

GRGICH HILLS

ESTATE



NAPA VALLEY

Press Kit

Lead Spokespersons

Violet Grgich

Ivo Jeramaz

Secondary

Spokespersons

Sebastian Erggelet

Fast Facts

Established in 1977

366 Estate Acres

70,000 Average Case

Production

5 Vineyards Across Napa

Certified Regenerative

Organic

Boilerplate: About Grgich Hills Estate

Grgich Hills Estate is dedicated to crafting world-class wines renowned for their elegance, complexity and balance. The winery's mission is rooted in regenerating the earth and fostering peace through friendship while building a better future for generations to come. Following the victory of the 1973 Chateau Montelena Chardonnay crafted by Miljenko "Mike" Grgich at the 1976 Judgement of Paris, Grgich Hills Estate was founded in 1977 by Mike Grgich and Austin Hills of the Hills Bros. coffee family. Grgich Hills Estate remains family-owned and operated, upholding the values of its Croatian immigrant founder Mike Grgich: "Every day, do your best, learn something new, and make a friend." All grapes are estate-grown in Napa Valley and are 100% certified regenerative organic, with a deep commitment to natural, minimal-intervention winegrowing practices that capture the essence of the vineyard and vintage in every bottle.

Est. 1977: Family Owned + Operated Since Day One

Grgich Hills Estate boasts a rich history dating back to 1977. The winery was founded by Austin Hills of the Hills Bros. coffee family and Miljenko "Mike" Grgich, a Croatian immigrant who overcame adversity to find his American Dream in Napa Valley. Austin owned established vineyards and had an extensive business background, and Mike had just made his reputation as one of the world's great winemakers, playing a pivotal role in redefining winemaking in California and significantly contributing to the emergence of Napa Valley as a world-renowned wine region. Today, Grgich Hills Estate remains proudly family owned and operated, ensuring that its legacy of excellence endures.

Since Miljenko Grgich arrived in California in 1958, his dedication to crafting world class wines left an indelible mark on the Napa Valley and the world. While some know him as the winemaker of the 1973 Chateau Montelena Chardonnay that won the Paris Tasting in 1976, more know him as the man who personally touched the hearts of everyone who came to visit Grgich Hills since its founding. Still family owned and operated, his daughter, Violet Grgich, now leads the team in continuing both legacies. Grgich Hills Estate upholds the values of its founder, Miljenko "Mike" Grgich: "Every day, do your best, learn something new, and make a friend."

A New Era of Grgich Hills: Paradise Block

With steadfast dedication, Violet carries forward the winery's legacy while shaping its future, ensuring Grgich Hills remains a benchmark of innovation, authenticity, and excellence in winemaking.

As part of this evolution, the estate introduces a new wine to their portfolio, [Paradise Block Old Vine Cabernet Sauvignon](#), an expression that embodies the next chapter of Grgich Hills. Sourced from the finest block of Violet's Vineyard in Yountville, this release reflects the estate's most concentrated fruit and most refined farming practices, resulting in a halo wine that captures the very best of what Grgich Hills offers.

GRGICH HILLS ESTATE



NAPA VALLEY

The Paradise Block, nestled within Violet's Vineyard, is originally planted in 1959 with prized Inglenook Clone vines on St. George rootstock. This rare and historic planting defines the character of the site, offering a living tribute to Napa's viticultural heritage and Grgich Hills' pursuit of authenticity. Beyond its history, Violet's Vineyard stands as one of the only certified Regenerative Organic old vine Cabernet Sauvignon vineyards in Napa Valley—underscoring the estate's deep commitment to sustainability, stewardship, and wines that honor both place and planet.

This exquisite, elegant, age-worthy single vineyard Cabernet Sauvignon boasts an authentic and unmanipulated representation of terroir and is the epitome of elegance – unmatched in quality and flavor and a pure expression of time-honored craftsmanship. Paradise Block Cabernet Sauvignon represents harmony between legacy and innovation, unveiling a timeless wine crafted to bring people together in joy.

