



WE ARE CELEBRATING 25 YEARS!

A BRIEF HISTORY OF SILVER MOUNTAIN VINEYARDS

1970s

Jerold began to pursue his interest in wine which was cultivated during his travels as an Air Force pilot. He took courses in winetasting and winemaking at UC Davis, volunteered and became an apprentice to some of the pioneers of California winemaking such as Joseph Swan and Dick Graff at Chalone. He appreciated that the winemaking business was comprised of people who were supportive of their competitors and willing to help each other out when needed.

Jerold got to know the local winemakers of the Santa Cruz Mountains who encouraged him to look for property in the area. He found an abandoned prune orchard 2500' above sea level and planted his first vineyard. The vineyard failed. Still wanting to make wine, he brought in grapes from Butte County and made his first vintage. He then planted a new vineyard with cuttings from Mt. Eden.

1980s

Silver Mountain Vineyards started to make a name for itself and had good press and good sales. Then came the Loma Prieta Earthquake in 1989. The winery burned down and 3 years worth of production were destroyed. Jerold had to decide whether or not he wanted to stay in the wine business.

1990s to 2004

Like a phoenix rising from the ashes, a new winery is built with new equipment, a new business plan, and a new collaboration with Tony Craig. The results are higher quality wines with more recognition and more sales. A new full-time tasting room in Monterey is built and son Jake joins the business.

Silver Mountain has taken on a life of its own and is way beyond what Jerold imagined in 1979. Plans for the future include expanding the pinot noir program and planting a new pinot noir vineyard.



Monterey Jake

Jerold's son will be managing the Monterey tasting room

DOWN BY THE BAY

Silver Mountain Monterey

Our guests are always welcome to make an appointment to taste our wines up at the winery, but we know that some folks would like to be able to visit us without an appointment — or the windy mountain road. That's why we're opening a brand new tasting room in downtown Monterey, on Cannery Row. Our mountain top tasting room will still welcome visitors by appointment, but in Monterey we'll be conveniently open seven days a week.

The new tasting room is located on the plaza level of the beautiful Monterey Plaza Hotel complex. Fisherman's Wharf, the Monterey Bay Aquarium and countless shops, restaurants and galleries are all within walking distance. Designed to accommodate a large number of people without compromising intimacy, the tasting room features a horseshoe-shaped granite bar that makes for easy tasting and comfortable conversation. Art by local artists accents the décor, and wine-related giftware is available for purchase.

Silver Mountain Monterey

Monterey Plaza Hotel

381 Cannery Row, Suite Q

Monterey, CA 93940

Hours: 11:00 - 7:00

831.644.9609

LOOK FOR JEROLD AND SILVER MOUNTAIN

AT THESE UPCOMING EVENTS

12 August

Music at the Mill Pond, Cabrillo Music Fest, Aptos

www.cabrillomusic.org

Tickets: 831.420.5260

14 August

Macarthur Park Wine Festival, Palo Alto

www.paarc.org.winefestival/2004

Benefiting the American Red Cross

Tickets: 650.688.0438

20 August

Chardonnay II Winemaker Cruise, Santa Cruz

Silver Mountain will be the featured wine of the evening

Tickets: 831.423.1213

4 September

Grand Opening of the new tasting room in Monterey

Come visit us on Cannery Row!

11 September

Silver Celebration at the Vineyard

A special dinner featuring library wines for those who have been important to Silver Mountain over the last 25 years.

Premium Wine to Enhance the Quality of Life

Box 3636 Santa Cruz Mountains, CA 95063 www.silvermtn.com (408) 353-2278, fax 353-1898