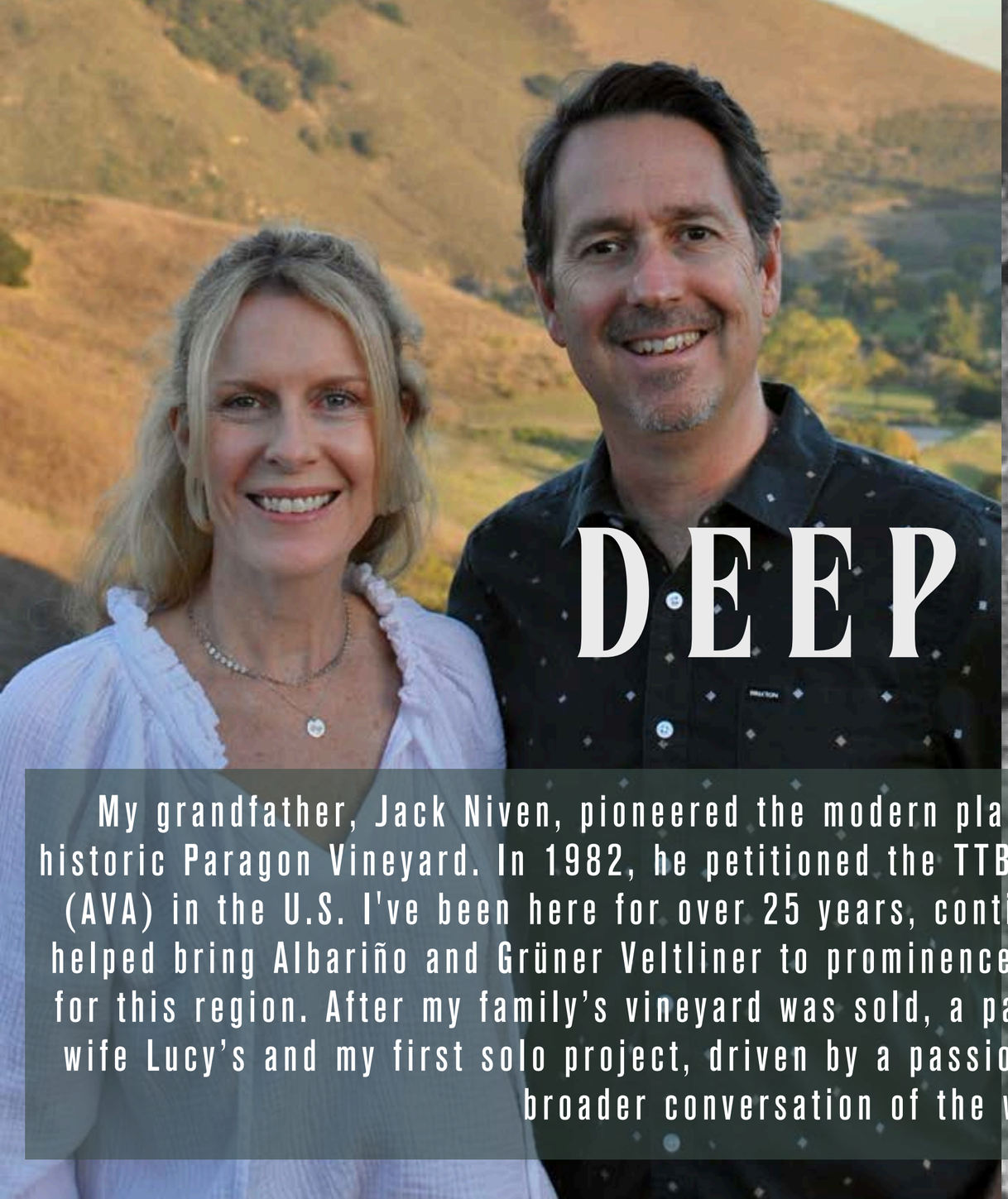
