



# October Market Update

by Steve Fredricks

Harvests are never easy, they are always stressful, and growers and winemakers are always faced with unpredictable challenges. Fortunately, the 2021 harvest is almost in the rear-view mirror and the stresses and challenges of the past year have resulted in great quality and inventories are more in balance—a pleasant shift from recent years.

As harvest ends, low supply dynamics are still dominating the markets overall, but the balance of that lower supply to demand is complex. With the unprecedented events over the last 18 months, there is not a general consensus market dynamic for all companies, varieties, and regions.

For our harvest newsletter, our brokers have recorded video updates. The full five-minute videos can be found below, or if you prefer, links to individual sections are as follows:

## Bulk Update

1. [Marc Cuneo - Cabernet Sauvignon](#)
2. [Steve Robertson - Zinfandel](#)
3. [Steve Robertson - Pinot Noir](#)
4. [William Goebel - 2021 Whites](#)

## Grape Update

1. [Christian Klier - North Coast](#)
2. [Audra Cooper - Central Coast](#)
3. [Mike Needham - San Joaquin Valley](#)

As always, since the markets are dynamic with changing information and evolving buyers and sellers in the market, we advise calling the specific brokers to discuss your individual situation and a plan to succeed for your company.



# 2021 Crop Contest

Enter your best guess in the category '2021 Statewide Total Wine Grapes' for a chance to win the Grand Prize! The Grand Prize winner will receive a bottle of sparkling wine, plaque, and a YETI Tundra Ice Cooler.



**ENTER NOW**

## Turrentine on the Road



Marc Cuneo will be presenting at the  
Sonoma Grape Expo  
State of the North Coast Grape Industry  
November 5<sup>th</sup>, 2021



Mike Needham & Marc Cuneo will  
be presenting at the

Tree & Vine Expo  
State of the Wine Grape Industry  
November 9<sup>th</sup>, 2021





November 9<sup>th</sup> and 10<sup>th</sup>  
South San Francisco Conference Center

Turrentine will be in attendance at IBWSS.  
We hope to see you there!



Listen to Brian Clements in the State of  
the North Coast Industry presentation  
and stop by Booth #128 to check in  
with the brokers.

# Market Opportunities

## Bulk Market Opportunities Needed

Lodi Zinfandel  
Dry Creek Zinfandel  
Sauvignon Blanc - All regions '21  
Napa Valley Cabernet Sauvignon  
Sonoma Coast Pinot Noir  
Russian River Valley Chardonnay '20 & '21  
Santa Barbara County Riesling '21  
Napa Valley Chardonnay '21

## Available

North Coast Cabernet Sauvignon  
Central Coast Pinot Noir



Steve Fredricks, President  
415.847.0603

Brian Clements, Vice President  
707.495.8151

#### BULK WINE BROKERS

Steve Robertson, Broker/Partner  
All California & Interstate Regions  
415.827.0110

Marc Cuneo, Broker/Partner  
North Coast, Interior & International  
707.217.1369

William Goebel, Broker/Partner  
Central Coast & North Coast  
415.798.5515

Bryan Foster  
National Sales Mgr of Strategic Brands  
707.849.9948

#### GRAPE BROKERS

Audra Cooper, Broker/Partner  
Central Coast  
805.400.9930

Mike Needham, Broker/Partner  
California Interior  
209.443.0022

Christian Klier, Broker  
North Coast  
707.867.8212

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