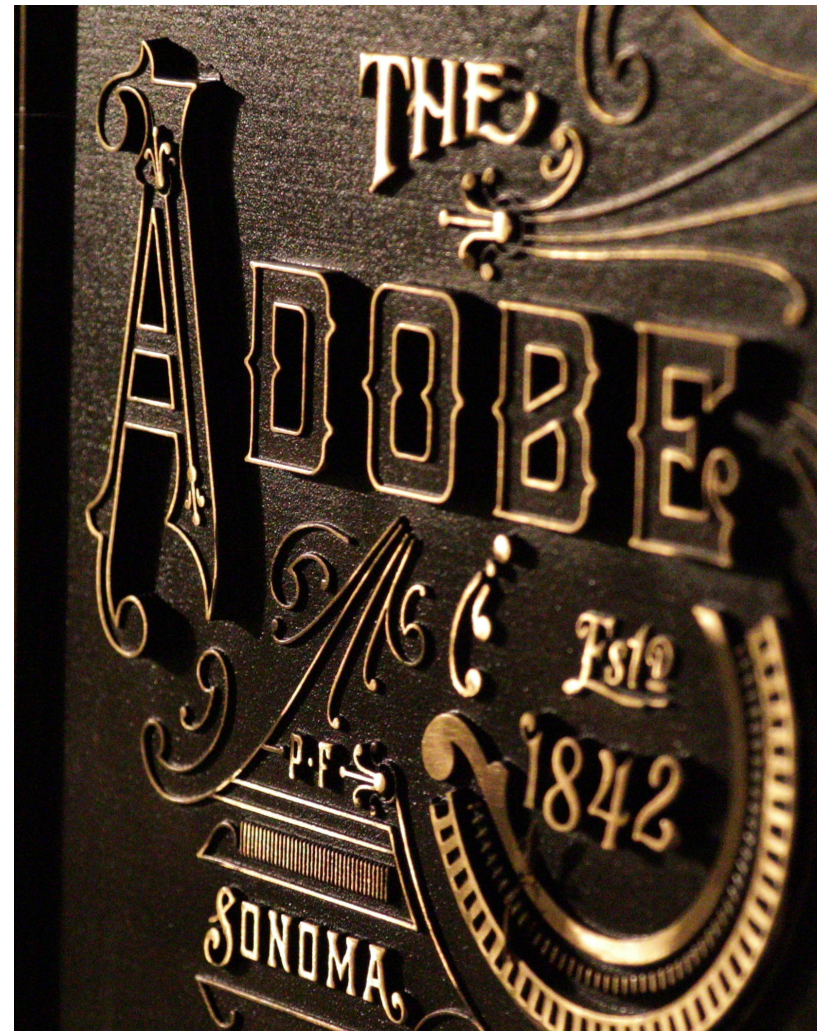
THREE STICKS AT THE ADOBE

THE HISTORY OF THE ADOBE

Three Sticks' commitment to stewardship of the land and people is reflected in its tasting room, the Vallejo-Casteñada Adobe. The Adobe was originally built in 1842 by Salvador Vallejo, brother to General Mariano Vallejo, and has been lovingly restored as a Sonoma Landmark.

EXPERIENCES AT THE ADOBE

Widely recognized for its remarkable pinot noir and chardonnay from exceptional vineyards, Three Sticks offers a variety of curated experiences. Whether a guided tasting through award-winning wines or a food & wine pairing with local culinary delights, we create a tasting experience that celebrates both craft and community



PRIVATE, CURATED EXPERIENCES ARE OFFERED BY APPOINTMENT IN THE MORNING AND MID-AFTERNOON, SEVEN DAYS A WEEK.