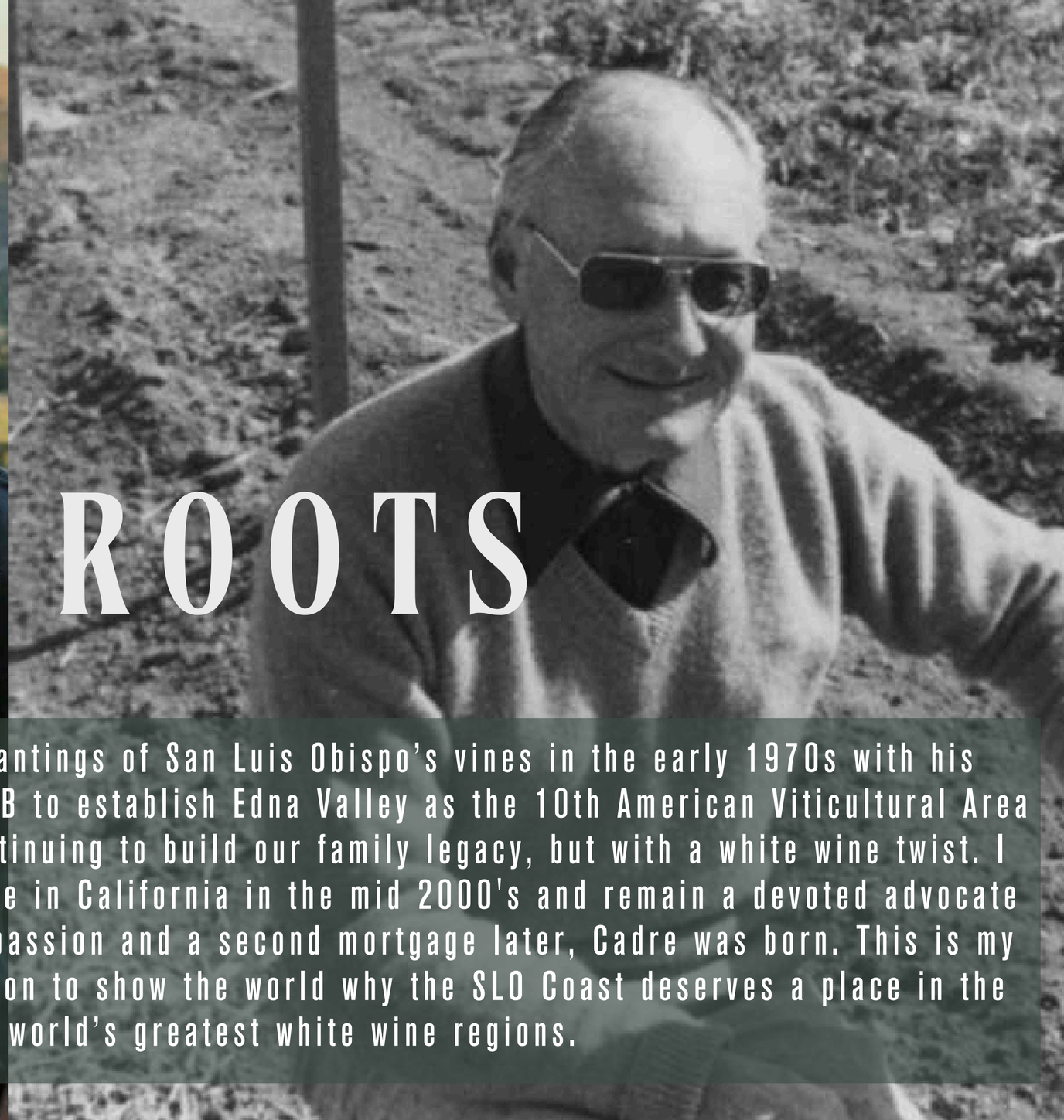

