



ALTA HEIGHTS

CALIFORNIA ALPINE WINE

70% OF MILLENNIALS ARE
DISSATISFIED WITH
MASS-PRODUCED OFFERINGS -
CITING LACK OF AUTHENTICITY
AND GENUINE CONNECTION AS
KEY ISSUES.

STATE OF THE US WINE INDUSTRY REPORT
SILICON VALLEY BANK
2025





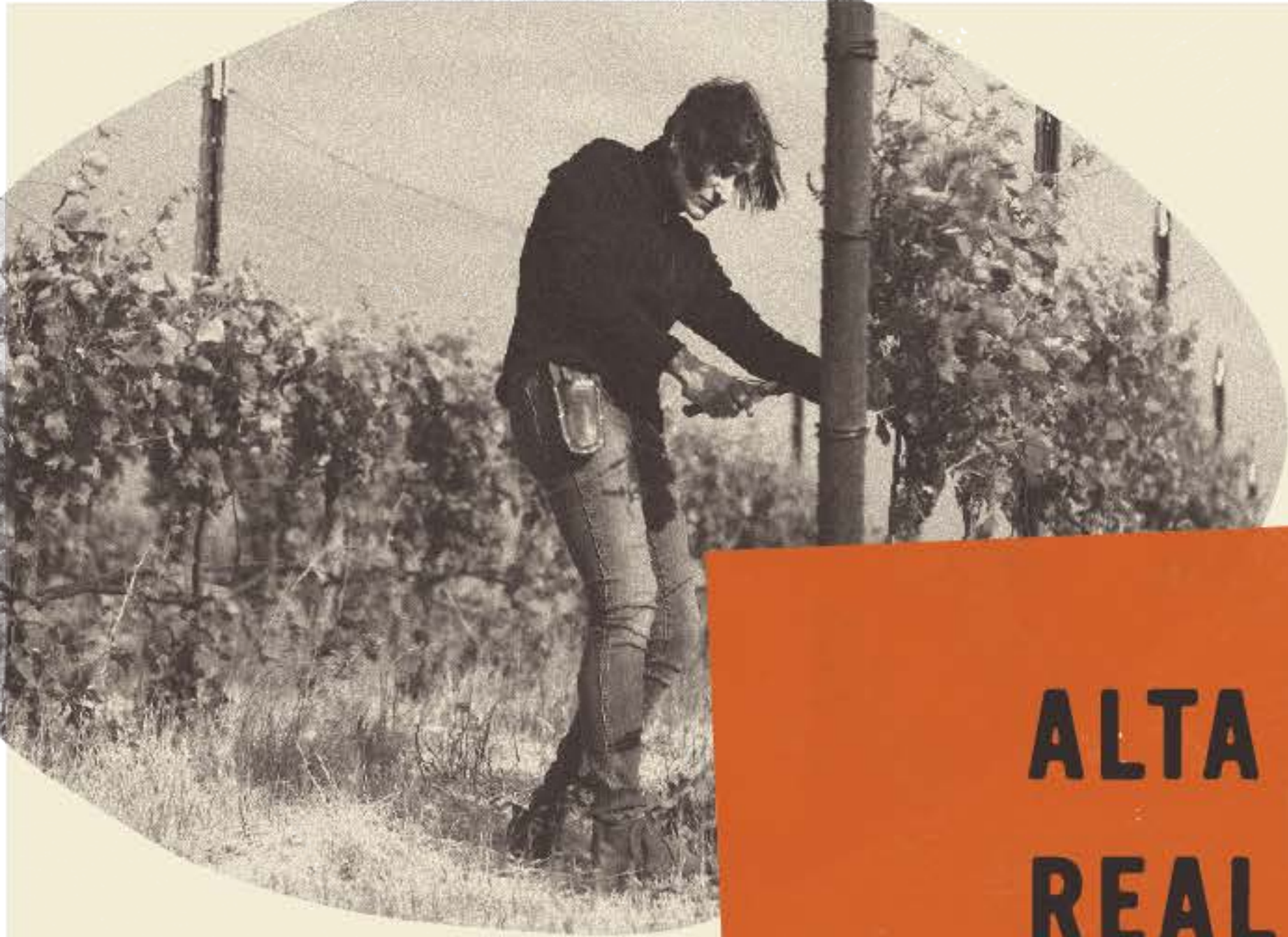
SO, WHAT IS THE PROBLEM?

