

ALHONA

VINEYARDS

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Alhona Vineyards Launches New Brand and Web Site ~ AlhonaVineyards.com

Carmel Valley, CA – Alhona Vineyards is pleased to announce their new Alhona Vineyards brand and their newly designed Web site, www.alhonavineyards.com. Their inaugural release of the 2002 Alhona Vineyards Carmel Valley Merlot begins what will be a winery devoted to Cabernet Sauvignon, Merlot, Cabernet Franc., from their 11 acres of planted vineyards. The Alhona family felt that a Web site needed to accompany that effort. They are offering E-commerce for consumers, and a trade and media section to service the wine industry. According to winemaking proprietor Rick Alhona, “Simultaneously launching our brand and Web site allows us to offer customers a convenient way to purchase our wines, as well as a place to tell our story while sharing our enthusiasm for what we’re doing.”

Rick Alhona was born in the Telegraph Hill area of San Francisco, where it was quite common for Italians, Spanish, and Portuguese families to make their own wine. As a small child Rick remembers large lumbering trucks hauling grapes to the local home winemakers, and all the wonderful aromas that filled the air on those autumn days. Much later in Rick’s life, he experimented with beer, but it was wine that captivated his imagination and heart. After many years of experimentation, and hundreds of volumes on the subject of viticulture and winemaking, Rick decided to find a place where he could grow quality grapes in order to make the wine he longed for.

After searching throughout most of Northern California, it was Rick’s wife Patti who suggested they look toward Monterey County and Carmel Valley. This was where Patti lived as a child. An area that still held a very special place in her heart and memories, Patti knew the future potential that this lovely area.



The Alhonas settled on a beautiful area deep into Carmel Valley, called Cachagua. This was the ancestral home of the Esselen Indians. Mortars and pestles used by the Esselen are uncovered from time to time, and their presence is always felt. The land is composed mostly of sand, gravel, and rock; thus, rock walls are quite prevalent on the ranch’s property.

In 1991 Rick and Patti, along with their sons Chris and Matt, began the arduous task of planting the grapevines that would bring forth the wines they aspired to make... The launching of their site, which celebrates their first vintage, can be found at www.alhonavineyards.com.

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