CADRE
SAN LUIS OBISPO COAST



EXCLUSIVE PRODUCER OF AROMATIC WHITE WINES

ALBARIÑO - GRÜNER VELTLINER - SAUVIGNON BLANC





DEEP ROOTS

My grandfather, Jack Niven, pioneered the modern plantings of San Luis Obispo's vines in the early 1970s with his historic Paragon Vineyard. In 1982, he petitioned the TTB to establish Edna Valley as the 10th American Viticultural Area (AVA) in the U.S. I've been here for over 25 years, continuing to build our family legacy, but with a white wine twist. I helped bring Albariño and Grüner Veltliner to prominence in California in the mid 2000's and remain a devoted advocate for this region. After my family's vineyard was sold, a passion and a second mortgage later, Cadre was born. This is my wife Lucy's and my first solo project, driven by a passion to show the world why the SLO Coast deserves a place in the broader conversation of the world's greatest white wine regions.

On 3/8/22, the TTB announced the approval of the new San Luis Obispo Coast AVA, which can also be called SLO Coast.

The new AVA touches the far reaches of the coastline in San Luis Obispo County. All in all, it stretches 60 miles from southern Big Sur (San Simeon) in the North down to the Santa Maria riverbed on the Santa Barbara County line in the South.

The region consists of low-lying coastal terraces, foothills, and small valleys along the Pacific Coast. 97% of the vineyards within the AVA are located only 6 miles from the Pacific. The Edna Valley is included in this new AVA as a sub-AVA.



SAN LUIS OBISPO COAST

THE SINGLE COOLEST AVA IN CALIFORNIA



The San Luis Obispo Coast is the single coolest AVA in California, confirmed by a ten year climate study from Southern Oregon University. Fog and coastal winds act as our natural air conditioning, keeping temperatures cool and steady, especially in summer when much of California is heating up. Our daily warm window is brief, with temperatures peaking around noon for only an hour or two before the Pacific sends its cool, foggy winds back inland.

A RARE TRANVERSE VALLEY

The AVA sits in a rare transverse valley that opens to the Pacific. Here, the California Current brings cold water from Alaska, and deep ocean upwelling adds even colder water, creating the fog & wind that shapes daily life on the San Luis Obispo Coast. The soils tell a 17 million year story, with an array of ancient marine deposits, volcanic rock, weathered sandstone, shale, and layers of clay and sand giving the region its unique soil diversity.



