

GENERATIONS of SONOMA

FOUNDED in 2004



Carneros
HIGHWAY



SONOMA
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Generations of Sonoma is a portfolio built around one promise: honest Sonoma character, from appellation-level classics to site-specific gems, delivering exceptional value and undeniable deliciousness in every sip.

Across every brand, the goal is simple. We make charming, delicious, reliable wines that over-deliver for the price and make it easy for consumers to bring home a bottle they'll genuinely enjoy.



OUR VALUES

AUTHENTICITY | AFFORDABILITY | HOSPITALITY
CRAFT | INDEPENDENCE | PLACE | CONSISTENCY | JOY
APPROACHABILITY | TRUSTWORTHINESS | HUMILITY

No gimmicks. No trend-chasing. No pretending wine needs to be something other than what it is. We make wines of place, variety, and character. Rooted in tradition, built for real life, and true to the timeless spirit of wine. The kind of wines people have loved for generations.