



# JOULLIAN

CARMEL VALLEY



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Ridge Watson has realized a life-long dream with the creation of Joullian Vineyards and winery perched at 1400 feet in elevation in the mountains of Carmel Valley.

Born and raised in Kansas City, Watson matriculated to Stanford University (BA History, 1968) where he studied the wines of the world

Watson obtained his Masters Degree in Enology at CSU Fresno. He then apprenticed in Bordeaux, France (Ch. Carbonnieux) and Australia (Hungerford Hill, Cimicky Winery) prior to joining the Joullian and Sias families of Oklahoma City in 1981 to develop the Joullian Estate and its award-winning wines from the "terroir to the bottle." Pursuing complexity in the wines, Watson planted a variety of clones from reputed wineries such as Sterling (Calistoga Sauvignon Blanc, Rutherford Cabernet, Diamond Mountain Cabernet Franc), Mount Veeder (Cabernet Sauvignon), Ventana ("Musquet" Sauvignon Blanc, Chardonnay) and Lytton Springs (Zinfandel, Petite Sirah).

In 1990, Watson oversaw the creation of Joullian Vineyards' winery, integrating California's latest technology to minimize labor and maximize control while allowing the winemaker to employ both Burgundian and Bordelaise fermentation regimes, as well as a wide range of barrel aging, temperature and humidity choices for fine-tuning alcohol, secondary fermentation, and other winemaker practices.

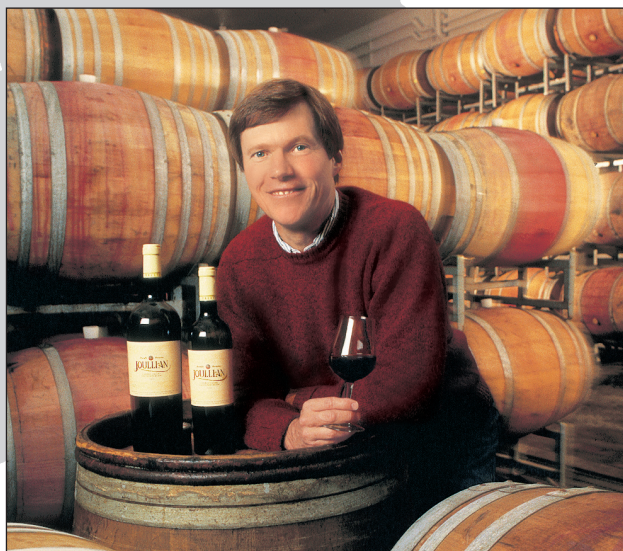
Watson views his job much like a regisseur in the French wine industry . . .

with responsibilities ranging from land and vineyard management to winemaking, blending and creating new products, and assisting the marketing of the wines, as the ultimate ambassador of Joullian Vineyards.

Fluent in Thai and conversant in French and Spanish, Watson and his family entertain visitors from around the world, and frequently travel abroad to gain perspective and recharge their creative juices.

Under the watchful eye of Watson, Joullian Vineyards specializes in estate-produced Cabernet Sauvignon, Sauvignon Blanc and Zinfandel (the first and only zin in the Carmel Valley!). Joullian Vineyards also produces Monterey appellation Chardonnay from a blend of estate grapes and fruit grown in the Sleepy Hollow and La Reina vineyards of the Santa Lucia Highlands.

In March of 2000, the winery successfully opened its Village Tasting Room in the "Joseph DeMaria" building of classical stone-design, 1/2 block south of Carmel Valley Road near the west entrance to the Village. Joullian's Village Tasting Room is now open 11am-5pm daily for tasting and sales. Please call for more specific directions: 831-659-8100.



*Raymond (Ridge) E. Watson, III  
Winemaker and General Manager  
of Joullian Vineyards*

under the tutelage of famed wine merchant, Dick Russ. He then spent 3 1/2 years in the Peace Corps working for the National Potable Water Project in Khon Kaen, Thailand, where he met Australian-educated Yaovalak (D'Tim) Poolkwan, RN. The two were married in Carmel Valley in 1972 — nearly 10 years before they would return to undertake the Joullian project.

After a five year career as a San Francisco Bay Area wine merchant (Rolly Somer's, Beltramo's, and his own Peninsula Wine Company),

**JOULLIAN VINEYARDS LTD. • Carmel Valley**

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