OUR VINEYARDS & VITICULTURE

ALANA VINEYARD | RUSSIAN RIVER VALLEY



DURELL VINEYARD | SONOMA COAST



GAP'S CROWN VINEYARD | SONOMA COAST



ONE SKY VINEYARD | SONOMA MOUNTAIN



WALALA VINEYARD | SONOMA COAST



WILLIAM JAMES VINEYARD | RUSSIAN RIVER VALLEY



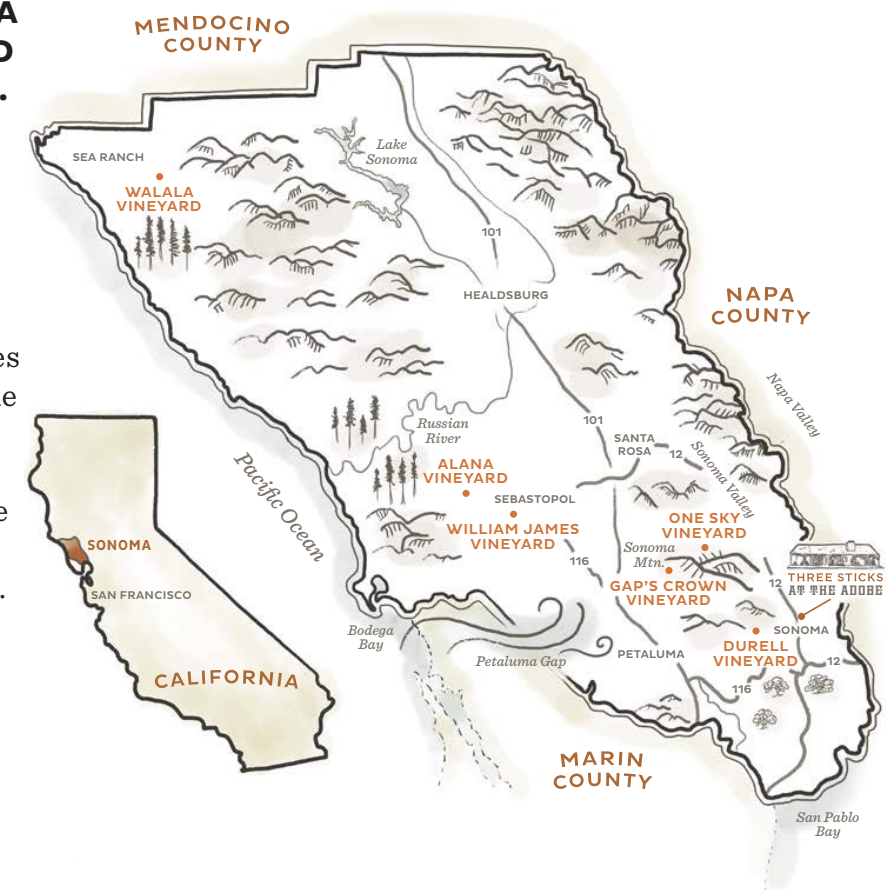
THE LAND & LOCATIONS

Three Sticks pedigree begins not in the glass, nor even in the cellar. Instead, it begins in the rocky volcanic soils of Durell, one of the region's most diverse and prized vineyard. With 145 acres planted primarily to pinot noir and chardonnay, this rolling 610-acre parcel span the Sonoma Valley, Sonoma Coast, and Carneros AVAs.

OUR VINEYARD PORTFOLIO INCLUDES SOME OF THE MOST ICONIC PROPERTIES OF SONOMA COUNTY, INCLUDING SIX GRAND CRU LEVEL ESTATE VINEYARDS.

The vineyards span the entire range of the Sonoma Coast: from the extreme northern tip of the county (Walala Vineyard) through Russian River Valley (Alana and William James Vineyards) to the top of Sonoma Mountain (One Sky Vineyard), crowning the breezy west side of the mountain in the Petaluma Gap 9Gap's Crown Vineyard), and finally down to the base of Sonoma Valley (Durell Vineyard), settling between a convergence of three Sonoma AVAs.

**DIRECTOR OF VINEYARD
OPERATIONS, ROB HARRIS,
OVERSEES THE CARE OF EACH
ESTATE VINEYARD FROM SOUL
TO GRAPE, INCLUDING A
SMALL HERD OF ANIMALS TO
NATURALLY MANAGE THE PESTS
AND CROP COVER.**





THE
**THREE STICKS
WINEMAKING
APPROACH**



Winemaking at Three Sticks is extremely focused on making site-specific wines, resulting in some of the world's finest pinot noir and chardonnay. Our winemaking team is committed to crafting excellence and elevating the region by showcasing the unique and diverse terroir of Sonoma County.



OUR OPERATION IS LEAD BY SUPERBLY TALENTED WINEMAKER, RYAN PRICHARD. PRICHARD VIEWS WINEMAKING AS AN EXERCISE IN BALANCING CONTRASTS.

“As a winemaker, you must be precise yet flexible; take an organic yet designed approach; you must create wines for immediate gratification yet they must stand the test of time.”



Ryan Prichard has developed several innovations for Three Sticks, including the master cooper barrel program, in which the winery works directly with the cooper and the stave mill to season the oak barrels in France.