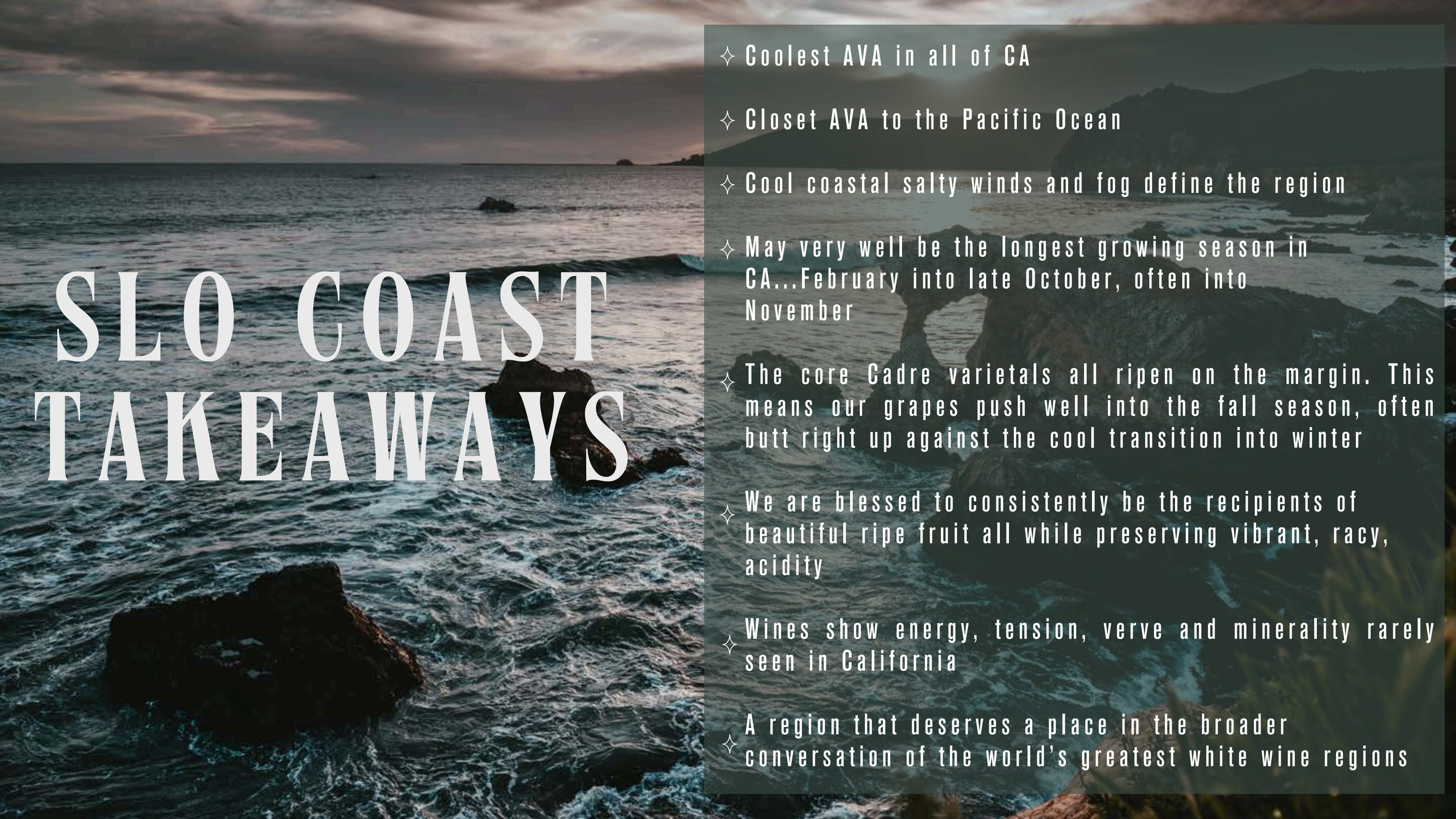
CLOSEST & LONGEST

Our vineyards sit just two to five miles from the Pacific, making us one of the closest AVA's to the Pacific. This gives us one of the longest growing seasons on the West Coast. Budbreak can start as early as February, and harvest often extends into November. Now that's Hang Time! Our southern location keeps us largely free from harvest rains, allowing us to patiently hang fruit until it reaches ideal physiological ripeness. This long season gives us the best of both worlds: slowly ripened fruit packed with flavor while preserving the bright natural acidity that defines Cadre.



REFRIGERATED SUNLIGHT

The San Luis Obispo Coast is a place where land and sea are in constant conversation. Sharing the latitude of Northern Morocco, we receive sunlight more intense than Europe’s classic wine regions, yet the Pacific Ocean is our equalizer, providing nature's air conditioning. Each day, cool, salty fog drifts inland, burns off mid-morning, and is followed by relentless afternoon winds sweeping the ocean's breath into our transverse valley. This rhythmic cycle of sun and sea creates one of California's longest growing seasons. We call this Refrigerated Sunlight...the coast breathing life into white wines full of energy, texture, and tension.



SLO COAST TAKEAWAYS

- Coolest AVA in all of CA
- Closet AVA to the Pacific Ocean
- Cool coastal salty winds and fog define the region
- May very well be the longest growing season in CA...February into late October, often into November
- The core Cadre varietals all ripen on the margin. This means our grapes push well into the fall season, often butt right up against the cool transition into winter
- We are blessed to consistently be the recipients of beautiful ripe fruit all while preserving vibrant, racy, acidity
- Wines show energy, tension, verve and minerality rarely seen in California
- A region that deserves a place in the broader conversation of the world's greatest white wine regions



ALL WINES ARE SIP CERTIFIED SUSTAINABLE

Topic of Interest	Sustainability in Practice (SIP)	USDA-National Organic Program	Biodynamics®
Annual Certification	•	•	•
Requires Third-Party Audit	•	•	•
Biodiversity and Habitat*	•	•	•
Farm Management*	•	•	•
Soil Conservation	•	•	•
Integrated Pest Management	•	•	•
Water Quality	•	•	•
Organic Approved Pesticides	•	•	•
Reduced Risk Pesticides	•		
Water Conservation	•		
Energy Conservation	•		
Air Quality	•		
Packaging**	•		
Recycling	•		
Fruit Quality	•		
Social Responsibility	•		
Continuing Education	•		
Sound Business Practices	•		
Community Relations	•		

*Vineyard Program Only; **Winery Program Only



RARE COOL CLIMATE SAUVIGNON BLANC

99% of Sauvignon Blanc in California is grown in warmer regions, a sharp contrast to classic cool climate expressions from places like Sancerre, Friuli, and Marlborough. We're charting a different course, with our vineyards just five miles from the Pacific. This coastal influence gives us one of California's longest growing seasons. That slow, steady ripening results in wines with our trademark textured energy and mouthwatering tension. In a state known for sun drenched styles, this wine offers focus and coastal precision.

