



RACK & RIDDLE

PRESS KIT



CUSTOM WINE SERVICES



CUSTOM CRUSH GRAPE-TO-BOTTLE FULL PRODUCTION SERVICES

- Sparkling or Still wines
- Custom Crush: Your grapes, your protocol
- In-house lab work: State-of-the-art wine lab
- Full-service storage facilities
- Automated bottling, labeling, & packaging: Customizable to various bottle formats for still wines.
- **Large and small lot production capabilities — no project too big or small**

You provide the grapes and we'll follow your protocol to develop a noteworthy wine.



BASE-TO-BOTTLE SERVICES & BOTTLING CONTRACTS

- Sparkling or Still Wines
- Large and small lot wines welcome
- Expert guidance from our winemakers
- Fully automated bottling, labeling, & packaging: Customizable to various bottle formats for still wines.
- Your supplies; your protocol: We work with you from beginning to end

With your base wine, we'll follow your protocol to create an outstanding product.



BARREL & CELLAR SERVICES

- Stainless steel tanks
- Barrel storage
- Tirage storage

Talk to us about your wine storage needs. We've got you covered with ample capacity in various quality-controlled formats.



WINE LABORATORY SERVICES

- State-of-the-art, full-service lab
- Foss wine scan with So2
- PH/TA auto titrator
- UV-VIS spectrophotometer
- Alcolyzer
- DMA
- Heat/cold stability analysis
- Pre/post bottle micro plating



CCOF CERTIFIED ORGANIC SERVICES

We offer organic winemaking production options. Our facilities are CCOF certified organic.



PRIVATE-LABEL SPARKLING WINE SERVICES

- Create your own private-label California sparkling wine (also known as "shiners", "white-label" and "store-branded")
- Traditional French "Méthode Champenoise" process
- Award-winning wines & winemakers
- Personal consultation with our winemakers to create your very own custom blend using our base wines



MEET OUR FOUNDERS



REBECCA FAUST

Managing Member

One of the founding partners of Rack & Riddle Custom Wine Services, Rebecca brings over 25 years of experience in the industry to Rack & Riddle.

Raised amid the vineyards of Sonoma County, it was a natural fit for Rebecca to pursue a career in wine. Rebecca is known for championing superior-quality wine made in the Méthode Champenoise tradition.

After graduating from Sonoma State University with a business degree, she first discovered her passion for wine while working for Deloitte & Touche. She then worked for the prestigious domestic sparkling wine brand Piper Sonoma as financial controller, and eventually became CFO at Lambert Bridge Winery.

Having an entrepreneurial spirit, she answered the call in 2007 to co-found Rack & Riddle along with Bruce Lundquist; shortly thereafter she founded Breathless Wines with her sisters. Rebecca is thrilled to work with sisters Sharon and Cynthia to create sparkling wines that help people celebrate and remember those moments in life that leave you breathless. Breathless Wines is a memorial to their mother, Martha, who understood the importance of living life to the fullest. Breathless supports bringing awareness to the disease that afflicted their mom: Alpha-1 Antitrypsin Deficiency.

Rack & Riddle is proud to be among only 10 percent of California wineries led by women. In 2013, Rebecca was recognized for her contributions to business, the community and the wine industry as recipient of the NBBJ's "Women in Business" award.

Rebecca lives in Healdsburg, California with her husband, Allen, where they raised their three children: Daughter Jessica, mother of granddaughter Harlow, and sons, Mark and Max.



BRUCE LUNDQUIST

Managing Member

Focused as one of the owners of Rack & Riddle, Bruce has spent most of his career associated with natural resource and agricultural-based industries. He has been active in the wine industry for more than 22 years. First as the General Manager at J Vineyards, then as a partner at Longboard Vineyards before founding Rack & Riddle with Rebecca Faust in 2007.

Prior to his foray into wine, Bruce was controller and treasurer at Tillamook Cheese in Oregon before moving to Petaluma, California and serving as CFO at California Gold Dairy Products.