B O R I N G
P R E T E N T I O U S
W I N E S
R U I N I N G
G O O D
A R E
O U R
T I M E S.



**CONSUMERS WANT PRODUCTS THAT
FIT THEIR LIFESTYLE—
AUTHENTIC, HIGH-QUALITY, AND
EFFORTLESSLY COOL.**





**ALTA HEIGHTS IS
REAL CONNECTION
CRAFT QUALITY
AND MADE FOR
THOSE READY FOR
WHATS NEXT.**





JOANNA CASTORANI

OWNER AND WINEMAKER

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**WE ARE A HUSBAND-AND-WIFE
WINEMAKING TEAM & INDUSTRY
VETERANS KNOWN FOR OUR
HIGHLY REGARDED,
ICONIC MOUNTAIN WINES.**

SEAN CASTORANI

OWNER AND WINEMAKER

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OUR PHILOSOPHY

MINIMAL INTERVENTION

NO ADDITIVES

NATIVE YEAST

NO MANIPULATION

HERITAGE TECHNIQUES

GREAT VINEYARDS

WE MAKE WINES WE LOVE TO DRINK

FRESH VIBRANT
& IMPOSSIBLE TO RESIST



WHAT IS CALIFORNIA ALPINE WINE

HIGH ELEVATION AT 1000FT +
MOUNTAIN CONCENTRATION

COASTAL FRESHNESS

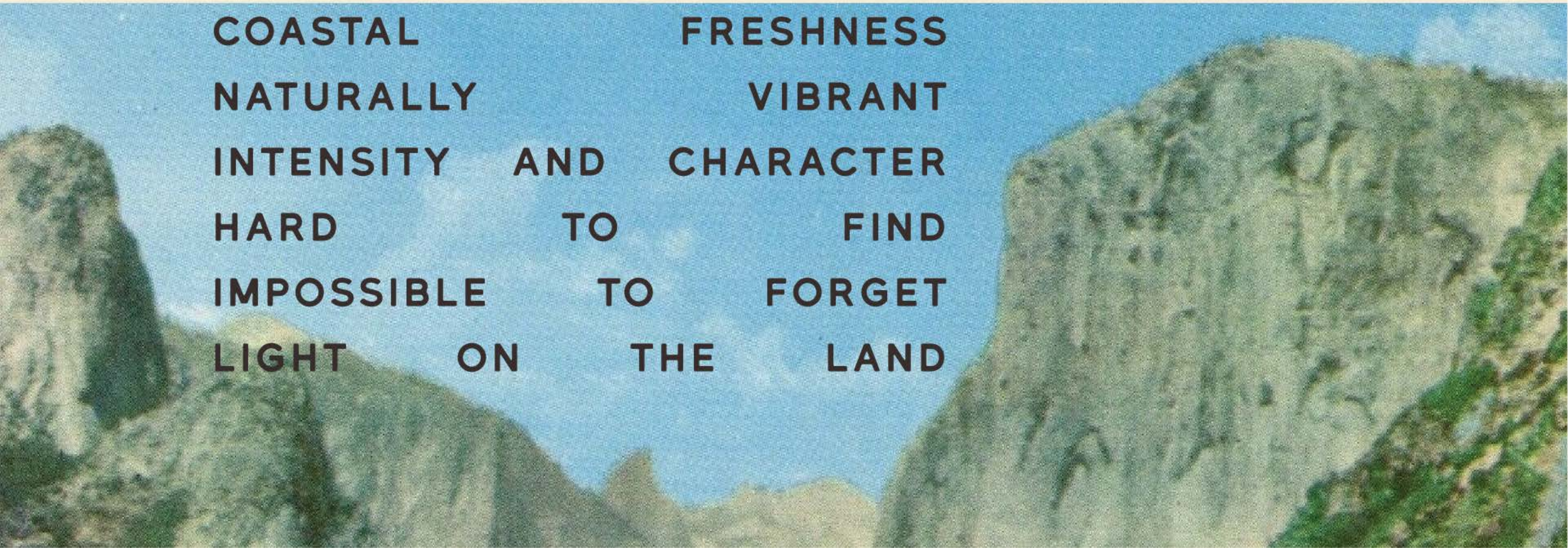
NATURALLY VIBRANT

INTENSITY AND CHARACTER

HARD TO FIND

IMPOSSIBLE TO FORGET

LIGHT ON THE LAND

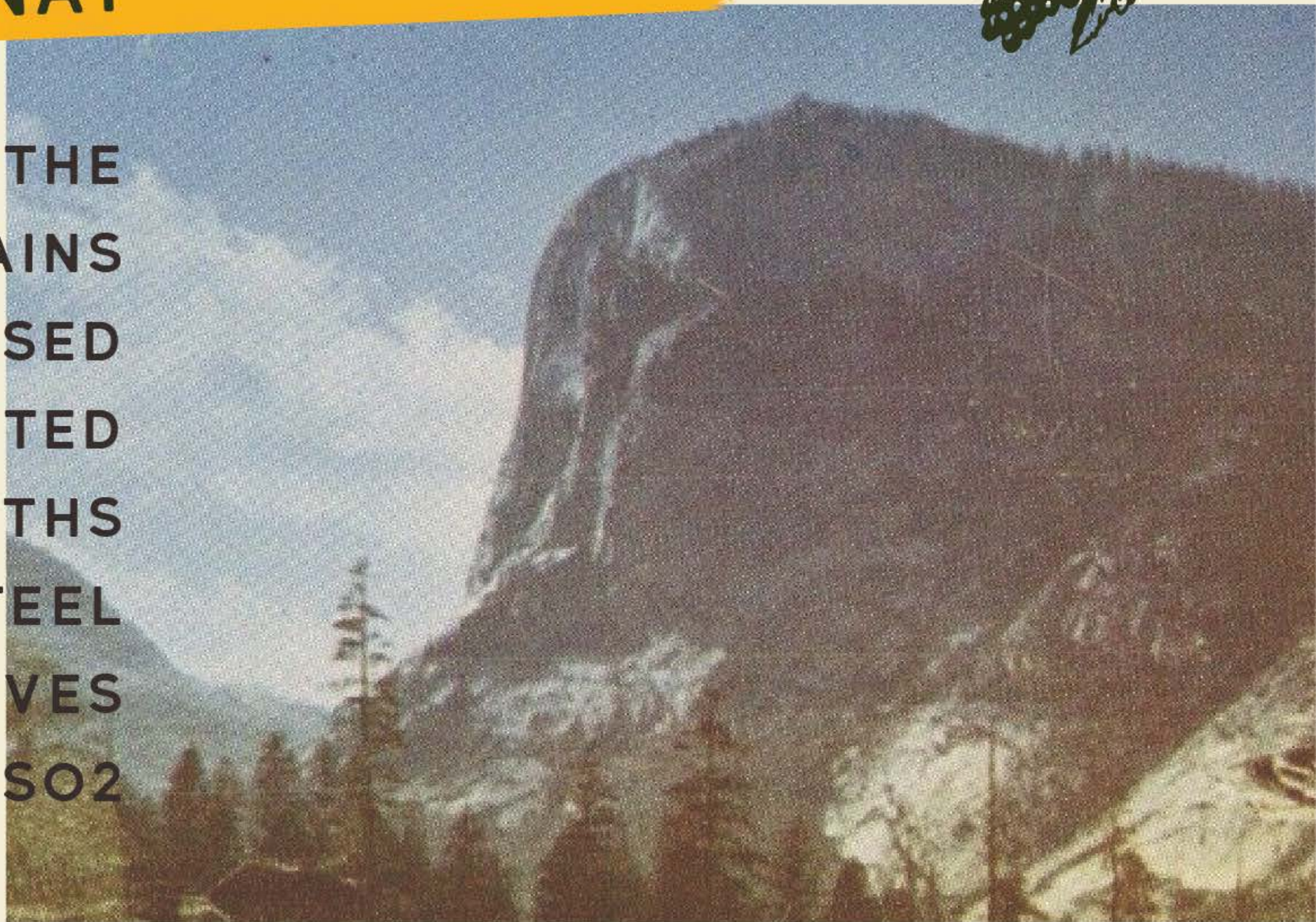


CALIFORNIA

CHARDONNAY



GROWN IN THE
MENDOCINO MOUNTAINS
WHOLE CLUSTER PRESSED
BARREL FERMENTED
AGED 18 MONTHS
OLDER OAK, THEN STEEL
NO ADDITIVES
MINIMAL EFFECTIVE SO2

