



ROAR WINES

ROAR Wines is deeply rooted in the rolling hills of Monterey's Santa Lucia Highlands appellation. Winery owner Gary Francioni and his family before him have farmed the region for over 100 years. After graduating from Cal Poly with a degree in agribusiness, Gary took over management of the family farm business, which owned and managed more than 200-acres of row crops in the Salinas Valley. Recognizing the region's potential for premium wine grapes, Gary planted his first vineyard in 1996. Named for his wife, and planted next to their hillside home, Rosella's Vineyard was followed a year later by Garys' Vineyard, a partnership between Gary and his childhood friend



and fellow grape grower Gary Pisoni.



*Nick, Adam, Rosella, Gary
and Tiger Francioni*

In 2001, after years spent developing the pedigree of their vineyards with top-tier wineries, Gary and Rosella launched ROAR Wines, named for the region's defining coastal winds. In 2007 and 2008, they planted two new vineyards, the "high-altitude" Sierra Mar Vineyard located at 1000 ft above the valley floor and the Soberanes Vineyard a second partnership with the Pisoni family, located on one of the area's oldest land grants.

Today Gary and Rosella, together with sons, Adam and Nick, produce their small portfolio of premium Pinot Noir, Syrah and Chardonnay in one of the few "urban" wineries located in San Francisco.