Steven Zoernack - Sarasota FL - Discusses Top Emerging Wine Regions in California

As California's viticulture landscape begins to shift dramatically, Steven Zoernack, formerly with Vineyard Investor Pelican Hill out of Newport Beach, shared his thoughts on the state's emerging grape regions that will come to define the industry.


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Sarasota, Jul 14, 2020 (Issuewire.com) - Over the course of the past decade, new and lesser-known vineyards outside of Napa Valley have produced outstanding vintages that have received international acclaim at an unprecedented rate. As California's viticulture landscape begins to shift dramatically, Steven Zoernack, now out of Sarasota FL, and formerly with Vineyard Investor Pelican Hill out of Newport Beach, shared his thoughts on the state's emerging grape regions that will come to define the industry.

According to Steven Zoernack, a few miles from the Pacific Ocean in southern San Luis Obispo County, the Arroyo Grande and Edna Valleys have become home to some of the west coast's most championed winemakers. Situated in between steep volcanic peaks, the area is full of wildly varying soils and has a tradition growing Chardonnay that dates back to the early 1970s. The region has grown to be respected for the quality and consistency of its wines. Despite these successes, water scarcity and a handful of big companies who dominated the valleys for many years have made it difficult for emerging winemakers to establish brands that could achieve national acclaim. As the economic environment continues to become more favorable to independent growers, local wines are earning spots on wine lists around the world. Combined with a re-energized marketing effort from the San Luis Obispo Wine Country group, foresees the Arroyo Grande and Edna Valleys developing considerably in the coming years.

Further south from the Central Coast is Temecula Valley, a region of rolling hills in southern Riverside County where grapes have been grown since the 1960s. In recent years, the wineries here have undergone a collective effort to focus intently on their vineyards and prioritize quality. As a result, they began to produce bottles that are competing against California's most established regions. Temecula was known for its young, on the rise, independent growers throughout the 1970s and 80s, but took a major setback in the late 1990s when Pierce's disease decimated the region's vineyards. Essentially starting anew, the vintners who stayed began replanting with varietals and clones that thrive in the valley's hot summers and low rainfall. Their dedication is paying off, and in addition to significant improvements in quality, the area is quickly becoming the country's top destination for wine country outings.

Steven Zoernack is a former NY Asset Manager and a dedicated and passionate entrepreneur who, in addition to vineyard investor Pelican Hill Asset Management out of Newport Beach CA, has previously launched 3 NY investment funds and a Wall Street commercial real estate finance company that sold loans sized $5mm and up to NY investment banks to include in their securitizations (CMBS).

Out of Sarasota FL, Steven Zoernack's primary interests now include ownership, development and management of income producing commercial and multifamily real estate nationwide. After a thirty year career in the financial services sector, employed by some of the most prestigious investment banks of the times including Lehman Brothers and Bear Stearns, Steven Zoernack opted to follow a lifelong passion and pursue a profession in the agricultural industry and in the coming years, Steven Zoernack plans to branch into vineyard ownership, management and winemaking, with a focus on organic farming.

Steven Zoernack Sarasota FL July 11 2020




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