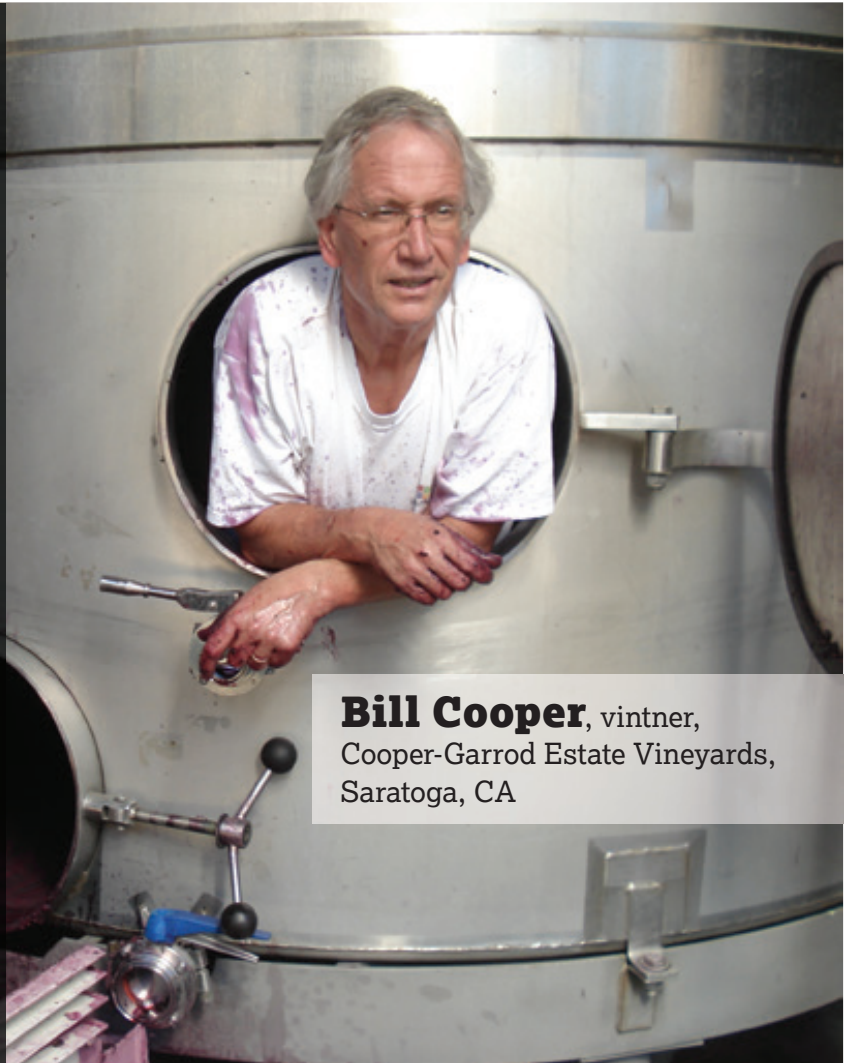


“Looking back on 20+ years of reading *WBM* and what others have written here, it’s the breadth of topics and varied angles that makes the difference: the POS assessments provide an easy way to evaluate different systems against our own requirements; Bill Pregler’s ‘What’s Cool’ always opens my eyes to new possibilities; Mark Greenspan’s vineyard insights help keep focus on long-term goals. I always enjoy Jake Lorenzo’s take and learning how other winemakers go about our craft. Most important to our industry, however, is almost anything that raises consciousness about continual improvement through a sustainable winegrowing program.

One story that changed things at Cooper-Garrod? The Roussanne/Viognier mix-up 20 years ago. The *WBM* article that a Roussanne vineyard was really Viognier came out while we were preparing our first Roussanne bottling. Lo and behold, our planted Roussanne was, indeed, from that Viognier lineage, and we labeled the first Randall Grahm clone Viognier!!”



**Bill Cooper**, vintner,  
Cooper-Garrod Estate Vineyards,  
Saratoga, CA

**NAME AND TITLE:** Bill Cooper, vintner

**WINERY/VINEYARD:** Cooper-Garrod Estate Vineyards, Santa Cruz Mountains AVA, Saratoga, CA

Our hillsides have been family ag since our Garrod great-grandparents started here in 1893 as English immigrants. Originally prune and apricot orchards, in the mid-1900s the property evolved into a thriving equestrian operation, which continues even now. The first vineyard was Cabernet Sauvignon, planted in 1972 with my NASA test pilot dad, George Cooper, looking to make wine as a retirement hobby. After 20 years making wine for the family—and more varieties planted—it was 1994 when the Cooper-Garrod label was first seen in the marketplace. Now you have a fun bunch of fourth and fifth generation cousins who enjoy growing grapes and making nice wines for our clientele.

**ANNUAL CASE PRODUCTION:** 2,000 cases

**PLANTED ACRES:** 28—CCOF-Certified Organic and CCSW-Certified Sustainable

**CAREER BACKGROUND:** My first career was in the Foreign Service. In 1996, two years into the Cooper-Garrod launch, I left the Foreign Service to return home and learn winemaking and sales. In 2001, I joined the Joint Committee on Sustainable Winegrowing—anticipating I would learn something with all those smart people in the room—and made more professional friendships around the state than I ever imagined possible; I ended up serving nine years on the CSWA board. In 2005, Cooper-Garrod began the transition to organic farming and, in 2010, we were one of the first three winery/vineyard operations in the state to be certified sustainable by the California Sustainable Winegrowing Alliance. Also, I’m in my second decade as a Wine Institute District Director.

**WHAT HAS BEEN YOUR BIGGEST PROFESSIONAL CHALLENGE?** The first five years, when we moved from the caves at Mount Eden Vineyards to our new on-site facility. In addition to extension courses at Davis, being in the Santa Cruz Mountains gave me access to legendary winemakers of the likes of Mount Eden, Ridge and Kathryn Kennedy, who freely shared ideas and lessons learned.

**VARIETALS THAT YOUR WINERY IS KNOWN FOR:** Cabernet Franc, Cabernet Sauvignon, Chardonnay, Viognier, Pinot Noir, Syrah and Test Pilot blends from these estate grapes.