



Francis Ford Coppola Winery

Fact Sheet

Francis Ford Coppola Winery

300 Via Archimedes
Geyserville, CA 95441
Phone: (707) 857-1400
Guest Services: (707) 857-1471
Toll Free: (877) 590-3329

Directions

US Highway 101,
exit Independence Lane

Website

www.FrancisCoppolaWinery.com

Proprietor

Francis Ford Coppola

Chief Executive Officer

Jay Shoemaker

Director of Winemaking & General Manager

Corey Beck

President, Wholesale Business

Wendy Putman

Chief Operating Officer

Tracy Geldert

Vice President, Hospitality

Sally Srok

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Origins & Overview

The newly renovated *Francis Ford Coppola Winery*, reopened in July 2010, is the latest venture from Francis Ford Coppola, whose passion for wine, food and adventure is nowhere more evident than in this new production – a winery resort located in the heart of Alexander Valley, California.

Among the many attractions at the property, *Francis Ford Coppola Winery* features wine tasting bars, two restaurants, a full bar, a swimming pool, a movie gallery, a performing arts Pavilion and a park area with game tables and bocce courts.

Francis puts it best, saying the winery is meant to be “a wine wonderland, a park of pleasure where people of all ages can enjoy all the best things in life – food, wine, music, dancing, games, swimming and performances of all types. A place to celebrate the love of life.”

Winery Design

With the vision for a “wine wonderland” in place, the Coppolas enlisted the talents of longtime friend and Academy Award-winning production designer Dean Tavoularis to turn it into a reality. Francis met Dean on the set of *The Godfather* and has since collaborated on a variety of artistic projects, including more than a dozen films and the courtyard design of *Inglénook*, formerly *Rubicon Estate*, in the Napa Valley.

Tavoularis’ property design for the winery drew inspiration from *Tivoli Gardens* in Copenhagen and other modern family-oriented parks, creating a place that showcases its distinctive personality in a way that the entire family can experience and enjoy together.

Services and Amenities

2012 Daily Hours:

- Winery opens at 11 a.m.
- Pool and Winery Park open March 30, 11 a.m.
- *Pool Cafe* open March 30 (dates and times coincide with Pool and Winery Park hours)
- RUSTIC, *Francis's Favorites*, open 11 a.m. - 9 p.m.
- Tasting Room opens at 11 a.m.

2012 Pool and Winery Park hours

- March 30 – May 20, the Pool and Winery Park will be open weekends only (Friday – Sunday), 11 a.m. – 6 p.m.
- May 25 – September 30, the Pool and Winery Park will be open seven days a week, 11 a.m. – 6 p.m.
- October 5 – October 28, the Pool and Winery Park will be open weekends only (Friday – Sunday), 11 a.m. – 6 p.m.

(See *Swimming Pools and Cabines* for pool rates and Cabine package options)

Guest Reception:

The new Guest Reception building is the information center for the winery resort. Here, guests are able to make reservations for the restaurant, book tastings and tours, purchase a day pass and get towels for the pool area, rent cabines and learn about the day's activity schedule. The staff can also advise guests with local hotel accommodations, visiting neighboring wineries and other activities offered in Sonoma County.

Wine Tasting Experiences:

With more than forty wines produced and available for purchase on-site, *Francis Ford Coppola Winery* offers a variety of tasting options. Tasting menus change regularly, giving guests a different experience with each visit. Choices range from a tasting of the popular *Diamond Collection* wines to Sonoma County grown *Director's Cut* to flights highlighting proprietary blends and limited production selections such as our flagship *Archimedes*. Per Francis's request, the classic everyday wines, *Rosso & Bianco*, are always offered complimentary.

- Rosso & Bianco Tasting – Two everyday table wines, complimentary
- Wine Tasting Flights – Two – three flight selections daily, \$7 per flight
(check www.FrancisCoppolaWinery.com for the current list of updated flight selections)

Winery Tours:

Journey through the winery, into the state-of-the-art bottling facility, learning the ins and outs of the winemaking process while an engaging and educated Tour Guide explains the storied history of the Coppolas and how their passion for wine led to the development of *Francis Ford Coppola Winery*. Tours range from 60 minutes to 90 minutes.

