



# September Market Update

Note: All below text transcribed from videos.

## Grape Market

### North Coast

*by Christian Klier*

We are about halfway through the harvest and we have had some challenges this year. It started with spring frost and then rains. Those who were challenged with water this year suffered through frosts and it brought the overall tonnage down in the North Coast this year.

We are hoping for a stronger crop this year from 2021, but overall, it is likely to be a below average crop throughout the North Coast. In addition to the frost and rain, the late-season heat wave posed challenges to wineries and growers with multiple varieties getting ripe at the same time. The heat wave caused damage in the canopies and caused fruit to mature very quickly leading to space and capacity challenges. Following the heat wave, we have had rain which paused harvest and let wineries get caught up on grapes that had previously come in. This was looking to be a record early harvest, but with this recent rain and cooler weather, we have returned to a normal pace.

The market has remained strong all year, and this should remain active early in 2023 as many wineries will not meet their allocations this year, so make sure you get your listings to us early so we can begin marketing your 2023 grapes.

Napa Valley looked like they had strong numbers on cluster counts early, but there was shatter post-bloom which brought cluster weights down. Chardonnay and Pinot Noir look lighter than average with Cabernet Sauvignon closer to average, but likely just below due to the heat wave. There are still some opportunities for late-ripening reds, so if you are interested, please let us know.



Sonoma County will be lighter crop for Chardonnay and Pinot Noir. Sauvignon Blanc was rather large and we heard of some record high yields this year.

Mendocino County has a good crop of Chardonnay this year, although the heat did zap some of the weight. Lake County appears to have a pretty good Cabernet Sauvignon crop this year. The people who had water set a decent crop.

Overall, the crop size throughout the North Coast will likely be below average which will keep upward pressure on demand and price moving into 2023.

## Central Coast

*by Audra Cooper*

We had a historically early start to harvest for most varieties and regions within the Central Coast, about 2-4 weeks earlier than the last two years. As we went into harvest, we got a heat spike which will be the most significant event of the 2022 vintage. This made an average to slightly below average crop a significantly light crop, comparable to 2015 or potentially 2008 depending how things pick out for the rest of harvest.

Early on it was projected that harvest was going to be over in mid-October, but that is unlikely now and we are likely to see grapes picked through Halloween, possibly the first week of November as we are still only 25% to 35% of the way through harvest depending on what County we're talking about.

How much did the heat affect the overall crop? That remains to be seen, but it has affected Chardonnay and Pinot Noir. The crop could be off 20% to 35% based on weigh tags as compared to the five-year average. Please keep in mind that the five-year average has some pretty big crops in it, but it also has some light crops as well, so it will be interesting to see what the total numbers are come February with the Preliminary Crush Report release.

As far as what we have currently available, there isn't much left on the market, and I expect to be completely sold out by October 1st. We do have a couple truckload lots of Pinot Noir left throughout the Central Coast as well as some small lot red blenders such as Zinfandel, Malbec, Petit Verdot, and Sangiovese.

In regards to overall demand, we have seen an increase in demand based on the smaller crop, but it is very specific to current contracts. This is not necessarily new business occurring--most are buyers taking additional volume where available on current contracts with current growers. Not a lot of new business occurring due to the logistics of harvest. It is slowing down now, but a lot of tanks are starting to back up. If you have any questions give me a call. Based on this light crop we do anticipate an early start to the 2023 market, so if you have anything available or have any needs, please let us know.

## Interior

*by Mike Needham*

We're roughly 50% completed with harvest after dealing with the historic heat spell the first week of September which elevated sugars and progressed harvest. Growers had to pick anything close to being ready to harvest at that time. Since then, there has been a cooling trend and some rain that has slowed the pace of harvest and sugars dropped. Wineries are now waiting for those sugars to come back up.

Crop yields so far have been hit and miss with more misses than hits. Whites in the south valley have come in below estimates. Farther north in the valley, yields are all over the place depending on access to water, whether

they got frosted, and whether they were able to irrigate early and often to ward off the heat spell.

The grape market has been fairly quiet this harvest as most of the grapes are contracted and very few overage tons coming to the market. As we finish harvest here in the next month or so, please let us know what you would like to buy or sell and we will get going on 2023 contracts.

Thank you and looking forward to talking to you soon. Here's to a successful 2022 harvest!