The story of Sauvignon Blanc on the SLO Coast is woven into my family's history, spanning more than 50 years. I've been captivated by this grape for over 25 of those years, driven to show the wine world what's possible when you grow Sauvignon Blanc in California's coolest region. The result is a Sauvignon Blanc that breaks the California mold. It's layered with fleshy citrus, tropical passion fruit, and a mineral, herbal edge that speaks clearly of the SLO Coast. Cool climate California Sauvignon Blanc is ready for its time, and Cadre is proud to lead the charge.

94 POINTS
V.24 WINE ENTHUSIAST

ALBARIÑO

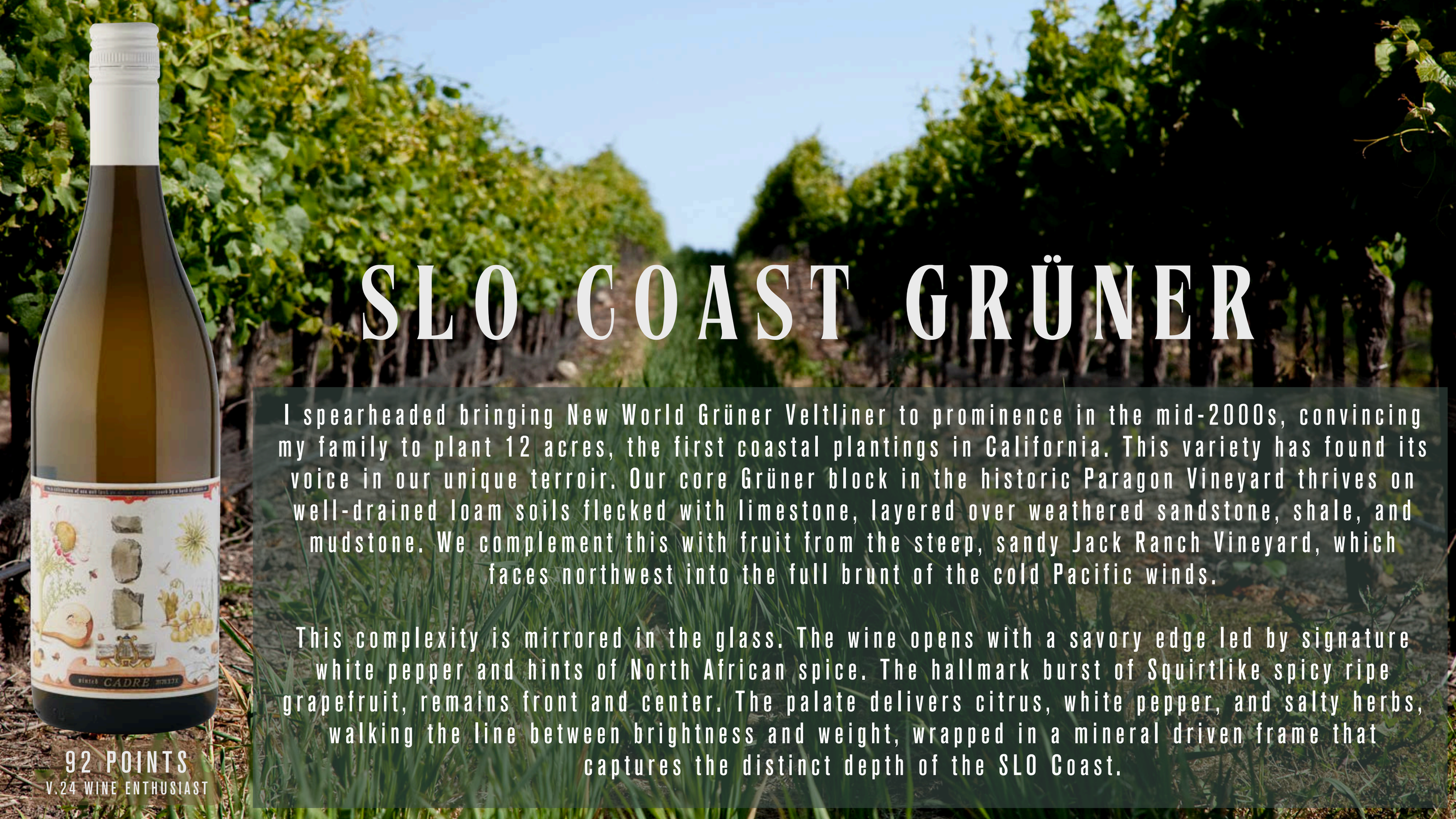
SAN LUIS OBISPO COAST

In the mid 2000s, my cousin and I orchestrated one of the most ambitious Albariño plantings outside of Spain, sourcing cuttings originally from Rías Baixas' esteemed Morgadio Estate. The SLO Coast has proven to be the new world home of Albariño. Much like Galicia's Atlantic coast, our vineyards thrive under the daily rhythm of the coast, stretching our growing season into one of the state's longest. Both regions produce Albariños alive with the sea's influence: a salty zest, ripping acidity, minerality, tangy citrus, and tropical fruit. Our “Sea Queen” is the SLO Coast expression of this bond, proving two distant coasts speak the same language of delicious, salty,racy Albariños.



94 POINTS
V.24 WINE ENTHUSIAST

RÍAS BAIXAS



SLO COAST GRÜNER

I spearheaded bringing New World Grüner Veltliner to prominence in the mid-2000s, convincing my family to plant 12 acres, the first coastal plantings in California. This variety has found its voice in our unique terroir. Our core Grüner block in the historic Paragon Vineyard thrives on well-drained loam soils flecked with limestone, layered over weathered sandstone, shale, and mudstone. We complement this with fruit from the steep, sandy Jack Ranch Vineyard, which faces northwest into the full brunt of the cold Pacific winds.

This complexity is mirrored in the glass. The wine opens with a savory edge led by signature white pepper and hints of North African spice. The hallmark burst of Squirtlike spicy ripe grapefruit, remains front and center. The palate delivers citrus, white pepper, and salty herbs, walking the line between brightness and weight, wrapped in a mineral driven frame that captures the distinct depth of the SLO Coast.

