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## **MARGERUM WINE COMPANY ANNOUNCES NEW TASTING ROOM IN SANTA BARBARA'S FUNK ZONE**

***A Stunning Space in the Hotel Californian. Offering Margerum Wines to an Expanded Audience Exploring the Santa Barbara County Wine Scene***

Santa Barbara, California; May 14, 2019 – Doug Margerum and the Margerum Wine Company announce the soft opening of their new tasting room at the Hotel Californian in Santa Barbara, California. The Margerum Wine Company tasting room offers distinctive flights and wines by the glass from their premium wines produced at their state-of-the-art Buellton winery.

Leading the **Margerum Wine Company** team is creator and namesake, **Douglas Barden Margerum**, a long term Santa Barbara resident who has been a fixture in the Santa Barbara food and wine scene for over 35 years. Rani Mclean oversees the tasting room as the Direct to Consumer Manager.

Enter the MARGERUM WINE COMPANY tasting room across from the entrance to the Hotel from Mason Street, near the corner of Helena Avenue, and discover a balanced mix of quintessential Santa Barbara Spanish Colonial architecture and a multi-faceted modern style. The interior was styled by designer Marni Blau Margerum and she describes it as “where modern farmhouse meets couture boutique”. Marni’s eclectic design style centers around an expansive bar made of a reclaimed and flattened oak barrel staves from the winery. The bar is the main focal point, anchoring the spacious and exquisitely finished interior to create a naturally defined room for wine tasting and socializing.

The oak stairs lead one past the hand-forged cast-iron railings to the stunning private room that sets the stage for an unforgettable wine tasting experience in Santa Barbara. The private tasting room accommodates up to 32 people for a seated event or 50 for a stand-up reception or custom wine-tasting

menu. Crafty details and sky-high ceilings are accented by the crimson red velvet curtains on the mezzanine, providing a cozy lounge for wine club members and for larger groups with reservations. Private lunches or dinner parties are available for an exceptional wine and dining experience.

The beautiful outdoor patio boasts a spectacular vantage point for lounging, wine tasting and people-watching. The patio can also be transformed into a private space for exclusive events day or night, which can accommodate up to 24 guests for an alfresco experience at this quintessential Santa Barbara wine tasting venue.

The wines are produced from their Estate vineyard and from purchased top Santa Barbara County growers to create hand-crafted wines that are indicative of the region, showcasing individual characteristics and personality of each terroir. The scale of production is kept at a level where they can touch and know the wine as it is raised to the bottle. The standards of quality are measured by their own criteria (not by external sources) and they only make wines they personally enjoy – some to drink young; others for long aging in cool cellars for future generations to enjoy.

Margerum produces several different wine varietals, including **Sybarite** Sauvignon Blanc; **UBER** Syrah (a blend of Syrah grapes from Santa Barbara County's best vineyards); **Riviera Rosé** (made primarily from Grenache grapes); the flagship Rhône Varietal Red Blend **M5** (blended from Grenache, Syrah, Mourvèdre, Cinsault and Counoise grapes); the **M5 White** (blended from Grenache Blanc, Roussanne, Marsanne, Viognier and Vermentino); and **Amaro** – a fortified wine made from Herbs (Sage, Thyme, Marjoram, Parsley, Lemon Verbena, Rosemary, and Mint), Barks, Roots, Dried Orange Peels, Barrel-Aged Brandy and Caramelized Simple Syrup. Currently, the Margerum Wine Company produces about 16,000 cases a year.

The Tasting Room will be its ever-changing menu featuring rare bottlings and excellent older vintages of Margerum Wines. For those seeking a more refined experience, the Margerum Wine Company offers customized **Private Winemaker Tastings** with **Doug Margerum** by appointment.

The **Margerum Wine Company** tasting room is open daily from 11 p.m. – 7:00 p.m., and by appointment, as they work to complete finishing touches on the interior décor and other enhancements to the space. A **Grand Opening** for the public is planned for June with details to be announced soon.



*Margerum Wine Company Tasting Room – Photo Credit Macduff Everton*



*The Margerum Tasting Room Team – Photo Credit Macduff Everton*

**ABOUT MARGERUM WINE COMPANY:**

MARGERUM WINE COMPANY produces limited quantities of wines made from grapes grown both on their estate vineyard and grapes purchased from other top vineyards from in and around Santa Barbara County. The 18-acre estate vineyard is planted exclusively to Rhône grape varieties. The acreage is divided between limestone hillsides and gravelly alluvial flatlands along Alamo Pintado Creek. The wines are made at their state-of-the-art winery located on Industrial Way in Buellton. Owner and Director of Winemaking, Douglas Barden Margerum, works with the top vineyards from the cool, eastern end of the valley in Happy Canyon to the western end's cold vineyards of Sta. Rita Hills. Doug carefully selects the vineyards with meticulous attention to detail in all factors influencing the ultimate quality of the wines, including pruning, soil, climate, and farming methods. MARGERUM WINE COMPANY is committed to creating hand-crafted wines using only the highest quality grapes in order to make wines that are indicative of the place where they are grown. They strive to make wines naturally, to make wines that have individual characteristics and to make wines with personality. The scale of production is kept at a level where they can touch and know the wine as it is raised to the bottle – the antithesis of mass production. The standards of quality are measured by their own rigid criteria – not by external sources. They make wines they personally enjoy –

some to drink young, others for long aging in cool cellars for future generations to enjoy, but mostly to share at the table with family and friends.

**ABOUT DOUG MARGERUM:**

Doug's multi-faceted background as the Sommelier/Owner of The Wine Cask, a *Wine Spectator* Grand Award restaurant recipient, and as a highly respected winemaker made him sought out by a variety of wineries to assist in the formation of their brands. Doug has consulted for Chêne Bleu super Rhône wines in France, and continues to consult for La Encantada Vineyards, Rancho Boa Vista and Happy Canyon Vineyards, all in Santa Barbara County, as well as the Santa Barbara wines of Paradise Springs Winery based in Virginia.

**MARGERUM WINE COMPANY TASTING ROOM**

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