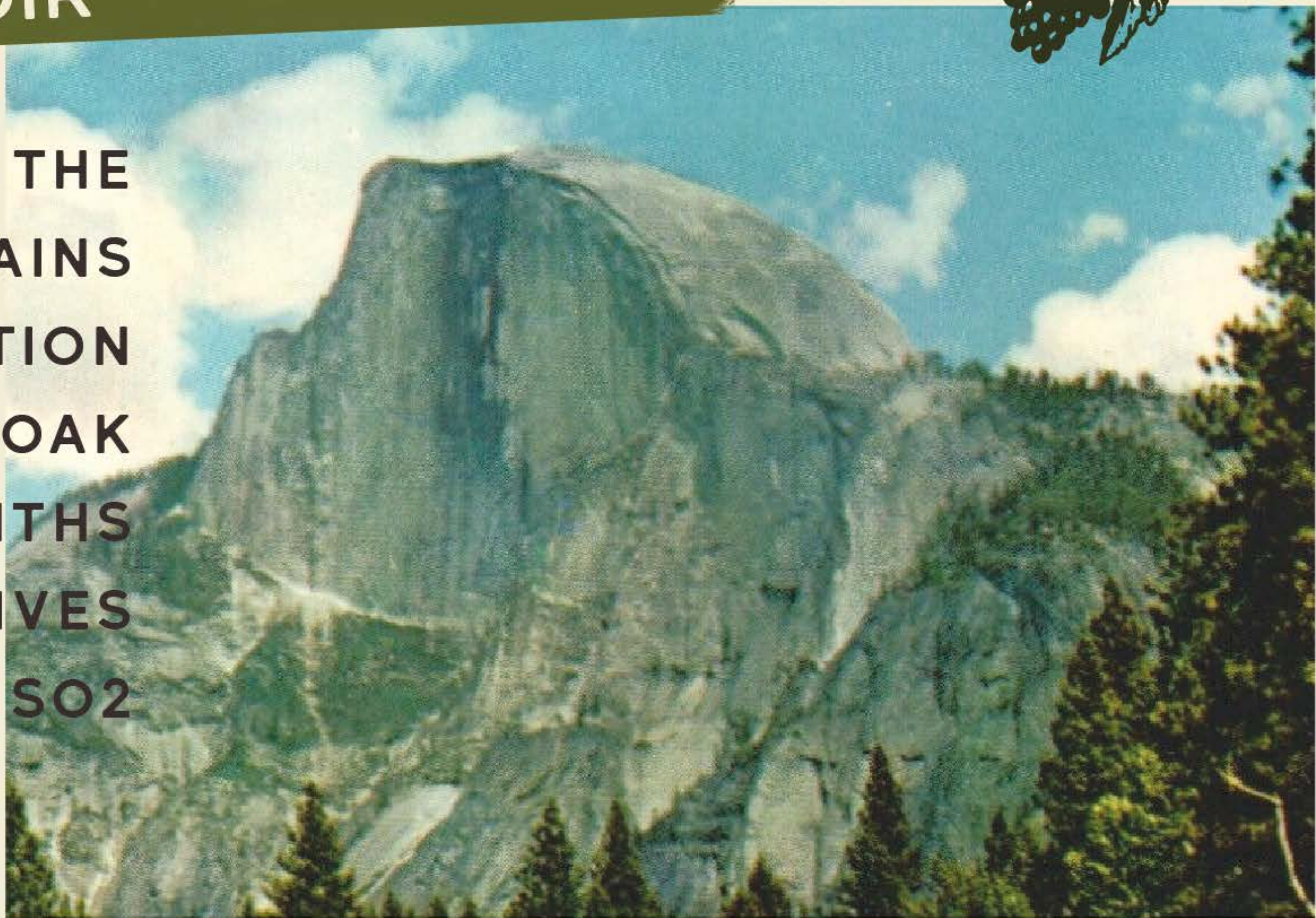


CALIFORNIA

PINOT NOIR



GROWN IN THE
MENDOCINO MOUNTAINS
NATURAL FERMENTATION
10% NEW FRENCH OAK
AGED 12 MONTHS
NO ADDITIVES
MINIMAL EFFECTIVE SO2



VINOUS FAVORITE PICK

WE'D SAY WE'RE UNDERATED,
BUT LET'S BE REAL - EVERYONE'S ALREADY OBSESSED.