Bruce is a board member of Family Winemakers of California (FWC), an association dedicated to the advocacy and success of its winery members. Bruce uses his role to help support legislation, regulations, and business opportunities beneficial to the California Wine Industry.

Bruce resides in both Oregon and California with his wife Denise. They have raised six children: Amie, a Linfield College graduate and elementary teacher in Oregon; Emily, a UCLA graduate who works for L'Oreal in web writing and media development; Aaron, an engineering graduate from the University of Portland currently employed in Eugene, Oregon as a project manager; Adam, a North Central College graduate who is seeking his PhD at USC; Caleb, a journalist working in Hood River, Oregon, and Molly, a nursing major at the University of Portland.

When not at Rack & Riddle, Bruce spends his free time gardening, paying for his kids' college debts, and awaiting his next visit with granddaughters Audrey and Finley.

Bruce holds degrees from Linfield College, the University of Portland, and the Wine Executive program — UC Davis.

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MEET OUR WINEMAKERS



PENNY GADD-COSTER

Executive Director of Winemaking

Penny's interest in wine began when her family moved to the Livermore Valley. However, it took a few years and the words of a friend to convince her that making wine was a career that did not require belonging to a winemaking family. In 1986 she landed a job as crush help at Jordan Vineyards & Winery, which led to a 13-year career at Jordan. She was there for the inception of J Vineyards and Winery. In 1999 she was hired as the Assistant Winemaker for J, eventually working her way up to the Sparkling Winemaker position.

In 2007, Penny left J to work as a Winemaker for Rack & Riddle Custom Wine Services. She also has her own brand, Coral Mustang, making Tempranillo wines.

Penny's talents have garnered more than 100 medals and awards in the past few years; more than 30 Best of Class, Double Gold and Gold medals in the past few years alone for Rack & Riddle and client wines. Penny was named "Winemaker of the Year" in Dec. 2013, honoring her significant contributions to winemaking. An incredible achievement, as contenders included the top winemakers from Sonoma, Napa and the greater Bay Area.

An accomplished writer and speaker, she was also selected as an expert panelist at the WIN Expo in Sonoma County, the 2015 Women in Wine event in Napa, and most recently at the 2018 Women in Conversation for Sonoma State University.

Outside of wine, she loves cooking, fly fishing, gardening, traveling and motorcycling through the countryside on her Harley.

"Working for R&R has given me the opportunity to be an integral part of a new company that is being built from the ground up, just like my career".



MANVEER SANDHU

Head Winemaker

Manveer has been with us since 2011. Under the direct tutelage of Penny Gadd-Coster he has mastered the art of Méthode Champenoise, advancing from Production Winemaker to Head Winemaker. He manages day-to-day winemaking operations for sparkling wine production as well as overseeing the winemaking team. Under the direction of Penny, he mentors the team to not only advance the art of winemaking, but to pass on the Méthode Champenoise tradition.

A graduate of UC Davis with a bachelor's degree in neurobiology, he studied for two years under noted viticulturist Dr. David Smart. Post-graduation he worked for Delicato Wines as a lab technician and eventually as enologist. That was followed by Gallo in Modesto as a lab supervisor, and two years as lab manager at Lodi Winery Laboratory before joining Rack & Riddle.

Manveer is a dedicated family man, who enjoys cooking, woodworking and outdoor activities with his wife Kiran and their two daughters, Kimber and Kamrin.

Sandhu says about his role at Rack & Riddle, "Wine has been my passion for many years, and working for Rack & Riddle has given me the opportunity to help craft amazing sparkling wines. Sharing this passion with our clients and team members has been a rewarding experience."

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MEET OUR WINEMAKERS



JENNIFER ZEEK

Winemaker

Jenn Zeek joined Rack & Riddle in 2014 and brings over 10 years winemaking experience. Originally from D.C., Jenn came to California in 2004 to pursue a career in wine. While working harvest positions in Napa at Big Horn Cellars and Lewis Cellars Jenn pursued a B.S. in Viticulture and Enology at UC Davis, graduating in 2008. Following graduation, she took a job working harvest at Balletto Vineyards before moving to lush New Zealand for the 2009 harvest at Mud House Wines.

