



MORGAN

History & Winemaking

Coming from a small town in California's Central Valley, Dan Morgan Lee had prepared initially for the study of veterinary medicine at the University of California, Davis. It was late in his college career that he discovered enology satisfied his interest in both science and agriculture. Immediately enrolling in the graduate enology program, Dan completed his studies and was hired as winemaker at Jekel Winery in Monterey County.

After serving his apprenticeship at Jekel, Dan moved up the road to Durney Vineyard where he continued to make Monterey wines. While making wine full-time for Durney, Dan aspired to craft his own label. It was at a meeting of the Monterey County Winegrowers Association that he shared his vision with a banker. In addition to becoming his business advisor, that banker would also become Dan's wife.

In 1982, Dan and Donna Lee opened the doors of Morgan Winery. Their very first Monterey Chardonnay earned a Gold Medal at the LA County Fair and a Platinum Medal from Wine & Spirits Magazine. Since then, Morgan has become one of the Central Coast's most recognized labels, earning "Winery of the Year" honors from Wine & Spirits in 1996 and from the San Francisco Chronicle in 2003. In 2005, Dan introduced a second label, Lee Family Farms – intended to provide a fun outlet for his exploration of "alternative" varietals.

Able to pick and choose fruit sources from around the state, Dan eventually turned more of his attention to the Santa Lucia Highlands and single vineyard releases. Dan and Donna invested in their belief in the Highlands with the purchase of the Double L Vineyard in 1996. Today the Double L is one of the best known vineyards in California. Dan's leadership and expertise in the district led to his being named the first Board President of the newly formed Santa Lucia Highlands' winegrowers association in 2005.

Conscientious, innovative farming regimens allied with traditional, “minimalist” winemaking techniques craft wines of balance, elegance and distinction. For Morgan Winery, this single-minded focus has produced a record of consistent, category leading, award winning wines.

Dan’s goal is to produce wines that are “true” - true to the variety and vineyard source and show true balance and complexity, while being enjoyable upon release. Morgan delivers consistency from bottle to bottle, vintage to vintage by nurturing sustainable, long-term relationships with their own vineyard and cellar crews, top-notch growers, and the finest French barrel coopers.

Double L Estate

In 1996, Dan and Donna Lee invested in their vision, purchasing and planting a 65 acre property in the northern end of the newly named, still not well known Santa Lucia Highlands AVA. Of all of the places they could have selected to establish a new “Premier Cru” estate, this site was to prove most perfect.

Named the Double L (Double Luck, in honor of twin daughters), today this vineyard is one of the most famed winegrowing properties in California. A living laboratory, the organically certified Double L Vineyard boasts 20 different clones on 8 different rootstocks.

It is the source of Morgan’s two most highly awarded flagship releases; the Double L Pinot Noir and Double L Chardonnay. The first plantings were in 1997. At present, the vineyard consists of 48.52 planted acres: 27.99 acres planted to Pinot Noir, 18.45 acres of Chardonnay, 1.06 acres of Syrah and 1.02 acres of Riesling. The first crop was harvested from Double L in 1999.

The close proximity of Monterey Bay’s cold, deep waters influences everything we do. Ocean fog provides a nighttime blanket for the vineyards. In the afternoons, rising hot air in the warmer, southern end of the valley draws in cool breezes off the Bay. The strong winds keep temperatures down and thicken grape skins, fostering intense flavor with balancing acidity. Slow, gentle ripening lasts four to five weeks longer than most regions in California; lack of damaging harvest rains extends the crush safely into the fall. The result is fully developed varietal character in every grape. The Double L Vineyard slopes from 150 to 550 feet in elevation. Average summertime temperatures are in the mid-70’s, with lows in the mid-50’s.

Organic and Sustainable Winegrowing

When Dan and Donna purchased the Double L Property, the soil was weak; it lacked nutrients and organic matter. Dan wanted to set himself apart from other winegrowers, so he chose to build-up the future vineyard soil organically. In 2001, Double L became the first and only Certified Organic property in the Santa Lucia Highlands. Monterey County Certified Organic, accredited by the USDA, certifies the Double L Vineyard as an organically farmed property.

The Santa Lucia Highlands is an ideal location for organic winegrowing. The strong winds and temperate climate are natural deterrents to many vineyard pests. The most prevalent threat is mildew, and there are a number of organic options which keep it in check.

Effective organic options are used to keep the vineyard soil alive and healthy. Four times each year, compost tea is applied through the drip lines in the vineyard which provide micronutrients and microbes for the soil. Each fall, after harvest, a cover crop is planted. The mix of vetch, barley and peas works all winter adding nutrients, such as nitrogen, to the soil while protecting against run-off and maximizing water saturation. In the spring the cover crop is incorporated into the soil, adding essential organic material.

To date, Dan has used the following clone selections and rootstock:

Chardonnay Clone	Clone Source	Pinot Noir Clone	Clone Source
96	Dijon	5	Pommard
95	Dijon	4	Pommard
15	Switzerland	114	Dijon
76	Dijon	115	Dijon
Hillside	Hillside Vineyard Selection	667	Dijon
17	Robert Young Vineyard Selection	777	Dijon
Roger Rose	Roger Rose Vineyard Selection	12	Spain
<hr/>		23	Switzerland, Clevner Mariafeld
Syrah Clone	Clone Source	828	Dijon
470	Entav/Rhone Valley	2A	Wadsenwill
383	Entav/Rhone Valley	943	Dijon
<hr/>		97	Swan Vineyard Selection
Riesling Clone	Clone Source	Morgan RC	Proprietary
17(198)		Morgan LT	Proprietary
239			

The rootstocks are 101-14, 5C, Riparia Glorire, 3309, 110R, 420A, SO4 and Schwarzmann.