

INFORMATION MEMORANDUM

Secret Hill Vineyard

\$6,250,000

4223 ADOBE ROAD, PETALUMA, CALIFORNIA



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LAND COMPANY



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Executive Summary

The Secret Hill Vineyard offers a unique opportunity for an investor, grape-grower or wine producer to acquire 40+/- acres of newly planted, highly productive Pinot Noir.

The vineyard sits at ~350' elevation with a gentle southwesterly exposure and strong water resources including a both highly productive onsite well and reservoir. It was developed to farm productively, efficiently and produce extremely high-quality fruit.

The site, which falls within the well-established Sonoma Coast AVA as well as the newly emerging Petaluma Gap also includes additional land that a buyer can plant and tailor to their program. This opportunity comes without the cost of acquiring an estate or residential unit(s) making it an extremely attractive pure vineyard asset.



Property Specifications

ADDRESS	4223 Adobe Road, Petaluma, California
APN	017-100-022
PARCEL SIZE	102.72 ac
ZONING	LEA 60 (Land Extensive Agricultural District)
ACCESS	Direct from Old Adobe Road
ONSITE WATER	AG Well: 100+/- GPM Reservoir: 8 ac.ft. with 320 GPM Pump
UTILITIES	PG&E
STRUCTURES	None



Site Characteristics

SLOPES	Sloping vineyard ranging from 2-9%, to 15-30% per NRCS maps.
ASPECT	The vineyard has Southwesterly exposure.
SOILS	The vineyard is mapped entirely to Diablo Clay soils per NRCS maps.
ELEVATION	+/- 250' - 410'.
NEIGHBORING VINEYARDS	<ul style="list-style-type: none">• Durrell Vineyard• Terra de Promissio Vineyard• Sun Chase Vineyard• Sonoma Stage Vineyard• Pepperwood Vineyard• Rodgers Creek Vineyard
APPELLATION	Sonoma Coast and Petaluma Gap AVA's



Vineyard Details

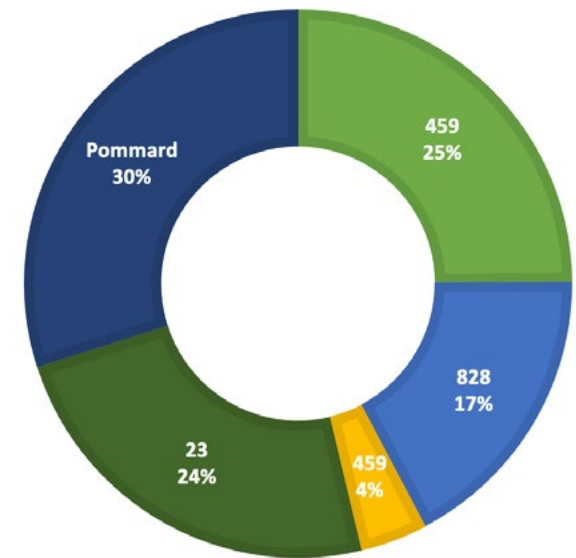
VINEYARD The vineyard was planted in 2018 and includes +/-40.20 acres planted exclusively to Pinot Noir.

ADDITIONAL PLANTABLE LAND Estimated 10.0 – 15.0 acres, buyer to determine.

VINEYARD LAYOUT All blocks are 8’ x 4.5’ providing for 1,210 vines per acre on a VSP trellis.

CONTRACTS All fruit is currently contracted through 2027. Details available to qualified buyers upon request.

Clone



Vineyard Specifications & Historical Yield

BLOCK	YEAR PLANTED	VARIETY	CLONE	ROOT-STOCK	ACRES	YIELD TONS	TONS/ACRE	YIELD TONS	TONS/ACRE	YIELD TONS	TONS/ACRE	YIELD TONS	TONS/ACRE
						2020		2021		2022		2023 (Forecast)	
A1	2018	Pinot Noir	459	1103P	10.20	26.00	2.55	47.00	4.60	36.00	3.50	51.00	5.00
A2	2018	Pinot Noir	828	1103P	7.00	12.00	1.71	30.40	4.30	26.00	3.70	31.50	4.50
B	2018	Pinot Noir	459	1103P	1.60	3.50	2.19	8.00	5.00	6.00	3.80	8.00	5.00
C1	2018	Pinot Noir	23	1103P	9.50	22.00	2.29	53.00	5.50	34.00	3.50	48.00	5.00
C2	2018	Pinot Noir	Pommard	3309C	9.60	15.00	1.58	39.00	4.10	36.00	3.80	42.80	4.50
D	2018	Pinot Noir	Pommard	3309C	2.30	5.00	2.17	9.00	3.90	9.00	3.90	10.40	4.50
Total					40.20	83.50	2.08	186.40	4.60	147.00	3.70	191.60	4.80