Upon returning to the States, Jenn began working for Sonoma Wine Company as a lab tech, where she was promoted to lab manager. She then worked as winemaker for Murphy Family Custom Crush. In 2014 when Rack & Riddle took over the facility, she happily accepted our offer to continue on working for us — doing custom crush for both still and sparkling winemaking.

“The pool of experience you get to draw from working with a myriad of client winemakers is invaluable. I am curious by nature so I enjoy embracing client protocols while also recommending new advances and sharing my own winemaking style.”

When Jenn is not at the winery, she enjoys spending time with her husband and pup. Together they enjoy golf, skiing and travel — and life in Santa Rosa.



SARAH HUNT

Assistant Operations Winemaker

Sarah is our Assistant Operations Winemaker. She assists in all areas of grape-to-bottle still and sparkling wine production. Year-round, she is the evening winemaker, and also assists during harvest at the production facility in Alexander Valley during crush. Her foray into winemaking is a story of grit and determination too fun to not share:

A southern girl, Sarah was born and raised in Atlanta, Georgia. In her mid-teens, she had expressed her delight in the taste of wine to her mother, who then promptly bought her the “Wine Bible” and did a home tasting with her. Her mother wisely said, “If you like what you learned about wine and enjoyed what you tasted today, then here is a book to being your studies in wine. If I catch you drinking before 21, you’re grounded for life.”

At age 19, Sarah was top in wine sales at the restaurant she worked for, often bringing home prizes and awards for her performance. For being top in wine sales for her region, she won an all-expense paid trip to Napa with Master Sommelier George Miliotes after a test-off that put her in the top five candidates to be chosen for the trip. After that rewarding experience, Sarah embarked on her Sommelier studies, where she achieved a Certified Specialist of Wine (CSW) certification after taking the Gallo Academy online course, achieving Level-I SOM.

She began independently consulting, wine buying and reconstructing wine menus for restaurants. She would educate staff to know, recommend and sell the wine. She became Wine Buyer and Manager for DVine wine bar in Atlanta, and was a wine educator and trainer for Darden Restaurants and Season 52.

Sarah’s transition from SOMM to winemaker began while trading services with an Australian winemaker friend — she helped him study for his SOMM and he taught her the art of winemaking. Her first solo crush was in her garage using Georgia grapes. The following year, she traveled to Healdsburg, California for her first harvest and lab internship. Since then, she’s traveled globally working harvest and cellar in New Zealand and South America and Northern California — and now works for us at Rack & Riddle.

Sarah’s not afraid to get her hands dirty and transform the fruits of Mother Nature into a wonderful product that will hopefully become the delight of a wonderful experience enjoyed with great company and great cuisine.

RACK & RIDDLE

MEET OUR WINEMAKERS



SANDRINE BOURCIER

Sparkling Winemaker

Sandrine has recently joined our team as our Sparkling Winemaker. She's responsible for ensuring all Custom Client products meet and exceed established standards for the highest caliber of sparkling wine. She also helps to coordinate all Custom Clients of Rack & Riddle, ensuring excellent customer service, as well as client development. Sandrine also participates in all wine operations, and is in the process of learning, developing and mastering every aspect of our sparkling wine production.

Hailing from France, Sandrine studied Oenology, Chemistry and Biology, and holds degrees from: University of Toulouse (National Diploma of Oenology), University of Technology, Orsay (Diploma of Chemistry Technologist) and University of Technology, Quimper (Diploma of Biology Technologist).

Prior to taking on her role here at Rack & Riddle, Sandrine was Head Winemaker at Henry of Pelham Family Estate Winery in the Niagara area of Canada. She's also worked for Stonechurch Vineyards in the same region, having created the winery's laboratory for regular wine analysis, and more.

We're excited to have Sandrine on board here at Rack & Riddle — and look forward to sharing our collective expertise with each other, as the Winemaking Team and technologies expand.



