



THREE STICKS



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WILLIAM JAMES VINEYARD  
RUSSIAN RIVER VALLEY

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## NATURE INTERTWINED

Bill's only son lends his name to the William James Vineyard. Like its namesake, the playful exuberance and zest for life it displays are not merely functions of age, but more realistic representations of eternal character. This little 7-acre vineyard nestled in the Russian River Valley, west of Sebastopol, boasts one of our most robust and expressive pinots.



## DISTINCT DISCOVERY

The William James Vineyard sits just three miles west of the town of Sebastopol. On a small, localized ridge that runs perpendicular to Bodega Highway, the vineyard lays a long slender footprint as it stretches north from the highway itself.

Bodega Bay is ten miles to the west and is highly influential in the vineyard. Warmth and sun are mingled with cool ocean breezes and fog. The horizon contains both stands of redwoods and old apple orchards. A view east from the vineyard looks across Laguna and onto the Santa Rosa Plain.





## TREASURED TERROIR

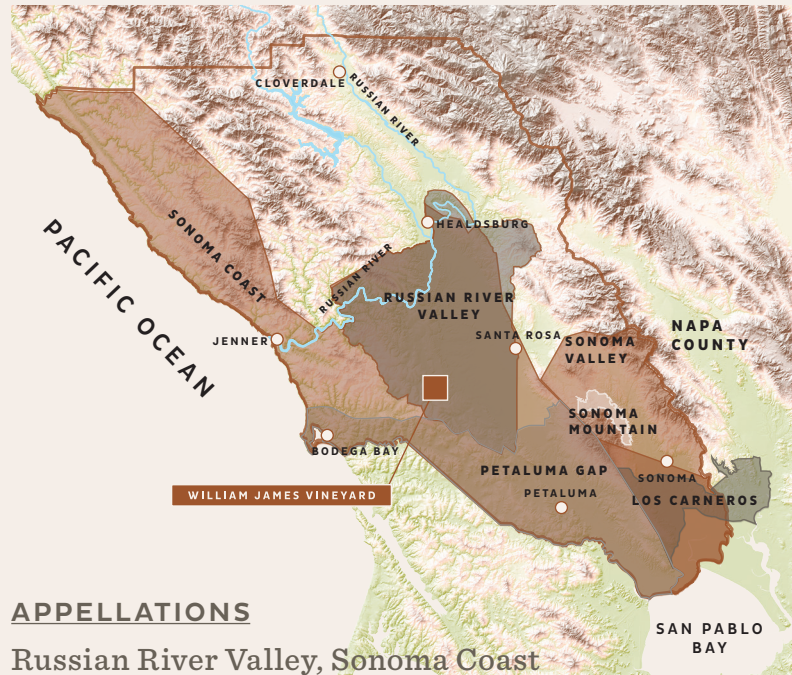
The land that houses the William James Vineyard was purchased by Bill Price in 2011. While the remnants of long-gone apple orchards were still present, the land was mainly empty and unused. The possibilities and potential for the land were quickly recognized, and the design of a Three Sticks monopole vineyard was immediately undertaken by Rob Harris.

Culminating in the planting of 7 acres in 2013, the William James Vineyard was conceived and built as a smaller vineyard of superlative terroir and future grape quality. With three different clones, the vineyard continues to display incredible uniformity while showcasing distinct clonal differences within pinot noir.

## RENOWNED CONDITIONS

Situated in Sonoma County, the Russian River Valley AVA is a revered viticultural area established in 1983. Expanding in 2005, this AVA stretches between the towns of Sebastopol and Santa Rosa in the south and Forestville and Healdsburg in the north. Influences led and shaped by the nearby Pacific coastline, the Russian River Valley benefits from a cool climate shaped by the fog that gracefully covers its vineyards.

Once the fog dissipates, the vines are bathed in the warm California sun, allowing the grapes to achieve perfect ripeness. This ideal combination of cool mornings and warm afternoons nurtures the growth of cool climate varieties, particularly the renowned pinot noir and chardonnay.