Block Map



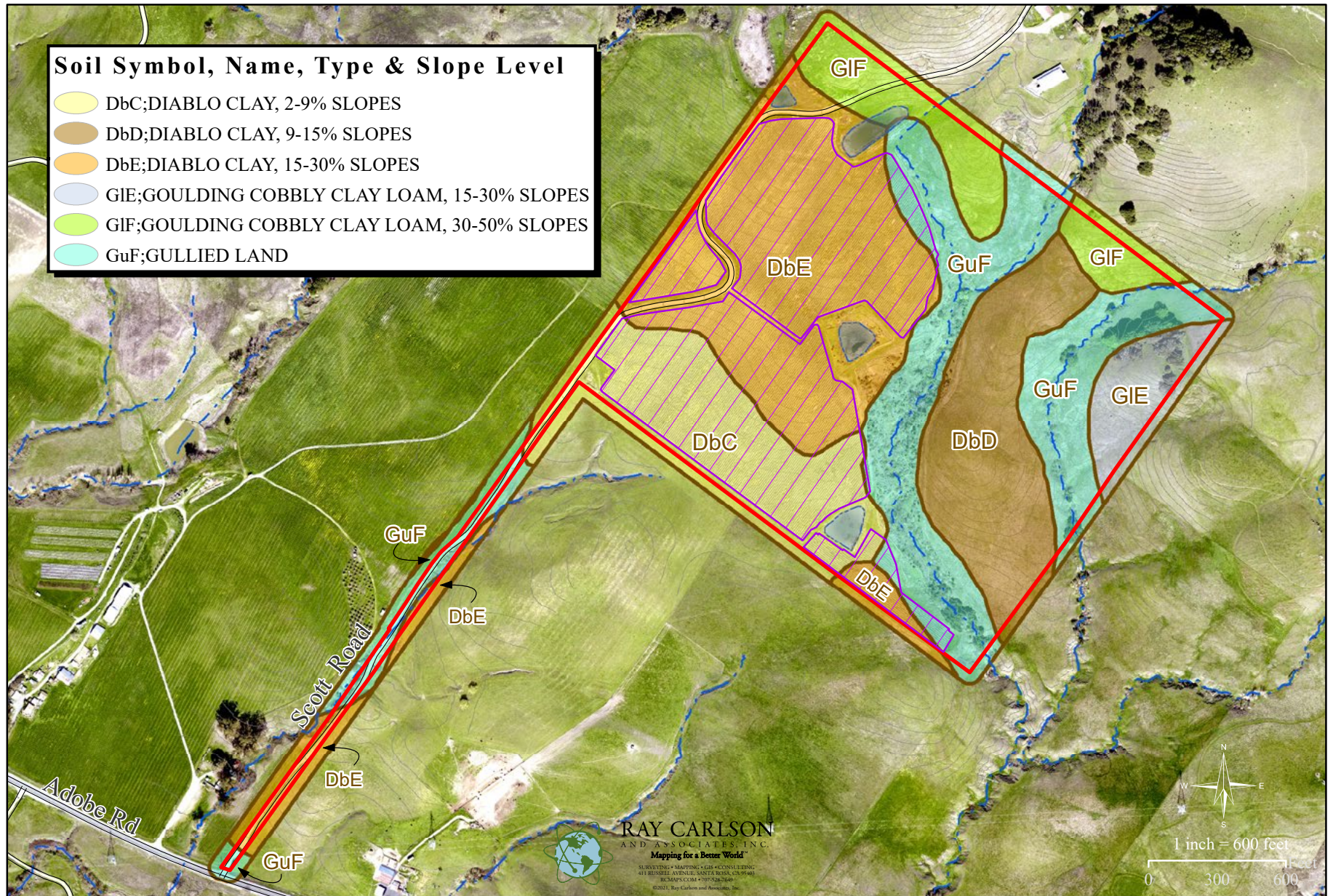
Aerial Map