ADAM TOOMIRE

Apprentice Winemaker

California native, Adam Toomire, is an Apprentice Winemaker. In this hands-on learning role, he encounters all aspects of winemaking: Lab work, cellar work, production management and client relations.

Born and raised in Morgan Hill (South Bay), he attended Chico State University, graduating in May 2017 with a degree in Ag Business. He's been working full-time in wine cellars for the past four years at small, family owned wineries. These small production wineries have helped him grow his skills and passion for the business.

Adam's favorite time of year is the hectic harvest season. He loves sharing his passion and hard work with friends and family while sitting around the table, savoring wine he's had a direct hand in making.



JORDAN RANDALL

Apprentice Winemaker

Jordan joined our team April 2018, starting as a lab tech, and quickly advancing Apprentice Winemaker. As an apprentice winemaker he is learning the art of winemaking and all that entails — from learning the artisan Méthode Champenoise sparkling wine practice — to advanced still winemaking. He works in both our wine cellars and state-of-the-art wine lab doing analysis, whatever is needed.

Originally from Troy, Vermont, Jordan grew up on a dairy farm. You could say that the ag-business is built into his DNA. He joined the U.S. Navy in 2002 as a Machinist's Mate, serving five years with deployments to both Iraq (twice) and Afghanistan (once). While faithfully serving our country, he had made frequent visits to Temecula, California (and port visits to Australia), where he became interested in all things wine. In 2013, he graduated from California State University, Fresno with a Bachelor's of Science, Enology degree.

Post-graduation, Jordan was offered a winemaking internship at Bronco Winery, followed by a cellar internship at Quintessa winery in St. Helena. Since then, he has worked various wine industry jobs garnering experience and advancing his skills before joining us.

Outside of work, he most enjoys cooking, gardening, hiking and taking trips to the ocean. He's engaged to be married.



ABOUT US

From the Beginning

OUR STORY

In 2007, Wine industry veterans Rebecca Faust and Bruce Lundquist set out to establish Rack & Riddle Custom Wine Services. They envisioned a leading-edge facility using premium vineyards to produce wine in the heart of the Northern California Wine Country.

During their planning, they quickly realized a unique calling for Rack & Riddle — to craft the finest California sparkling wines in the French Méthode Champenoise tradition for industry clientele, as well as for their own Rack & Riddle sparkling wine label.

Faust and Lundquist harnessed their combined expertise of over 40 years in the industry to create a space for Rack & Riddle in a very niche marketplace.

They carefully selected six gifted winemakers. This included the sought-after skills of Penny Gadd-Coster. Penny, a winemaker and master of the Méthode Champenoise process, was a huge win for the team.

Méthode Champenoise is the traditional French method of making sparkling wines, where the bubbly undergoes secondary fermentation in the bottle. It results in the highest caliber of sparkling wines. It requires an incredible amount of labor, time, and equipment. Most wineries won't even attempt it.

Rebecca and Bruce had a vision, and knew that putting the extra care, labor, and expense into their process would result in superior sparkling wines. *They knew it would set them apart.*

EXPANSION TO SONOMA COUNTY

After a bountiful first six years in business, Rack & Riddle made a strategic move in 2014 to relocate its facilities from its original 125,000 square foot facility in Hopland, to Sonoma County — the hub of the Northern California winemaking region. It was a huge milestone in the evolution of the company.

Rack & Riddle now has three centrally-located Sonoma County, CA facilities in both Healdsburg and Alexander Valley (Geyserville), California. The new state-of-the-art facilities have increased winemaking space, automated bottling capabilities, plus have ample stainless-steel tank and tirage storage capacities.

Today, Rack & Riddle's team has grown to more than 75 employees, including: On-site lab team, an award-winning winemaking team, and exceptional business development, production and cellar staff.





