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Better With Age

A CENTURY OF FAMILY WINEMAKING



The Branch Winery in Paso Robles

The Bianchi family has been involved in the California wine business for four generations, dating back to the early 1900s. From their Italian roots with a winery in Paso Robles to becoming Laguna Beach locals with corporate offices in Newport Beach, this award-winning winemaking family has just the right amount of passion to produce and preserve the natural flavors of each vintage, with layers of flavor behind each savory sip. With about 20 different wines ranging from the staples to some fun Italian varietals stretching all the way back to Northern Italy, the blends of Bianchi Winery are crafted to last.

Beau Bianchi is making his mark, taking on the business as the family's fourth generation wine entrepreneur. "I hope to bring back my Grandpa Joe's innovative spirit and uphold my father's passion for quality," he says. However, in a different era, driven in great part by technological advances, Bianchi has brought a new mindset to the business. He has experienced nearly all elements of the winery's operations, from punching down caps and doing harvest chores, to sales and marketing. Now finding himself in a position to implement his own vision, Bianchi is harnessing digital communication tools to introduce Bianchi wines to an ever-expanding worldwide audience. "I embrace technology and encourage creative thinking," he says.

Bianchi oversaw the addition of lush, new varietals and scrumptious blends to the winery's collection. The Bianchi family now offers a broad portfolio including chardonnay, cabernet sauvignon, pinot noir, merlot, petite sirah, syrah and legendary Paso Robles zinfandel.

Building on the brand, Bianchi works to keep the winery true to its roots by keeping the same perfected process with just a touch of fine-tuning. "We try to make each wine true to its varietal character with zero or the most minimal human intervention," he says. "If Petite Sirah grapes are dark and tannic, then so should be the wine. We pay attention to each step of the process in detail. We harvest only by hand and only [the] healthiest vines with the ripest fruit."

Currently being distributed in about 14 states, Bianchi hopes to add more every month. "I hope to cover all of the United States in the next three years," he says. Widely distributed in Southern California, some specific Orange County spots are Kya, The Rooftop and Beach House in Laguna Beach, and 3-Thirty-3, Maestro's and Five Crowns in Newport Beach, to name a few.

With more than 9,000 bottles a year and business on the rise by 50 percent, there is no doubt that Bianchi's forward-thinking approach with classically crafted blends is the secret to success. For more than a century and counting, the Bianchi family's focus and commitment, like a great bottle of wine, continues to evolve and, most importantly, improve with age. Bianchi explains the success over the years as, "an unwavering passion for producing the best wines we possibly can and the mix of hard work, passion and a solid vision for the future."

bianchiwine.com



Beau Bianchi



The tasting room at the winery.

Highlights from Bianchi Winery



2007 Zinfandel Heritage Selection: Made with estate-grown Zen Ranch zinfandel grapes, this wine is ripe with berry aromas, a hint of raisin and dried cherries, followed by spicy notes of cinnamon. Food pairings: prime rib, pasta and chocolate. \$26.

2007 Petite Sirah Signature Selection/Plummer Vineyard: This monstrous wine of deep, dark, earthy coffee and blackberry jam flavors is anything but petite. Food pairings: tri-tip, a bit charred on the outside and juicy-red in the middle, or perhaps a rich blackberry cobbler. \$22.

2007 Cabernet Sauvignon Signature Selection: The perfectly balanced flavors of tannins and berries with the right amount of vanilla and wood spices, impressively aged in French oak for 30 full months, give this wine layers of flavors. Food pairings: green peppercorn/pistachio-encrusted filet mignon, or a mouthwatering flank steak. \$18.