

Qualia (/ˈkwɑːliə/): is a Latin philosophy term used to refer to our subjective experiences of the world around us – the unique sensation of sight, smell and taste that each individual perceives. At Qualia Wines, this begins in the vineyards, evolves at our Urban Winery in San Francisco, and ends in the glass – where we each understand our own Qualia.

Who:



In 2005, Nancy Kivelson and Tom Angstadt found the property that became the Kivelstadt Vineyard, a steeply sloped and rocky estate outside of Glen Ellen that had been organically farmed since its planting in 1997. The couple, with their son, Jordan, as the winemaker, aim to produce fruit that speaks of its terroir, and their passion for food and wine.

First Vintage: 2007 Qualia Wines & Pavo Wines

Where:

'Sonoma
Vineyards'

Country Grown, Urban Crafted

Vineyards: The Kivelstadt Vineyard now spans 10 acres at the intersection of the Sonoma Valley, Bennett Valley and Sonoma Mountain appellations.

7651 Bennett Valley Road

Santa Rosa, CA 95404

415-494-PAVO // info@qualiawines.com

'San Francisco
Winery'

Winery: Dogpatch WineWorks is a 15,000 sq ft urban winery located in the historic Dogpatch neighborhood of San Francisco.

2455 Third Street

San Francisco, CA 94107

415-494-PAVO // info@qualiawines.com

Winemaker:



San Franciscan Jordan Kivelstadt personifies the new generation of entrepreneur. After a formal education in engineering and pre-med and a stint in biotech consulting, he turned his back on the corporate world and followed his passion into winemaking. Starting as a harvest intern at Copain Custom Crush, he dove headfirst into the world of wine and traveled the globe working harvests year round to pack maximum experience into the shortest amount of time. He launched Pavo Estate Wines in 2007 using Syrah grapes from his family's Bennett Valley vineyards, and two years later – encouraged by Pavo's critical acclaim – created Qualia Wines.

Vineyards:

The Kivelstadt Vineyard is the estate vineyard producing Syrah for the Qualia Pavo Estate Syrah and Qualia red wine blends. These 10 acres of organically farmed, terraced vines have blocks of Alban, Durell, Bien Nacido and Syrah. Average yields vary from 1.5 to 2.5 tons per acre. The vineyard is steeply sloped and rocky, with temperature and soil similar to the northern Rhone region. The Qualia Rose is made using the saignée method, with a combination of Syrah from this vineyard and various other wines, including Grenache, Mouvedre, Carignan and Pinot Noir. From 2001-2009, Landmark's Steel Plow was sourced from the Kivelstadt Vineyard. Starting in 2010, Landmark will produce a Kivelstadt Vineyard designate Syrah.

Indian Springs Ranch is a hilly area off Lawndale Road in Kenwood, with sustainably farmed Sauvignon Blanc vines over a quarter century old. Planted on gentle north-facing slopes, these vines produce only 2.5 tons per acre, creating a premium, densely flavorful grape that translates into a luminous wine. We produce all of our Qualia Sauvignon Blanc from this unique vineyard.

Cooley Ranch is located in Alexander Valley outside the town of Cloverdale, just before the Mendocino County line. We source our Carignan from a block in the vineyard that boasts 125-year-old vines at this historic property. The deeply rooted, low yielding vines produce fruit with a bright, yet densely complex flavor profile. The Carignan brings minerality, complexity and brightness to our red blend, is the key component to our Rose, and makes a delicious and esoteric single vineyard-single variety bottling.

Wines:

2009 QUALIA SYRAH GRENACHE BLEND / 250 CASES / SRP: \$26

The Qualia Syrah/Grenache is a seamless blend of the rich spice of our family vineyard in Bennett Valley with the lush fruit of the Kick Ranch® vineyard in Rincon Valley. By bringing together the best that both regions produce, we created an engaging wine with a more fruit-driven profile.

2010 QUALIA SAUVIGNON BLANC / 92 CASES / SRP: \$20

These 26-year-old vines are grown in a small triangle at the heart of Indian Springs Ranch in Kenwood. This block produces only 2.5 tons to the acre, resulting in a richly concentrated and complex flavor. The elegant profile and racy acidity of this Sancerre-style Sauvignon Blanc set this wine apart from its California siblings.

2009 QUALIA PAVO ESTATE SYRAH / 150 CASES / SRP: \$38

2009 Qualia Pavo Syrah is an elegant wine - with more acidity than the 2008. Starting with aromas of ripe blueberries and flowers, the wine teases you with a palate of red currant, creme de cassis and sweet spices. The silky tannins convey an impression of elegance that gives way to hints of black peppers and licorice on the finish. This wine impresses with a combination of strength and elegance.

Qualophiles: Become a Qualophile to receive exclusive announcements of new wines ready for release, access to wine club only promotions, winery news updates and various Qualia promotions.

Online:

www.qualiawines.com

@QualiaWines

www.facebook.com/QualiaWines

www.twitter.com/QualiaWines

www.flickr.com/photos/QualiaWines

www.youtube.com/QualiaWines

Media Contact
Ashley Nicole Teplin / Media-Ant.com
ashley@media-ant.com - 310.210.3067