- *Bottling Ballet Mechanique Tour* – Daily 11:30 a.m., 1, 2:30 & 4 p.m. \$20 w/ tasting, 45 minutes

- *Tasting in the Dark* – Select Dates only, 1 p.m., \$55 with tasting, 2 hours, Reservations Required (*Reservations Available by Phone Only - Please call for the current list of dates and reservations (707) 857-1471*)
- *Vineyard Hike* – Seasonal, weather dependent (*Check www.FrancisCoppolaWinery.com for updated information.*)
- *Wine, Cigar and Bocce* – Summer Seasonal, Fridays, weather dependent. (*Check www.FrancisCoppolaWinery.com for updated information.*)

Seasonal tours include the *Italian Harvest Tour*, a behind-the-scenes experience of grape harvest at *Francis Ford Coppola Winery*. This tour is offered during harvest (usually September and October) and leads guests through various harvest activities. Vineyards activities include testing the sugar levels of grapes on the vine (called brix sampling), assisting in lab work of barrel and tank samples, punching down grapes in open-top fermentations tanks and sampling fermenting juice. The tour concludes with a rustic, family-style lunch served with Coppola wines. The *Italian Harvest Tour* starts at \$199 per person and is limited to ten people per session. Check www.FrancisCoppolaWinery.com for updated tour information including seasonal tour offerings.

Swimming Pool and Cabines:

For years, children have played around the fountain at the Coppolas' Napa Valley winery, pleading with their parents to allow them to jump in and splash around. With that in mind when designing this new winery resort, including swimming pools was an obvious component. Situated in the center of the park area at the winery, the swimming pools totaling 3,600 square feet are connected by a 'swim-through' where small jets create a water bridge to swim under. Surrounded by chaise lounge chairs, the H-shaped swimming pool is a welcome addition for children and adults on hot summer days in Alexander Valley. The pool area, which has certified lifeguards on-duty at all times, opens daily at 11 a.m.

Just steps from the pool and sunbathing terrace, 28 European-style personal changing rooms called *cabines* (pronounced "ka-beens") are available to rent for the day. The cabines offer a secure and private space for families to change clothes and store their personal items. Each cabine is equipped with a private shower and includes pool use, towels and a reserved poolside chaise lounge chair.

2012 Pool and Winery Park hours

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2012 Cabine Packages *Reservations are accepted for entire 2012 season: (707)857-1471*

- \$125 General price
- \$100 Wine Family Member price

Cabine Packages include:

- Four (4) pool passes
- Up to four (4) lounge chairs
- The use of four (4) towels

Two (2) complimentary wine tasting flights, plus two (2) surprise tastes of exclusive wines
Two (2) Francis Ford Coppola Winery souvenir water bottles

2012 Cabine Packages Shoulder Season Weekday Specials (*Monday-Thursday, June & September*)

- \$100 General price
- \$90 Wine Family Member price

2012 Daily Pool Passes *:

Adults (ages 13+)	\$20
Children (ages 2-12)	\$10
Seniors (ages 65+)	\$10
Wine family adults/children & seniors	\$15/7
Children under age 3 are free	

** Limited availability, cannot be reserved in advance*

2012 Swimming Lessons:

Throughout June and August, Francis Ford Coppola Winery will offer group and private swim lessons. Visit www.FrancisCoppolaWinery.com for updated information.

Dining Options:

RUSTIC, *Francis's Favorites* – Having enjoyed a life that has taken him to all corners of the globe, Francis Ford Coppola shares his most beloved dishes from his travels at RUSTIC, *Francis's Favorites*, the property's full-service restaurant. Set in a Sonoma County-casual atmosphere, RUSTIC, *Francis's Favorites* seats up to 86 guests inside the dining room with seating for 84 guests outside on a terrace overlooking the Alexander Valley. The menu consists of an assortment of international cuisine, as well as authentic Neopolitan-style pizzas and traditional Italian family recipes featuring fresh, seasonal ingredients sourced from the property's organic herb and produce garden.

A focal point of RUSTIC, *Francis's Favorites* dining room is the *Parrilla*, an authentic Argentine grill. Surrounded by display counter, the *Parrilla* (pronounced "pah-REE-jah") will give guests a true South American culinary experience as the restaurant's dedicated *Asador*, a Parrillan grill master, prepares an array of grilled meats. Rustic serves lunch and dinner 11 a.m. – 9 p.m. daily.

Tuesday evenings at RUSTIC, *Francis's Favorites* are transformed into *a tavola* (pronounced "a TAH-vah-la"). Meaning "to the table," *a tavola* is an informal family-style dining experience inspired by Coppola's favorite way of enjoying a meal. The weekly *a tavola* concept concentrates on welcoming guests to the *famiglia*, complete with servers dressed in vintage Italian costumes and portraying a typical Italian family through characters. There are no menus; the chef prepares multiple courses and once seated at the table, the dishes and wine begin to arrive. Guests are welcome to have as little or as much as you like, and only pay for what is eaten and drunk. Tuesdays in Rustic are *a tavola*, and reservations are strongly recommended.

