

LONGBOARD VINEYARDS
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WHAT'S AN ODED?

As you walk into the Longboard Vineyards tasting room in downtown Healdsburg, you might feel confused. What are these vintage surfboards hanging from the ceiling doing 45 minutes away from the nearest surf spot? This is exactly what Founder and Winemaker Oded Shakked wants you to feel; a little lost before you get found. Longboard is about enjoying great wines from great vineyards in a relaxed, laid back atmosphere. "We believe that excellence does not require a stuffy attitude", Oded says. A walking melting pot, Oded was born in Israel and raised on three continents. He grew up a hundred yards from the beach just north of Tel-Aviv, splashing in the warm waters of the Mediterranean for the first time at age two (months, that is), and later became one of the first surfers in his hometown.

Building surfboards for a living in his early twenties led to surf trips along Europe's Atlantic coast. In Portugal Oded discovered (much to his delight) that it was easier, cheaper and safer to drink good red wine than bottled water. Life was never the same after that. Oded's passion for surfing and wine brought him to sunny California, where he studied winemaking at UC Davis. While in school, he worked harvests in Napa and in Bordeaux, but his heart was captured by the diversity of Sonoma County—the soils, the climate and the people. Feeling roots growing "from the bottom of my feet," Sonoma County is his second native home—half a world away, yet a spiritual neighbor, of his birthplace.

Passionate about his craft, Oded is also a great believer in perspective, saying, "Relax, it's only frickin' wine... enjoy it with food you like and trust nothing but your own palate"

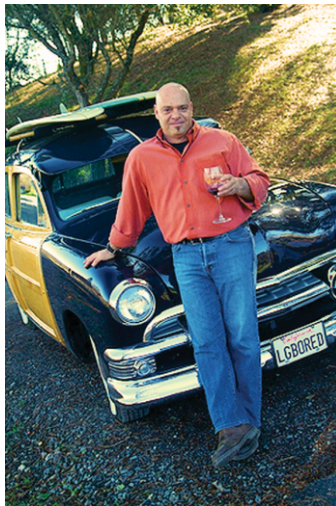
Longboard was established in 1998 and opened its tasting room in 2005. While some of the wines may be available in fine restaurants and retail shops, others (like the rare Rochioli Vineyard Cabernet Sauvignon) are produced in very small lots and are only available to wineclub members and through the tasting room.

VINEYARDS & WINES

Our mission is to seek out and identify vineyard properties with the underlying characteristics that make superior wines. Just as important are owners and farmers that are passionate about quality and individuality, allowing us to make great vineyard-specific wines. We make what we drink, period.



Our flagship Single Vineyard Syrah and our Merlot-Malbec bottling come from Oded's Dakine Vineyard on Westside Road. Our Pinot Noir is sourced from growers along the Russian River Valley that work with us to produce exceptionally balanced fruit (The Ledbetter Family, Webber Ranches, De La Montanya and others). Our Syrah is sourced mainly from a hillside off Eastside Road (Ledbetter), Webber Ranch and some from Oded's Dakine Vineyard. We source our Sauvignon Blanc



from 100% Russian River Valley Grapes, looking for vineyards that exhibit the balanced flavor profile we seek. We make small quantities of Cabernet Sauvignon from two vineyards in the Alexander Valley appellation: Redgrav Vineyard, just north of Healdsburg and Anderson-Webber Vineyard, a hillside vineyard on Spurgeon Road. In vintages that excel, we also make small quantities of Old Vine Carignane from Sadie's Vineyard, a luscious Zinfandel we call "Ballistic" and a phenomenal Semillon

THE SURF LOUNGE EXPERIENCE

Downtown Healdsburg, about 3 blocks off the main plaza, is where we produce a portion of our wines and where our tasting room operates. Over the years, we have continually upgraded and refined the space itself and the experience we provide to our guests. We strongly believe that people and attitudes are an integral part of the enjoyment of wines. You will find our staff to be warm and engaging, knowledgeable and relaxed. We make an effort to give personal service to all that come to seek us and to

those who just happened to stumble in. To enhance your experience, we offer three food pairing options that compliment our wines (a bread and cheese selection, a "Provençal" lunch or BBQ feast prepared by a local purveyor. Please call our tasting room well in advance if you wish to arrange for any of the pairings while your group is visiting.

Wine tradition is as old as mankind and we are proud to be part of it. However, we are living in the 21st century and are not afraid to incorporate modern technology into our way of doing business. You will find a wealth of information about Longboard on our website (www.longboardvineyards.com) and we communicate with our fans regularly through email and yes, Facebook too. There is rarely a month without a special event or fun activity at our Surf Lounge, and we encourage you to sign up for our alerts or follow us on the web. You never know when we might be showing your favorite surf movie on our Plasma TV or gathering for a cooking class on the beach in Bodega Bay. If you are not local, no worries, we might just show up in your hometown for a winemaker dinner! Hope to see you at the next event

Mahalo.