## Bulk Market

### Overall Market Trends

*by Marc Cuneo*

We are smack dab in the middle of the 2022 harvest and it is a great time to step back and talk about the overall bulk wine market. When we see this market compared to past markets, we just don't have the sheer volume or same amount of gallons actively for sale as we have in past markets. That being said, it is a different demand picture that we're in right now than what we have seen in the past. There is still wine moving around, a lot of interest in early 2022 whites, older vintages of 2020 and 2021 Chardonnay, and appellation red wines for specific programs, but the pace is different, and that is important when discussing how quickly wines are moving and what wine programs actually need. It is a confusing time, but it is a great time to talk about the market whether you are on the buy or sell side. As we round out the 2022 harvest, it is a good time to understand where the opportunities lie, what can buyers participate in by pricing and availability on specific lots. Call us early and often so we can see what lays ahead for the 2023 calendar year.



### Cabernet Sauvignon and Chardonnay

*by William Goebel*

When it comes to Cabernet Sauvignon, we do have supply available in the Interior, Central Coast, and in the North Coast. In Sonoma County, supply is relatively moderate and in Napa Valley it is extremely tight. Demand is highest in Napa, followed by Sonoma and Paso Robles, then in the interior and in the North Coast.

Chardonnay is available and there are listings coming available for vintage 2022. Currently, the supply available from the 2021 vintage is from the interior, as well as the North Coast and Central Coast. Sonoma and Napa are the tightest, and most likely to remain tight moving into the 2022 vintage.

### Pinot Noir and Summary

*by Steve Robertson*

Inventories remain high for Central Coast Pinot Noir meaning good opportunities. We have seen early demand for Sonoma Coast, Russian River Valley, and Sonoma County in general.



Napa Valley Cabernet Sauvignon continues to be in high demand with buyer lists continuing to grow. With tight supply, we have not had much to show. If you have Napa Valley Cabernet Sauvignon for sale, please let us know. There are opportunities for North Coast Cabernet Sauvignon.

Please let us know if you are a buyer or a seller so we can be in the best position to bring you all opportunities.

## 2022 Crop Contest

Enter your best guess in the category '2022 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.



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*Mike Needham and Marc Cuneo  
will be presenting at the*



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# Market Opportunities

Turrentine Brokerage is always working to find opportunities for companies in oversupply or need to buy. We believe firmly in a personalized approach tailored to each client's specific needs and unique position. Give us a call.

## Bulk Market Opportunities

Needed	Available
2021 Napa Valley Cabernet Sauvignon	2021 Pinot Noir from various Central Coast regions
2021 other Napa Valley reds	2021 California Appellation Sauvignon Blanc
2021 and 2022 Russian River Valley Pinot Noir	2020 and 2022 Lake/Mendocino Cabernet Sauvignon
Any vintage dry white	2021 California Appellation Cabernet Sauvignon
2021 and 2022 RRV/Sonoma County Chardonnay	2021 Central Coast and California Appellation Rose
2021 and 2022 Napa Valley Chardonnay	2021 Paso Robles Cabernet Sauvignon
2022 Coastal Sauvignon Blanc	2022 California Appellation Muscat
2021 Sonoma red blenders	2021 and 2022 California Appellation Merlot

## Grape Market Opportunities

Needed	Available
Napa Valley Cabernet Sauvignon	North Coast Zinfandel
Napa Valley Sauvignon Blanc	North Coast Cabernet Sauvignon
Napa Valley Chardonnay	North Coast Chardonnay
Sonoma County Chardonnay	North Coast Cabernet Franc
Sonoma County Cabernet Sauvignon	North Coast Syrah
Sonoma County Zinfandel	San Benito County Pinot Noir, 2-3 truckloads
Sonoma County Syrah	Monterey County Pinot Noir, truckload
Sonoma County Petite Sirah	Nipomo Pinot Noir, truckload
Sonoma County Sauvignon Blanc	Santa Rita Hills Pinot Noir, 3-4 truckloads
North Coast Sauvignon Blanc	Monterey County Merlot, two lots, 400-650 tons
Paso Robles Cabernet Sauvignon, truckload or greater	Lodi Cabernet Sauvignon, truckload quantities
Central Coast Petite Sirah	Dunnigan Hills Malbec, truckload quantities
Central Coast Malbec	Clarksburg Merlot, truckload quantities
All interior whites varieties, truckload or greater	Lodi Merlot, truckload quantities
	Lodi Zinfandel, truckload quantities



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