



## Success is highly tied to the development of your niche...



Scott Caraccioli

*Caraccioli*  
CELLARS

As a young child I remember my fascination while watching my grandfather harvest grapes and the long nights of production that went along with the process. Several years ago I began working with my family's winery, an eye-opening experience exposing me to the pace and skill at which my grandfather worked to produce grapes. After immersing myself with a mass of information about the wine market, I realized that because this is such a fragmented industry, success is highly tied to the development of your niche.

Blankets of soothing fog rolling in off the ocean and resting in the bank of the Salinas Valley makes the Santa Lucia Highlands the most nurturing environment for Chardonnay and temperamental Pinot Noir grapes. Hiring a dedicated wine-making team of our own to utilize these fine grapes was essential to the differentiation of our wines. We do not want our customers tasting our "recipe" in someone else's bottle. With our head winemaker Michel Salgues' expertise in traditional champagne methods, we chose to produce high-end sparkling wines; something no one else in this valley had done before. Through Salgues' French background and Joe Rawitzers' familiarity with the local landscape, we are able to produce a distinct highlands' wine with a European twist. Since our launch, I have often heard our wines referred to as, "Chablis style Chardonnay," and "Burgundian Pinot." This was to our excitement as we intended on Salgues' philosophy and technique on winemaking to shine through in our sophisticated wines.

With the remote paradise of the highlands comes the challenge of exposing customers to the wine and the people behind it. Few to virtually no restaurants and hotels are within a 20-minute radius of the highlands, therefore, we decided to bring our wine to the client by offering a tasting room in an accessible, destination city. Carmel seemed to be the perfect fit for our venue. Known for its small-town charm, breathtaking views and superior dining, there is a synergy between the atmosphere of Carmel and the experience we want to convey through our wine. As a new winery, it is important to create a venue where we will not only showcase the flavors of the wine itself but also one where we can spend time with each and every customer. We have created a place where travelers will stop to get a taste and catch-up, and locals will be able to grab a bottle on the way to dinner. Come visit our brand new tasting room and enjoy our fantastic wines with us!

Scott Caraccioli  
VP Sales & Marketing  
Caraccioli Cellars

**Note:** The Caraccioli Cellars tasting room is on Dolores between Ocean and 7th in downtown Carmel.