As Mike expertly said, *"Why should I wait to go to Paradise? Why not walk into Paradise while I'm alive?"*

Hospitality: Inclusive Exclusivity

The beating heart of Grgich Hills Estate is the warm and welcoming atmosphere that the people, wines, property, and tasting experiences evoke. The team embodies a philosophy of hospitality where every person who walks through the door immediately feels like they are part of the family. Offering a diverse array of hospitality experiences, Grgich Hills caters to everyone - from novice wine enthusiasts to discerning collectors - blending a sense of inclusivity with the exclusivity of an elevated experience, making every visit memorable. Highlights of the tasting room include:

- Walk-ins always welcome
- Wines by the glass and bottle
- Family + dog-friendly atmosphere
- An ever-evolving selection of tastings, including highlights of regenerative organic farming, estate tours, and food and wine pairings
- Elevated experiences, such as private library tastings
- Interactive activities, like the Harvest Grape Stomp
- Partnership with the Napa Valley Wine Train to arrive to your tasting in grand fashion.

Winemaking: Honoring Tradition, Crafting the Future

At Grgich Hills Estate, the commitment to authenticity and balance is at the forefront of the winemaking philosophy. The winemaking team strives to craft wines that embody a true sense of place, utilizing minimal intervention winemaking to allow the vintage and vineyard create the most complex and delicious flavors and aromas in the wine. This approach draws everything needed from the vineyard, letting the soil, grapes, and the abundance of native yeasts structure the style of the wine fully. This achieves a balance that allows for infinite variation while preserving character – wine, after all, is a living thing. While Grgich Hills embraces evolution in their techniques, the essence of their house style remains consistent and true, ensuring that each bottle reflects the legacy and exquisite quality of their estate vineyards, which are located in several of the most acclaimed sites in Napa Valley. With these philosophies in place, Grgich Hills offers

GRGICH HILLS

ESTATE



NAPA VALLEY

wines with complex layers of nuance and exquisite balance, honing in on timeless qualities that retain harmony, freshness, and life for many years to come.

Rooted in Environmental Responsibility

Since inception, Grgich Hills' commitment to caring for the Earth and environment has been at the core of its philosophy and values. Implementing organic practices in 2000 and first pioneering biodynamic and now regenerative farming techniques, they continue to evolve and innovate to create long lasting change. Grgich Hills Estate is 100% certified regenerative organic across all five of its vineyards and has achieved carbon negative farming. They also operate their winery in a way that minimizes carbon footprint, by harnessing solar energy, conserving water, and implementing waste reducing techniques, all while maintaining the highest standards of quality - which is a very rare accomplishment!

Their efforts aim to improve and extend the longevity and quality of the vines and soil, offering a better pathway for the next generation. This passion for regeneration goes beyond what they do in the vineyards and for their wines - it's a passion that expands deeper into the future of wine and our world for generations to come.

Philanthropists at Heart

Just as their passion for the Earth is highlighted through their regenerative practices, Grgich Hills takes pride in the various philanthropies they support, showing their further commitment to making the world a better place through the agricultural sector and the environment. Grgich Hills Estate believes that agriculture is a powerful force for generating, restoring, and maintaining peace. This belief drives their significant efforts to cultivate that peace through active philanthropic involvement. Most notably, Grgich Hills is involved with:

- [Roots of Peace](#), an organization that removes the remnants of war and aids in supporting local communities to rebuild their agricultural quality and production. Through their partnership with Roots of Peace, Grgich Hills hosts [Festival of the Bells](#), whose mission mirrors that of Roots of Peace: Cultivate Peace Through Agriculture.
 - Every year during Festival of the Bells, representatives from countries around the world gather in Napa Valley to meet with agricultural and environmental thought leaders and share best practices and leading research affecting the environment and regenerative organic agriculture, spreading knowledge and inspiration as leaders develop healthy food systems that are economically sustainable and environmentally positive.
- [World Food Prize](#), whose mission is to elevate innovations and inspire action to sustainably increase the quality, quantity and availability of food for all. Violet holds a personal passion for creating a better future, showcased in her efforts to support global agricultural innovation and resilience, which align closely with the values upheld at Grgich Hills. Violet has previously participated on the panel at the World Food Prize Foundation DialogueNEXT discussing "Women Replanting and Regenerating". She continues to be a part of the organization,

GRGICH HILLS
ESTATE



NAPA VALLEY

sharing her insights on panels and at events, illustrating her dedication to advancing agricultural viability practices worldwide.

- [Smithsonian Center for Folklore & Cultural Heritage](#), a research center of the Smithsonian Institution that works with communities around the world to encourage the understanding, appreciation, and vitality of humanity's diverse living cultural heritage, and where Violet is a member of the advisory board.