

## **Jackson buys urban pinot winery Siduri**

By Jeff Quackenbush, Business Journal Staff Reporter

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SANTA ROSA — Jackson Family Wines on Thursday said it purchased Siduri Wines, known for its single-vineyard pinot noir wines made from top California and Oregon grapes and produced in an unassuming northwest Santa Rosa industrial complex.

The deal includes the Siduri brand and Rhone variety-focused second label Novy Family Wines along with inventory and related assets such as the winemaking facility at 981-E Airway Ct. Terms of the agreement weren't disclosed.

Founded in 1994 by winemakers Adam Lee, 50, and Dianna Novy, 44, with an investment of \$24,000, 10,000-case-a-year Siduri has grown a cult following for single-vineyard wines from top West Coast pinot noir appellations, including Russian River Valley and Sonoma Coast, Santa Lucia Highlands and Santa Rita Hills on the Central Coast, and Oregon's Willamette Valley.

"We've always believed in the 'perfect pinot noir' from a particular place, and have pursued that goal fervently with Siduri," Mr. Lee said. "Our family and the Jacksons both believe in crafting singular wines from singular vineyards, and we share a commitment to family ownership."

Now, the husband-and-wife team can devote more time to winemaking, while having the resources and expertise of a global wine company with an estate-focused structure.

"We are especially looking forward to having access to some of the Jackson family's acclaimed pinot noir vineyards around the region — they are among the best in California and Oregon," Mr. Lee said.

Jackson has been buying and planting hundreds of acres of pinot noir in Oregon in the past couple of years.

Barbara Banke, chairman and proprietor of Jackson Family Wines, said Siduri makes "some of the best pinot noir and Syrah vineyards in California and Oregon."

Siduri will continue to operate and produce as it does now, and Adam Lee remains the winemaker, according to Jackson.

Santa Rosa-based Zepponi & Company was Siduri's financial adviser and deal broker in the sale to Jackson Family Wines.