Rustic Bar – Adjacent to RUSTIC, *Francis's Favorites*, is a full bar offering guests an area to enjoy an apertif before dinner or a digestivo after dining in the restaurant. The entire portfolio of Coppola wines is poured by the glass and part of an extensive wine list that includes several neighboring wineries and producers from around the world. A full complement of cocktails and select beers are

available at the bar, as well as the full RUSTIC dining menu. The Rustic Bar also proudly serves Illy espresso. Open 11 a.m. – 9 p.m.

Pool Cafe - The al fresco pool cafe is an inviting retreat. Located outside just steps from the pool, the cafe is an open-sided structure, reminiscent of a tropical beach bar. *Pool Cafe* serves a selection of classic summer fare as well as gelato, salads and paninis. Guests may dine at one of the cafe's counter seats or take their food to enjoy elsewhere in the Winery Park area. Poolside service is also available. Pool Café is open in accordance with Pool and Park hours.

Pavilion:

Located near the swimming pool on the property's north side is the Pavilion. Inspired by the band shell featured in *The Godfather: Part II*, the Pavilion will house all kinds of entertainment, from daytime performances which can be viewed poolside to romantic evening music accented by glowing paper lanterns. In addition to local and national musical and theatrical performances, the Pavilion is a presentation platform for a variety of interactive events such as a star gazing evening with an astronomer, Sonoma County historical symposiums, and grape growing seminars with Alexander Valley's dedicated agriculturists.

Bocce & Other Games:

Four regulation-sized bocce courts flank the west side of the property highlighting the many gaming activities available at the winery. The bocce terrace also features game tables for classic card and board games such as backgammon, chess and checkers. A variety of games are available to use free of charge at Guest Services.

Francis Ford Coppola Winery will host two United States Bocce Federation tournaments on May 13 and September 30. While the bocce courts will be closed those dates to the general public, spectators are welcome and the Winery Park offers many vantage points from which to enjoy the tournament.

Kids Amenities:

In addition to the pool and games, the winery hosts many activities and events with families in mind.

Kids Smoothie Tasting – Children are encouraged to take part in the interactive Kids Smoothie Tasting. Kids have the chance to sample from an array of ingredients from the property's kitchen, learning how to identify different flavors and aromas. Kids Smoothie Tastings are offered on Saturday and Sunday only, from 12 – 1 p.m. in the Pavilion.

Kids Events - The winery holds signature kid's events throughout the year including an annual Vineyard Easter Egg Hunt, an Earth Day celebration, a *Petite Picasso* art event and a Harvest & Halloween Carnival. Live stage performances geared toward children will also be a regular part of the Pavilion schedule.

Kids Lending Library – There is a small selection of books for kids to explore in the Winery Park's teepee, located beside the performing arts Pavilion. A fun attraction for kids, the teepee's lending library is just one of the engaging, educational components of Francis Ford Coppola Winery.

Wines:

Francis Coppola believes that wine is a fundamental component of family gatherings and, combined with food and adventure naturally form the backbone of life's experiences and celebrations. Coppola wines are crafted relying on this vision, offering consumers superior quality at affordable prices.

Director of Winemaking and General Manager Corey Beck has been an integral part of the Coppola winemaking family for more than 14 years. A veteran California winemaker, Beck spearheads the winemaking efforts at *Francis Ford Coppola Winery*. He and his dedicated winemaking team specialize in creating handcrafted, elegant wines with a distinct, signature flavor profile. The Coppola winemaking team is widely recognized for their consistent and approachable wines, offering a trustworthy sense of familiarity. The on-site winemaking production facility is 62,500 square feet, and the winery has the capacity to produce up to 10,000 cases per day. Nine wine brands call Francis Ford Coppola Winery home:

- **Francis Coppola Reserve** wines are limited-production, single vineyard designate wines using fruit from some of Sonoma County's most acclaimed vineyard blocks. These wines are an artistic production from vineyard to bottle -- Beck and his team hand select small batches of fruit from prestigious vineyards to deliver the flavors and aromas most representative of the terrior, while the labels are designed by Francis's longtime friend and Academy Award-winning production designer Dean Tavoularis. Francis Coppola Reserve wines are exclusively available to winery guests, Wine Family members and those who shop FrancisCoppolaWinery.com
- **Archimedes**, the flagship wine of Francis Ford Coppola Winery, pays homage to Francis's "Uncle Archie," and the Coppola family's long-standing admiration of the legendary Greek mathematician, Archimedes. Having such rich heritage in the Coppola family, Archimedes is a limited production Sonoma County Cabernet Sauvignon made to honor the creativity and innovation of the human spirit.
- **Director's Family**: These signature wines pay homage to the history of California film-making and winemaking, two great art forms that require artistic vision and top notch raw materials – whether it's the land or the script.
 - **Director's** wines showcase the diverse range of microclimates found in the spacious Sonoma County appellation, the region that Francis Ford Coppola Winery calls home, and are crafted to embrace the signature terrior traits of the unique region, resulting in aromatic, fruit-forward wines with soft tannins.
 - **Director's Cut** wines are creative expressions of the distinct sub-appellations of Sonoma County, showcasing winemaker Corey Beck's forte for highlighting the bold and vivid characteristics of the renowned Russian River Valley, Dry Creek Valley, Alexander Valley and Sonoma Coast. These wines are richly layered, full-bodied and balanced.
- Vibrant and luxurious, **Diamond Collection** wines have a stylish personality that is unmatched in the wine category. Diamond Collection wines are widely recognized for their fruit-forward, yet smooth style with balanced flavors that are true to varietal character. The

Diamond's flagship Bordeaux blend, *Claret*, is prominently veiled in gold netting to celebrate the artistry of the Old World's bottling style, denoting authenticity and prestige, yet exudes a modern California style of winemaking.

- **Votre Santé** wines pay tribute to Francis's paternal grandmother, Maria Zasa, who began a family tradition of toasting "*a votre santé*," meaning "*to your health*," each time she raised a glass. Created in her honor, Votre Santé Chardonnay and Pinot Noir are delicately designed as the perfect accompaniment to toast any family tradition, whether preserving centuries-old traditions, or creating new and lasting memories.
- **Rosso & Bianco** wines are an extension of the generations-long Coppola tradition of winemaking, crafted in the same spirit perfected by Francis's grandfather Agostino Coppola in the 1920's -- they are wines for everyday life.
- Born from the celebration of love, Francis first created the **Sofia** Blanc de Blancs sparkling wine as a gift from father to daughter, and followed soon after with a Riesling, a Rosé and the Sofia Minis, with each wine embracing femininity, vibrancy and sophisticated style, evident on the palate and in the graceful packaging.
- Named after the Chinese princess **Su Yuen** whose tastes for food were legendary, Su Yuen wines are specifically crafted to pair with a wide range of foods and flavors, including spicy Thai and Chinese cuisine.

Wine Family Membership:

Francis Ford Coppola Winery's wine club, the *Wine Family*, is devoted to celebrating the pleasures of wine, food and adventure, and offers members the opportunity to customize memberships and receive regular wine shipments throughout the year, as well as exclusive tasting benefits and various winery privileges. Wine Family members receive regular wine shipments delivered to the home or office containing an assortment of wines and other Coppola products.

The winery offers two separate memberships: *Amici* (friends) and *Amanti* (lovers). *Amici* members receive wines from the *Diamond Collection*, *Rosso & Bianco* and *Sofia* wines. The *Amici* membership has different tiers to choose from allowing members to select the quantity and frequency of the wine they receive. *Amici* shipments range from \$50-75 per shipment.

Amanti membership caters to those preferring the wines in the Francis Ford Coppola Presents portfolio with greater cellar potential. *Amanti* members receive four shipments per year of up to eight bottles featuring *Francis Ford Coppola Reserve*, *Director's Cut* and other limited-production wines at a cost of \$150-175 per shipment.

Wine Family membership also includes invitations to two premier annual events. *The H Block Party*, a summer feast where members get to choose and name their own Cabernet vines, and *Festival Vendemmia*, the members-only Italian harvest party where members win prizes, dance to live music and participate in a grape stomp contest. Will-call members are also invited to quarterly members-only parties.

Wine Family Members receive a 25% discount on wine, 15% discount on Merchandise, 10% discount on restaurants and pool.

Movie Gallery:

One of the main attractions at the winery is the vast collection of authentic movie memorabilia on display throughout the property. From props and costumes commemorating past Coppola films to the numerous awards the filmmaker has amassed over a career that spans five decades, Francis Ford Coppola Winery is the new home of this impressive collection.