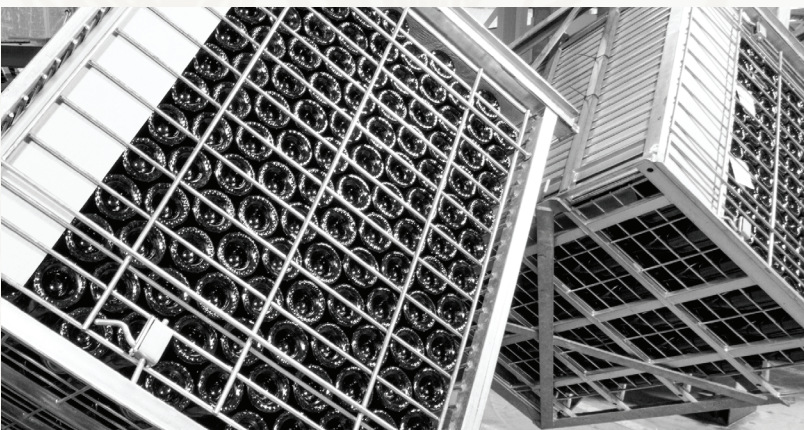
ABOUT US

Why We Craft

MÉTHODE CHAMPENOISE

The art of making sparkling wine can be achieved by a variety of different methods. However, if you are as dedicated as we are about creating premium sparkling wines from only the best grape sources (as Faust and Lundquist learned from their history at Piper Sonoma and J Vineyards, respectively), then the only way to make sparkling wine is by true Méthode Champenoise.

Across the winemaking industry, only a handful of wineries specialize in this old-world technique. In the nation — particularly amongst the prime winemaking regions of California — Rack & Riddle nearly stands alone in the Méthode Champenoise playing field.



LIKE “DRINKING THE STARS”

The roots of this method are fascinating. Engineered in the early 1600's by Dominican monks in the Champagne region of France, monk Dom Perignon is said to have mused about the champagne bubbles, “I am drinking the stars.”

Creating those effervescent “stars” is a labor of love involving two fermentations and a process of “riddling” to remove the lees from the bottle.

In fact, the Rack & Riddle name and our logo are inspired by the process. “Racking” alludes to the process of removing sediment from still wine, and “riddling” is the counterpart process for sparkling wine. The Rack & Riddle brand logo reflects an historic French riddling rack.

Leading-Edge

WINEMAKING PRACTICES

We're dedicated to sustainable farming practices, allowing nature to bring out the unique attributes of every wine grape that passes through our facilities. We are California Certified Organic for those brands wishing to produce organic labels.