92 POINTS
V.24 WINE ENTHUSIAST



A BEAUTIFUL STRANGER

60% GRÜNER VELTLINER - 30% SAUVIGNON BLANC - 10% ALBARIÑO -

Inspired by Alto Adige, my favorite wine region, this is a truly one of a kind blend. We developed a SLO Coast twist on their iconic alpine white blends by substituting Albariño, Grüner Veltliner, and Sauvignon Blanc for the traditional varieties, specifically aiming to explore the savory, herbal side of wine. The wine leans heavy into Grüner and Sauvignon Blanc, combining their brightness and spice in a blend that marries the highlight reels of all three varietals. Aromas of herbal salinity, tropical fruit, and citrus zest lead the way to a lively, textural palate layered with Meyer lemon, grapefruit, and ripe peach over a mineral backbone. Energy and richness creates a wine that is distinctive and expressive, reflecting our drive to push boundaries.

94 POINTS
V.24 WINE ENTHUSIAST



CADRE TAKEAWAYS

- Solely dedicated to crafting cool climate aromatic white wines from California's coolest region
- A quest to show why the SLO Coast deserves to be part of the broader conversation of the great white wine regions of the world
- Continuing a 50+ year legacy: The Niven Family's three generations have pioneered coastal white wine exploration and innovation for over half a century
- The White Wine Champion: Founded by John Niven who has been innovating in white wines for 25+ years. He's brought Albariño and Grüner Veltliner to the forefront of California winemaking
- Breaking the California mold: Redefining white wines with vibrant energy, verve, saline minerality, lively tension, distinctive texture, and bright citrus...a profile that is not the norm in California
- Market Trends Aligned: Capitalizes on the accelerating market demand for high-acid, fresh non-Chardonnay white wines. Today is Cadre's time to shine



94
POINTS

"STONE BLOSSOM"
SAUVIGNON BLANC



94
EDITOR'S CHOICE

"SEA QUEEN"
ALBARIÑO

WINE ENTHUSIAST
v.2024



94
EDITOR'S CHOICE

BEAUTIFUL STRANGER
WHITE BLEND



92
POINTS

"BAND OF STONES"
GRÜNER VELTLINER



THANK YOU

JOHN NIVEN
805.550.0235
JOHN@CADREWINES.COM