Movie Memorabilia will include:

- The original Tucker automobile from *Tucker: The Man and His Dream* (1988)
- Don Corleone's desk from *The Godfather* (1972)
- Academy-award winning costumes from *Bram Stoker's Dracula* (1992)
- The Neon Cocktail glass and bar from movie-musical *One from the Heart* (1982)
- Various props and keepsakes from the Vietnam war epic *Apocalypse Now* (1979)
- Oscars won by Coppola for *The Godfather*, *The Godfather: Part II* (1974) and *Patton* (1970)

Adorning the walls of RUSTIC, *Francis's Favorites* is a unique assortment of vintage olive oil cans from *The Tiziana Riva Guatelli Collection*. Tiziana is a dear friend of Francis and Eleanor Coppola, who enthusiastically agreed to showcase the collection of Italian art that includes more than 4,000 original lithographed olive oil cans.

Retail:

Francis and Eleanor Coppola's eclectic personal tastes are no more evident than in the selection of retail merchandise available at the winery. As Francis puts it, he is always searching for something "unusual and desirable" when traveling, and wants the merchandise at the property to convey this zeal for discovery. Along with an assortment of items for the epicurean and wine aficionado, the retail space features vintage treasures from around the world and hand-painted ceramics personally selected by the Coppolas. Various apparel and sundries for the park area will also be available. An assortment of Francis's favorite films are for sale and, for the kids, there is an expansive toy selection including "Tim," the famous flying mechanical bird.

Winery Events:

The winery supports the Alexander Valley community by hosting several public events throughout the year. Signature winery events include seasonal release parties for Coppola's literary magazine *Zoetrope: All-Story*, and annual events such as a *Vineyard Easter Egg Hunt*, an *Earth Day celebration* and a *Harvest & Halloween Carnival*.

The winery also participates in a number of events in partnership with local wine associations including *Winter Wineland* (January), *Barrel Tasting* (March), *Taste Alexander Valley* (May), *Sonoma County Wine Weekend* (September) and the *Wine & Food Affair* (November).

Private Events:

Guests looking for a memorable private event space for family gatherings, business retreats and other special events may choose a variety of event locations and options at *Francis Ford Coppola Winery*. The winery can host intimate gatherings for as few as twelve people or groups exceeding 100 guests. Events can be held at multiple spots on the property including the terraces with views of

the property's vineyards and oak-studded hillside or the second floor gallery in the east tower overlooking Alexander Valley. For more information about hosting a private event, call (707) 857-1464.

Lodging and Transportation Partners:

Francis Ford Coppola Winery does not offer overnight accommodations on-site. Lodging options are available just minutes from the property, in the towns of Geyserville, Healdsburg, Cloverdale and Windsor. *Francis Ford Coppola Winery* works with multiple local lodging partners to offer winery guests preferred rates throughout Sonoma County. The winery also works regularly with several transportation providers throughout the county that offer day rates for customized wine tasting tours. Please inquire with the Guest Reception department of the Public Relations department for recommendations on lodging and car service.

About the Area

Alexander Valley is located just 70 miles north of San Francisco, in the heart of Sonoma County, the birthplace of the California wine industry. An appellation known for producing superior Zinfandel, Cabernet Sauvignon, Merlot and Sauvignon Blanc, Alexander Valley is an ideal location for day excursions from the San Francisco Bay Area. Guests can walk the quaint downtown of Geyserville or visit the many neighboring wineries including *Trentadue*, *Geyser Peak*, *Locals* and *Clos Du Bois*. The bustling town of Healdsburg is just five minutes south and features Michelin-starred restaurants, boutique shopping, independent bookstores and antique emporiums. Directly west of the winery lies the Dry Creek Valley, renowned for its Zinfandel and bike-friendly wine trails. Mendocino County and Anderson Valley, located an hour north, produce stellar Pinot Noir and Chardonnay, and is known for having some of northern California's best camping spots.

In addition to world-class dining and award-winning wines, Sonoma County also boasts a variety of outdoor adventure activities including hiking through numerous state parks, kayaking along the Russian River or exploring the beaches off the Sonoma Coast.

About Francis Ford Coppola Presents

In our company, 'fun and adventure' means finding art in living; curiosity, innovation and the exploration of new horizons, while resisting the forces of narrow thinking. We hope you find this reflected in the wine we make and the food we prepare - key ingredients for experiencing life with family and friends. This thinking also guides our magazine, *Zoetrope: All-Story*, which is dedicated to sharing the work of the best writers in the world and our Central American resorts, *Blancaneaux*, *La Lancha* and *Turtle Inn*, designed to rejuvenate and inspire. Also close to home is *Mammarella's*, our cafe in Napa and *Cafe Zoetrope*, our San Francisco eatery serving authentic Italian food in the heart of the North Beach.

Media Contacts:

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