

Sprucing Up the Goose

A NEW CHAPTER FOR **GOSECROSS CELLARS**

by Deborah Parker Wong

A late-season view of the vineyards at Goosecross.



PHOTO COURTESY OF GOSECROSS CELLARS

“WE’RE IN POP-UP MODE,” SAID VINTNER CHRISTI COORS FICELI

who purchased Goosecross Cellars in 2013 and broke ground on a winery expansion in November 2014. Closing the tasting room during construction wasn’t an option for Coors Ficeli, whose fiercely loyal club members are content to taste her current releases in a *single*-wide trailer with a view of the construction.

“We’re engaging our club members in the next chapter of our winery’s story,” says Coors Ficeli. “When completed, the new winery will have a large patio area devoted to outdoor seating so we can take full advantage of our west-facing view of the Mayacamas.”

Duckhorn alum Bill Nancarrow joined Coors Ficeli last year as Chief Winemaker and, with construction under way during harvest, they produced most of the 2014 vintage offsite. Nancarrow’s timing looks to be ideal; not only did he finish the blends on the exceptional 2012 and 2013 vintages, he’s working closely with Coors Ficeli on the design of the new Yountville tasting room and winery.

“There’s a natural character to the Goosecross wines that’s always been very authentic,” says Nancarrow. “This is a fantastic location, a ‘diamond in the rough’ and our aim is to give it a subtle polishing.”

2015 holds a tremendous amount of promise for Goosecross. A second label—Previous—is slated for launch in April with Nancarrow sourcing fruit from Lake, Napa and Sonoma Counties for both a red and a white. The brand is well positioned for growth through LCF Wines, a sales and distribution partnership with the Lange Twins Family Winery & Vineyards of Lodi, and Coors Ficeli sees Colorado and Texas as new domestic markets.

The industry’s first look at the new winery could come as early as March, when Coors Ficeli hosts one of the many dinners scheduled for the Women of the Vine Global Symposium, March 13–15 at The Meritage Resort and Spa in Napa. **sj**



Goosecross Chief Winemaker **Bill Nancarrow** and owner **Christi Coors Ficeli**.

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