93
POINTS

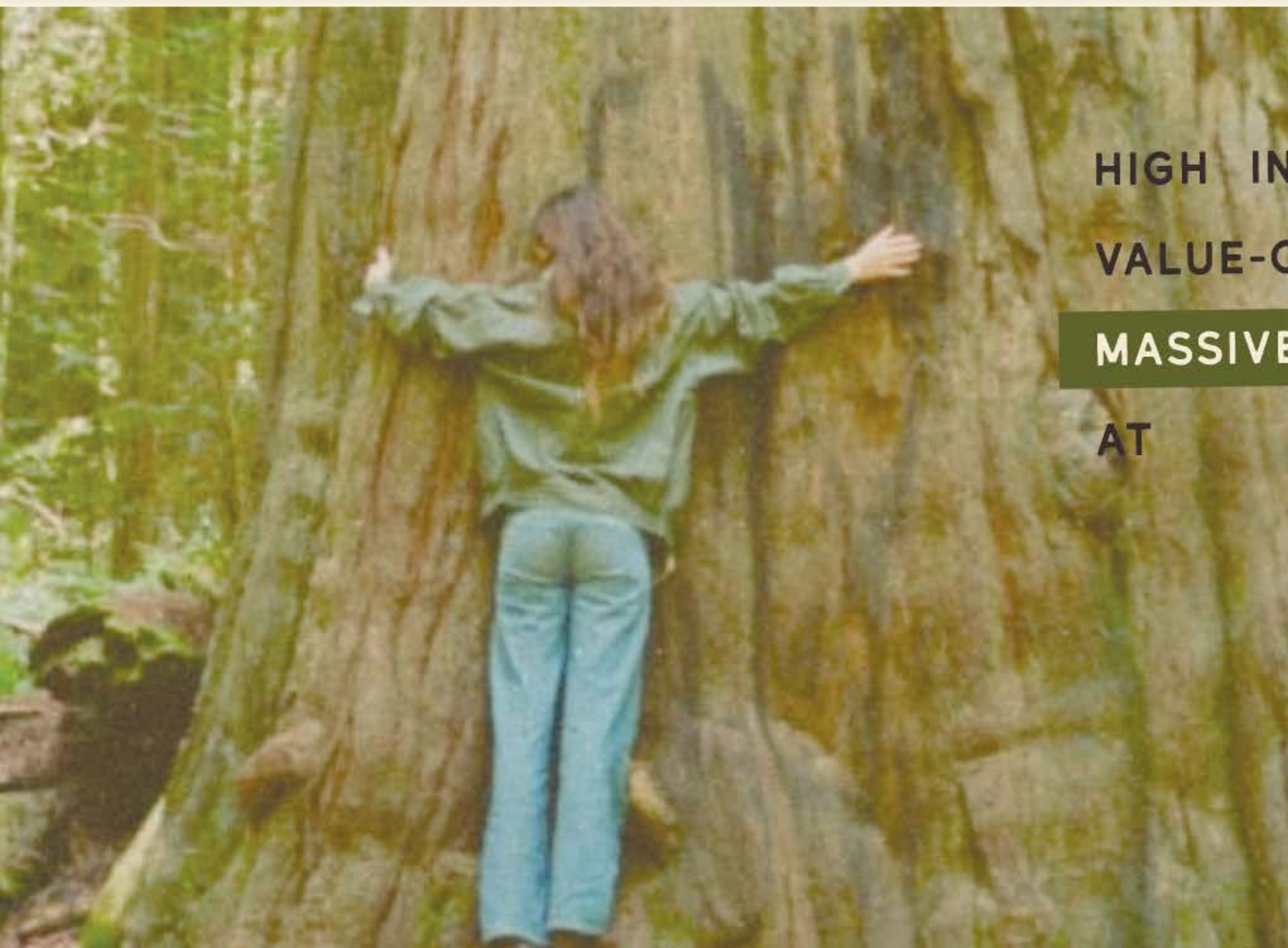
WINE ENTHUSIAST
April 2025
CHARDONNAY

92
POINTS

VINOUS
October 2024
PINOT NOIR
CHARDONNAY

91
POINTS

WINE ENTHUSIAST
April 2025