### APPELLATIONS

Russian River Valley, Sonoma Coast

### ELEVATION

230'-280'

### SOILS

Goldridge Fine Sandy Loam

### VARIETY

Pinot Noir 6.52 acres

### PINOT NOIR CLONES

Calera, Swan, 943

### ACRES

14 total; 6.52 planted



## RICH GROUND

The vines of the William James Vineyard sit exclusively in Goldridge soil. This light-colored soil of moon dust consistency is the predominant soil type found in the area. It is highly influential to vines, most notably in both flavor and texture profiles of the resulting wines.

Characterized by its well-draining nature, Goldridge is a sandy loam with a high proportion of well-rounded, fine-textured sand particles. The fine sands of Goldridge function as a regulator for soil water retention. Their size and shape create soil profiles that are deep and well-drained, providing living and breathing spaces for grapevine roots to flourish.

Goldridge's nutrient profile contributes to nuanced flavors, complexity, and texture in the pinot noir grown at William James. In a very real expression of terroir, these wines are a beautiful testament to, and an extraordinary product of, the soil in which they were grown.

## RESPONSIBILITY FOR LAND

The William James Vineyard, like all vineyard properties of Price Family Vineyards and Estates, continue to uphold the commitment to sustainable and organic farming practices. It proudly maintains its certification from the California Sustainable Winegrowing Alliance, signifying its dedication to environmentally conscious viticulture. Additionally, the vineyard holds the esteemed Fish Friendly Farming certification, reflecting its efforts to preserve waterways and aquatic habitats.

Sustainability in viticulture revolves around minimizing environmental impacts while ensuring the long-term viability of the vineyard. Embodying this ethos, Rob Harris, the caretaker of the vineyards, emphasizes the importance of working in harmony with the land rather than against it. His holistic approach encompasses not only the well-being of the vineyard itself but also the individuals involved and the resulting wines.

By embracing organic farming practices and considering the interconnectedness of the environment, the workers, and the final product, the Monopole vineyards nurture healthier soil and robust plants. This holistic approach ultimately yields grapes of exceptional quality, which in turn leads to the creation of even more remarkable wines. Each vineyard remains a beacon of sustainable and mindful viticulture, dedicated to producing wines that exemplify the harmony between nature and craftsmanship.



VINEYARD DESIGNATED  
WINE





## WILLIAM JAMES VINEYARD

### PINOT NOIR

Just west of the town of Sebastopol, the William James vineyard is in the heart of one of the most prolific and noteworthy Gravenstein Apple regions around. At the crest of one the rolling hills on the way to the Pacific Ocean, the William James vineyard gets consistent afternoon breezes that flutter through the vineyard, cooling off the days growing cycle. The Pinot Noir from this site has a dark red fruit profile with black cherry, dried herbs and even some lighter hibiscus notes. The famous Goldridge soils contribute to the fine texture that expands on the palate, yielding a delicious and lasting finish.

**RELEASE:**

Fall

**CLONE:**

Calera, 943, Swan

**PRICE:**

\$85

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## THREE STICKS WINES ESTATE VINEYARDS

Three Sticks Wines is proudly 100% estate. This means we own, farm, and produce every grape that becomes every drop of our wines. We are autonomous. Having the freedom to grow as we design and desire is precious. Having this world-renowned collection of vineyards gives us the ability to shift and flex proactively with a dynamic environment and not just in response to it. This position has led to many farming and winemaking triumphs that we are committed to expanding on.

## ROOTS OF TRADITION HERITAGE VINEYARDS

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.



LEARN MORE

## FROM LAND TO LEGACY MONOPOLE VINEYARDS

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.



LEARN MORE







THREE STICKS

STAY  
CONNECTED

Discover the true essence of wine appreciation by joining our Club Allocation or Mailing List.



CLUB  
Allocation

Our club allocation opens the door to all Three Sticks wines through our bi-annual releases in the spring and fall. These releases showcase our meticulously crafted pinot noirs and chardonnays, including many wines that are available only through the Club Allocation List. As a valued supporter, you will also enjoy guaranteed first access to our additional bottlings, exclusive access to events, hotels, our member lounge, and much more.

MAILING  
List

As a mailing list member, stay in the loop about our latest releases, upcoming events, and exciting happenings at Three Sticks Wines. By joining our mailing list, you become part of our community, sharing in the appreciation of our wines and wine country lifestyle. Connect with us today to embark on an enriching journey filled with exceptional wines and unforgettable experiences.

[WWW.THREESTICKSWINES.COM](http://WWW.THREESTICKSWINES.COM)

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