



**di Rosa is located within the  
Los Carneros American Viticultural Area.**

**Can you figure out what the name  
"Los Carneros" means?**



## WHAT DOES LOS CARNEROS REFER TO?



Sheep farming in the 1800s



Butcher shops along the Napa River in the 1920s



Carneros Bros BBQ restaurant in the 1970s





# **Answer:** **SHEEP FARMING**



**California sheep farm in the late 1800s,  
San Fernando Valley History Digital Library**

Influenced by the cooling effect of the **Pacific Ocean** and a combination of summer fog, warm days, and a long growing season, the Carneros wine region is an independent **American Viticultural Area (AVA)**. Carneros became an official AVA in 1983, its unique characteristics based on climate and on its geographic features – the **Pacific Ocean**, the **Coast Mountain Ranges** and the **San Francisco Bay** – that affect the region's terroir and put a distinctive stamp on its grapes.

**Carneros Wine Alliance**

The history of the name Carneros likely goes back all the way to early Mexican settlement and expansion during the 1800s. In 1833 General Mariano Guadalupe Vallejo was named Director of Colonization of the Northern Frontier and was granted a ten-league land grant, Rancho Petaluma, which stretched from the Petaluma River to Sonoma Creek.

In 1837, **Jacob P. Leese**, a settler from San Francisco, married General Vallejo's sister. In 1941, Leese was granted the 18,704 acre **Rancho Huichica** land grant which contained the majority of the Carneros region in Napa County.





## El Rancho Rincon De Los Carneros, 1880

**Rancho Huichica would eventually be broken up into smaller land tracts for a variety of agricultural endeavors including olives, grapes, hay, and livestock. Historic maps like the one pictured cite the area as Rancho entre Napa/rincon de los carneros. This translates as ranch between Napa/corner of the rams.**

Today there are grapes as far as the eye can see, but grape growing in Los Carneros was stifled greatly by **Phylloxera** in the late 1800s and then by **Prohibition** in the early 20th century. Italian immigrants **John Garetto** and **Louis M. Martini** began to cultivate grapes in the area throughout the 1930s and 40s which would eventually kick off a revival of winemaking in the region. di Rosa's founder, **Rene di Rosa** founded **Winery Lake Vineyards** in the early 1960s, laying the foundation for a unique blending of nature, agriculture and art.





Rene di Rosa with a pet sheep, photo undated

“Talk in those days was always of land prices, grape prices, tonnage per acre, investment. Yet it has never made sense to approach grape growing in Carneros – or anywhere else, perhaps – purely in terms of a financial return on grapes. On the other hand, Carneros land was then at most \$3,000 an acre, compared to \$7,000 an acre in Stags Leap, so there was a rush to buy.”

Francis Mahoney,  
Carneros Creek Winery  
from *A Vineyard in My Glass* by  
Gerald Asher





To this day, you may still find some **real life “Carneros”** on your visit to di Rosa. The vineyards surrounding our property are seasonally visited by **hungry sheep** who help trim down the plant growth between the vines. If you see them, say hello!