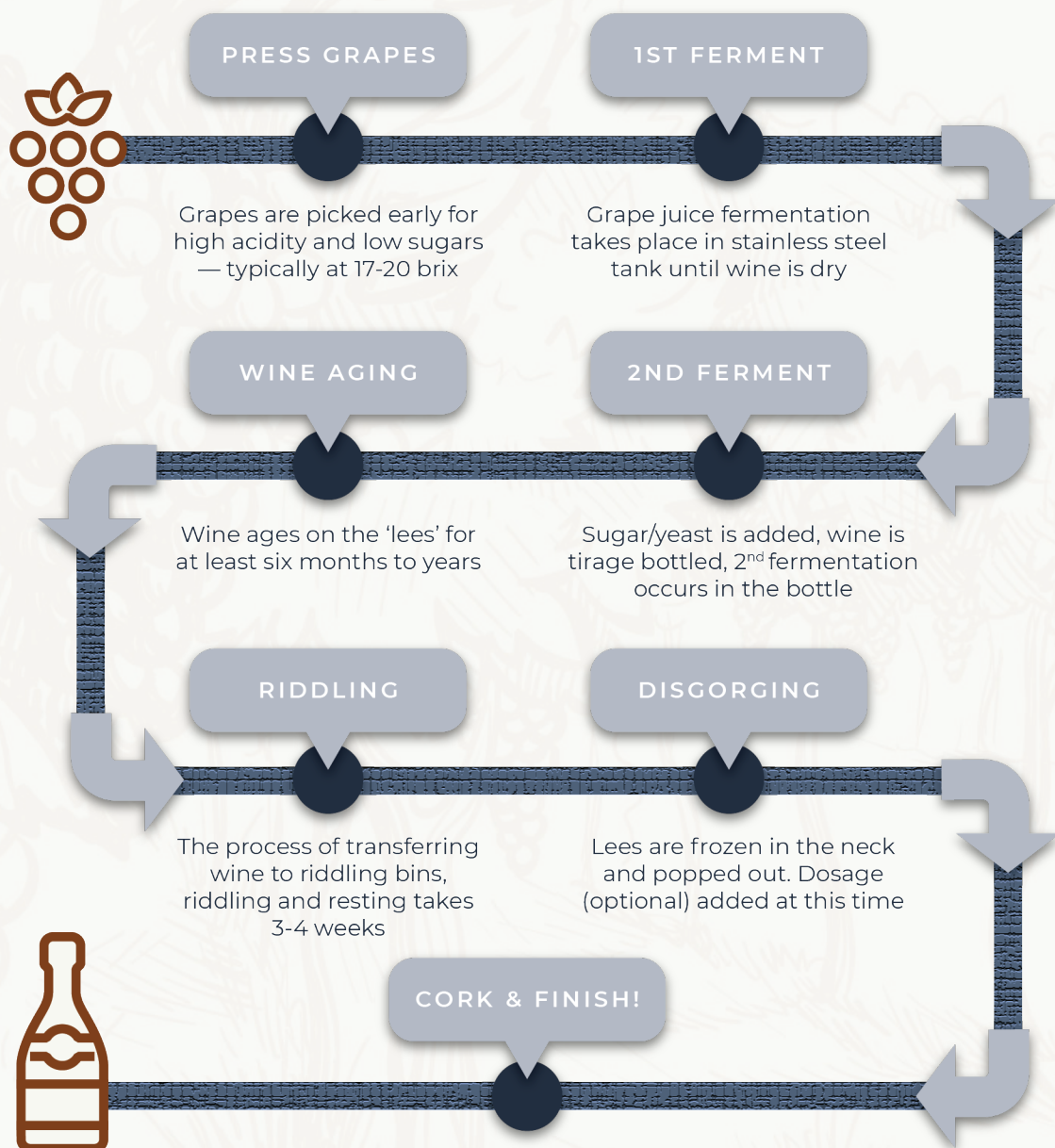
We ensure the true nature of the wine is distinctive, the care and quality shines through, and that you'll be proud to share, sell, and savor the wines crafted with our care, passion and expertise. The wines we produce for clients are competitive — often winning the highest of honors at professionally judged tastings.



MÉTHODE CHAMPENOISE

HOW SPARKLING WINE IS MADE

In the Age-Old Méthode Champenoise Tradition



R RACK & RIDDLE

OUR SPARKLING WINE PORTFOLIO



SONOMA COUNTY BLANC DE NOIRS

Brioche and a hint of berry, with bright citrus in the aromas. The fine mousse brings along these notes in the mouth. Lingering finish of citrus that begs for another taste. 100% Pinot Noir.

SPARKLING SWEEPSTAKES WINNER — 2018
San Francisco Chronicle Wine Competition!



NORTH COAST BRUT

Citrus, pear and floral aromas with a hint of yeast. The fine mousse brings forth the light citrus, smooth and round in the mouth. Finish is round, with a note of grapefruit. A blend of Chardonnay, Pinot Noir and Pinot Meunier.



NORTH COAST BLANC DE BLANCS

Beautiful green apple and tropical notes in the aroma follows through in the mouth with a smooth fine mousse. This wine finishes with refreshing, lingering light tropical flavors that beg for another sip. 100% Chardonnay.

**NORTH COAST WINE CHALLENGE
WINNER — 2019**
Press Democrat Wine Competition: Gold — 95pts



NORTH COAST SPARKLING ROSÉ

Ripe strawberry with a hint of cream and spice. The mouth is round, with a creaminess from the fine mousse. The bright, fresh fruit is followed to the finish-crisp and clean. Blend of Pinot Noir and Chardonnay.



BOSTON RED SOX™ 2018 WORLD SERIES™ CHAMPIONSHIP BRUT

Fresh fruit aromas of yellow delicious apple and citrus flower nuanced with tropical notes in the nose.