Ryan's encyclopedic knowledge and incredible attention to detail allow for critical control over every aspect of the winemaking process. They have also partnered with a local tank fabrication company, designed custom non-traditional dairy milk-style tanks for gentle pinot noir fermentation, and utilized concrete egg/amphora vessels for aging.



OUR COMMITMENTS

“We love Sonoma - it's our home. We're dedicated to enriching our community and touching lives through wine.”

- **BILL PRICE, PROPRIETOR**

PHILANTHROPY



California's Wine Country is known for its incredible hospitality and service, which embody the value of caring for one another. At the core for Three Sticks Wines is a commitment to our local community. We believe deeply in philanthropy, caring for our community by donating not only our wine and resources, but also our time and services.



FROM PROVIDING MATCHING GIFTS TO STAFFING VOLUNTEER DAYS, THE THREE STICKS TEAM IS GRATIFIED TO BE ACTIVE IN SERVICE AND PHILANTHROPY.

Three Sticks also supports organizations through such programming as “Three Sticks Together”, a series of events, that included conversations with local celebrity chefs to raise awareness about the food insecurity, and a concert series benefiting those in the music and art industries. Three Sticks regularly support local organizations such as Sonoma Valley Vintners and Growers, Sonoma Family Meal, the Sonoma Valley Education Foundation, and many more.



In addition to local community service, Three Sticks is committed to action in the face of systemic racism and has pledged to increase equality, justice, and opportunity for people of color in America.

Bill Price believes in “supporting and protecting the most vulnerable members of our country” and donates to organization including Equal Justice Initiative, NAACP, Summer Search, and the Henderson Center for Social Justice at UC Berkeley Law as well as creating policy within the business to change the face of the wine industry and work to diversify the wine county community with opportunities at every level.

SUSTAINABILITY



At Three Sticks, we believe in stewardship of the land, vineyards, people, and history. Ninety-nine percent of the vineyard acreage in Sonoma County has been certified sustainable, making this the most sustainable winegrowing region in the world.

WE DEPEND ON A HEALTHY ENVIRONMENT TO GROW THE BEST GRAPES THAT, IN TURN, MAKE WORLD-CLASS WINES. WE ARE COMMITTED TO ENSURING THAT OUR BUSINESSES, OUR RURAL LIFESTYLE, AND OUR AGRICULTURAL HERITAGE WILL BE MAINTAINED FOR GENERATIONS TO COME.

THREE STICKS AIMS TO LEAD THE MOVEMENT IN SUSTAINABLE AND INNOVATIVE PRACTICES, NOT ONLY IN OUR VINEYARDS AND WINERY, BUT IN ALL ASPECTS OF OUR BUSINESS

We celebrate the diverse community of local taste-makers and change-makers who are creating a more sustainable, compassionate, and inclusive wine country experience. In this new economic and societal landscape, we're reimagining a new and more diverse wine country culture. We hope to create a deeper sense of community by bringing comfort, understanding, and connection, from plant-based food pairings in our tasting room to an offering of vegan wines.



ACCOLADES

ACCOLADES, SCORES AND PRESS

WINE ENTHUSIAST

#1 ranking in October publication, 98 points

WINE ENTHUSIAST

7 Napa and Sonoma Producers Bringing Out the Best in Chardonnay

2021 RODEO UNCORKED!

International Wine Competition Winners, Best of Region

SUNSET MAGAZINE

2020 Sunset International Wine Competition, Double Gold, Best in Show

LUXESF, MODERN LUXURY

Rising Star 2020: Winemaker of the Year

WINE SPECTATOR

50 Top Sonoma Producers, 2020

WINE SPECTATOR

Cover: California Pinot Noir Issue, October 2019

DECANTER WORLD WINE AWARDS

Platinum, Best in Show, 2019

ARCHITECTURAL DIGEST

Ken Fulk Crafts A Contemporary Wine Tasting Space in Sonoma

NEW YORK TIMES

A Fresh Sip of California History





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

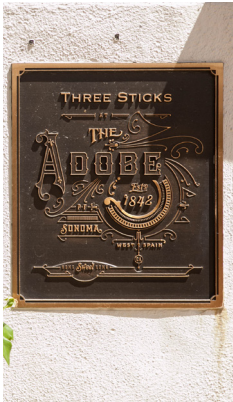
This curated pinot noir is made with precision and love, named for Bill’s wife, its crafted in hand-picked, hand-toasted barrels from fruit specially selected from our One Sky vineyard. Always only 4 barrels made.

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





THREESTICKSWINES.COM

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