MONTEREY BAY & THE SANTA LUCIA HIGHLANDS

The proximity of Monterey Bay's cold, deep waters influences every aspect in the Santa Lucia Highlands. 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. Average summertime temperatures are in the mid to high 70's, with lows in the mid-50's. 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 late into the fall. The result is fully developed varietal character in every grape.

FOUR DECADES OF AWARD WINNING WINES

With more than forty years experience, Dan Lee and the Morgan label are synonymous with artisan, vineyard-centric wines from the Santa Lucia Highlands and Monterey. Conscientious, innovative farming regimens allied with traditional, "minimalist" winemaking techniques craft wines of balance, elegance, and distinction. This single-minded focus has produced a record of consistent, category leading, award winning wines. Morgan's long history of acclaim includes "Winemaker of the Year" by *San Francisco Chronicle*, "Winery of the Year" by *Wine and Spirits*, and multiple placements on *Wine Spectator's* "Top 100 Wines" list. The family's commitment to quality is echoed in the thorough sales support found at MorganWinery.com and the Taste Morgan visitor center in Carmel, CA.

SANTA LUCIA HIGHLANDS VINEYARD DESIGNATES

Small production, terroir-driven releases sourced from the home estate and some of the Highlands' most famed properties. These bottlings have a true sense of place and are the ultimate expression of experience and history. Morgan's Double L Vineyard's Pinot Noir has garnered scores of at least 90 points for every vintage.

SANTA LUCIA HIGHLANDS WINES

These appellation selections are a perfect introduction to the Santa Lucia Highlands' distinctive cool climate character, while offering excellent value. Assembled from some of the appellations' top growers, including Morgan's own Double L Vineyard.

MONTEREY WINES

Delicious varietal character with a Monterey perspective, these wines offer both traditional and non-traditional varieties, giving Morgan the opportunity to experiment with a wide array of terroir.

MORGAN

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FRONT COVER PHOTO BY STEVE ZMAK

MORGAN

Inspired by terroir. Crafted by family. Savor the Santa Lucia Highlands.

CRAFTING HIGHLANDS HISTORY

Dan Morgan Lee

With over 40 years of winemaking heritage to our name, Morgan is a pioneering family-owned winery in the Santa Lucia Highlands. In the early 1980s, long before the Santa Lucia Highlands became an official appellation, owner Dan Morgan Lee began sourcing fruit from vineyards in the area for his new Morgan label – recognizing the potential of the then undiscovered mountainside district. An established advocate for the region, Dan's expertise and leadership paved the way for official recognition of the Santa Lucia Highlands Appellation in 1991. He was elected President of the newly formed Santa Lucia Highlands' association of winegrowers in 2005. His philosophy that "quality products grow a region" is the driving force behind Morgan Winery's focus on crafting top quality, cool climate wines that reflect the appellation's unique sense of place.

INVESTING IN A VISION

In 1996, Dan Lee and his wife Donna invested in their vision by purchasing land in the northern end of the newly defined Santa Lucia Highlands AVA. Named the Double L (Double Luck, in honor of twin daughters), Morgan's estate vineyard is one of the most famed winegrowing properties in California. The 48-acre property has been farmed organically since its original planting in 1997 and is home to 25 clones on 8 rootstocks. Today, it remains the first and only certified organic vineyard in the appellation. The vineyard's elevated location takes full advantage of morning fog and coastal influence from the nearby Pacific Ocean. North-south vineyard rows allow for optimum sun exposure, while strong afternoon winds keep temperatures cool, fostering the Double L's trademark balance: vibrant fruit flavor with balanced acidity.

MORGAN'S DOUBLE L VINEYARD

EXPOSURE: Northeast facing

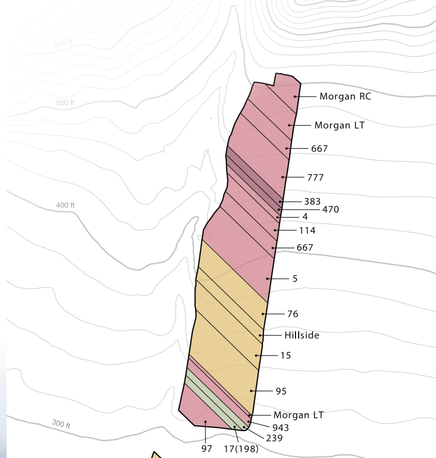
SLOPE: 8% slope

ELEVATION: Rises from 150 to 550 feet

SOILS: Arroyo Seco & Chualar Loams

PLANTINGS: 4 Varietals, 25 Clones, 8 Rootstocks

Monterey County Certified Organic *(USDA accredited)* since 2001



Map by Mike Bobbitt & Associates

Blocks by Varietal – 49 Total Acres

- Pinot Noir: 28 ac
- Syrah: 1 ac
- Chardonnay: 19 ac
- Riesling: 1 ac