PINOT NOIR

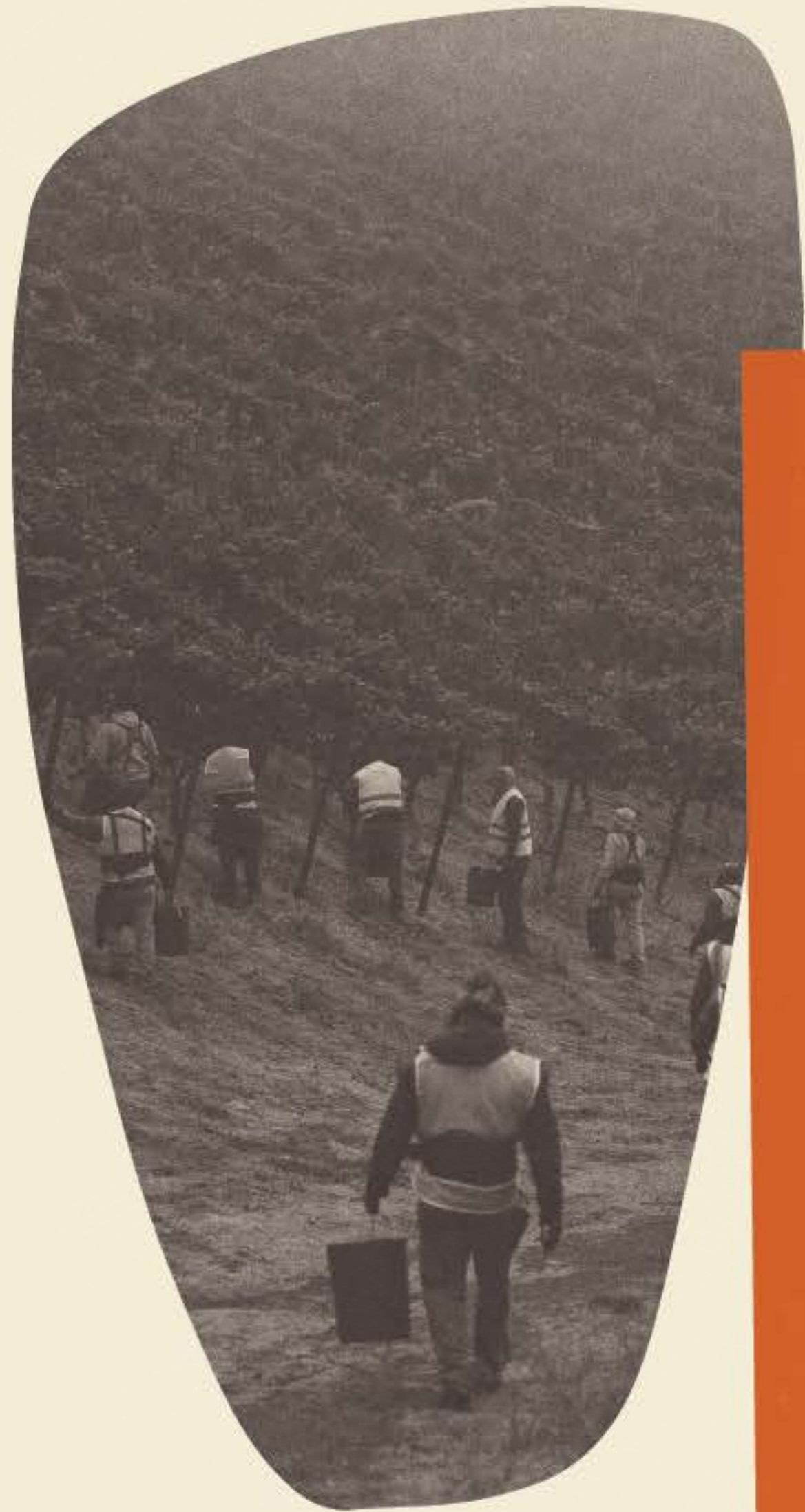


HIGH IN DELICIOUS FACTOR, THIS
VALUE-ORIENTED RED

MASSIVELY OVER-DELIVERS

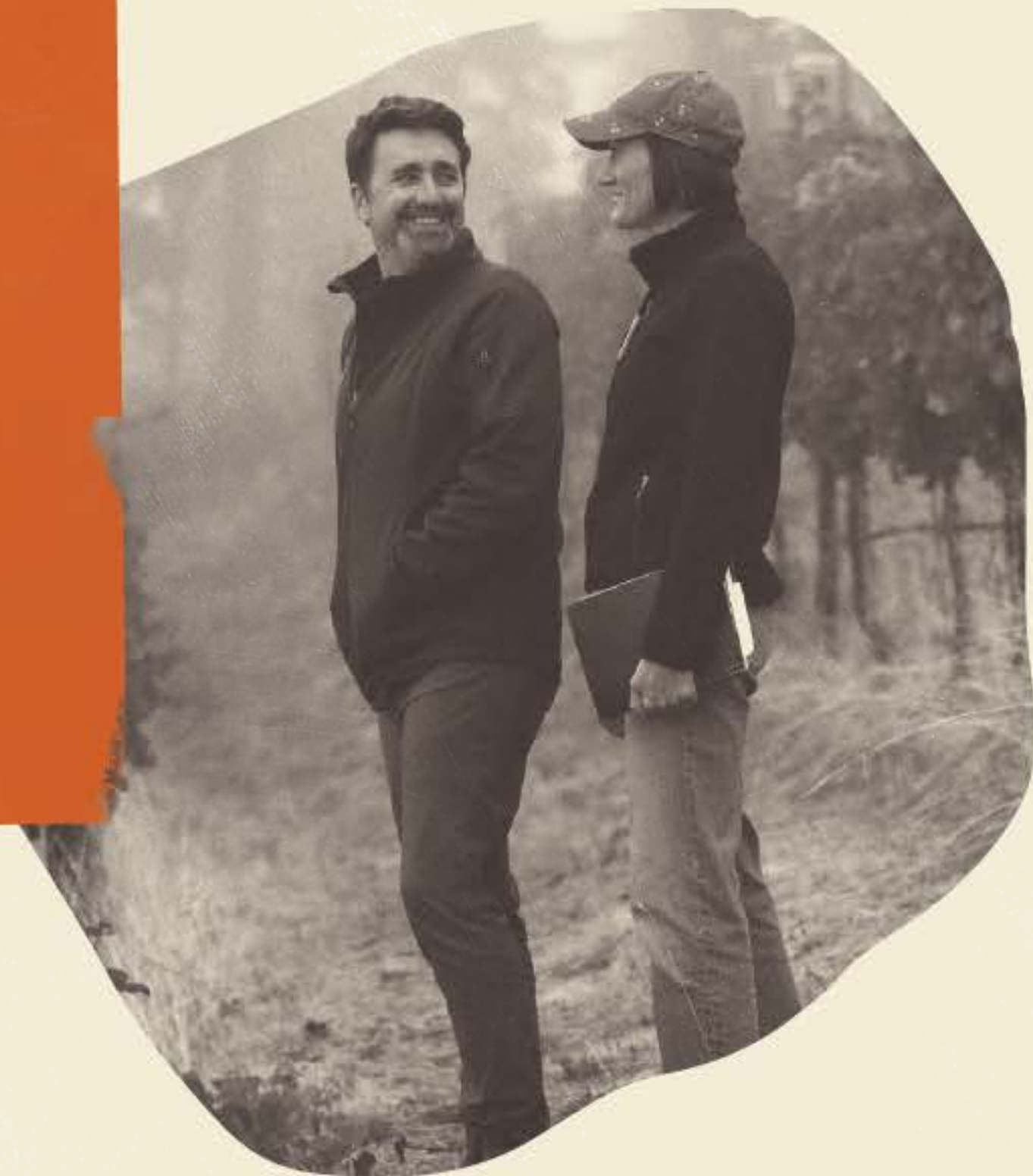
AT ITS PRICE POINT.

THIS IS
COMPELLING CHARDONNAY
AT AN EVEN MORE
COMPELLING PRICE



**RAISE THE STANDARD
AND DRINK UP**

ALTAHEIGHTSWINE.COM
@ALTAHEIGHTSWINE



**DRINK THE
K.O.O.L-A.I.D**