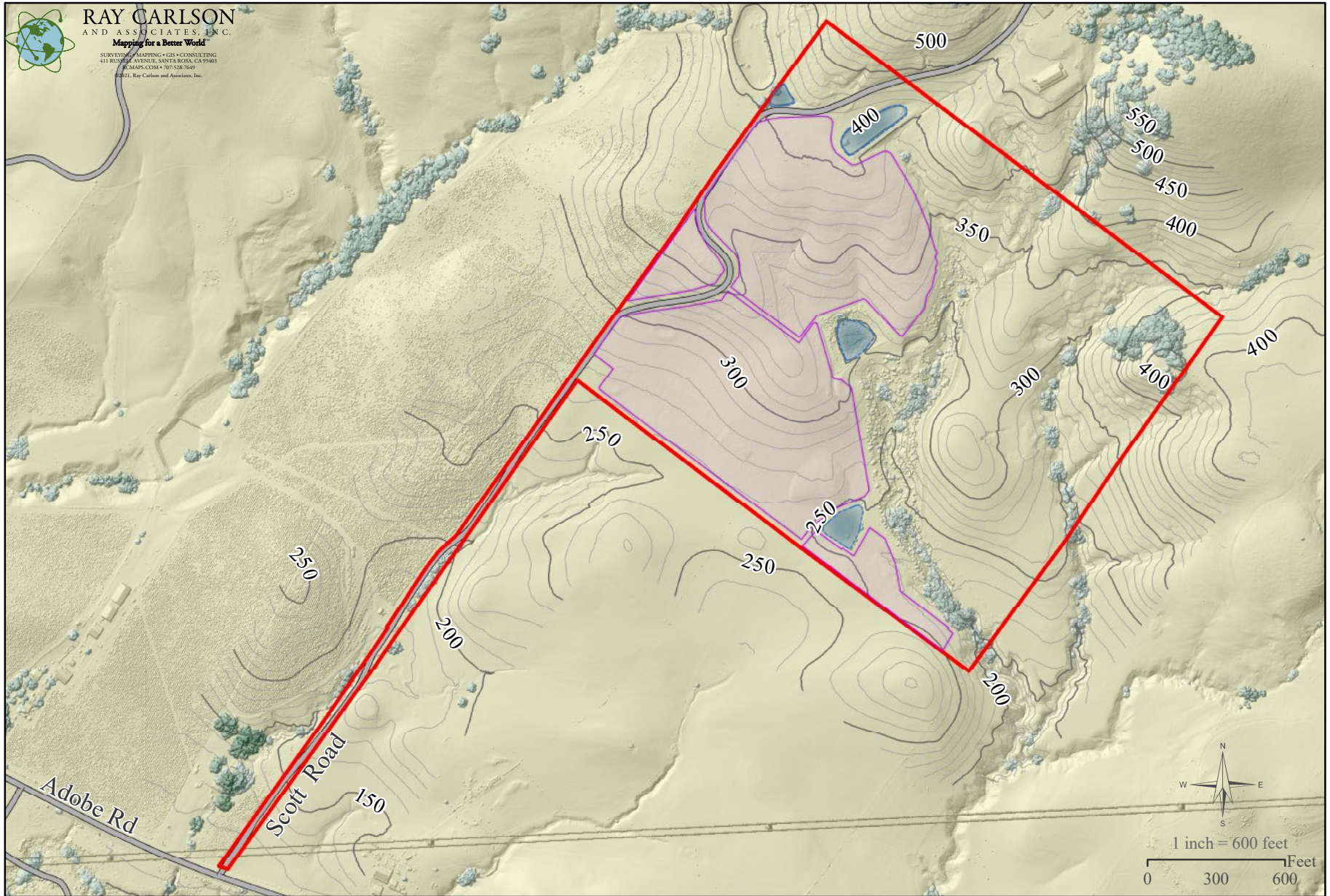
Location Map



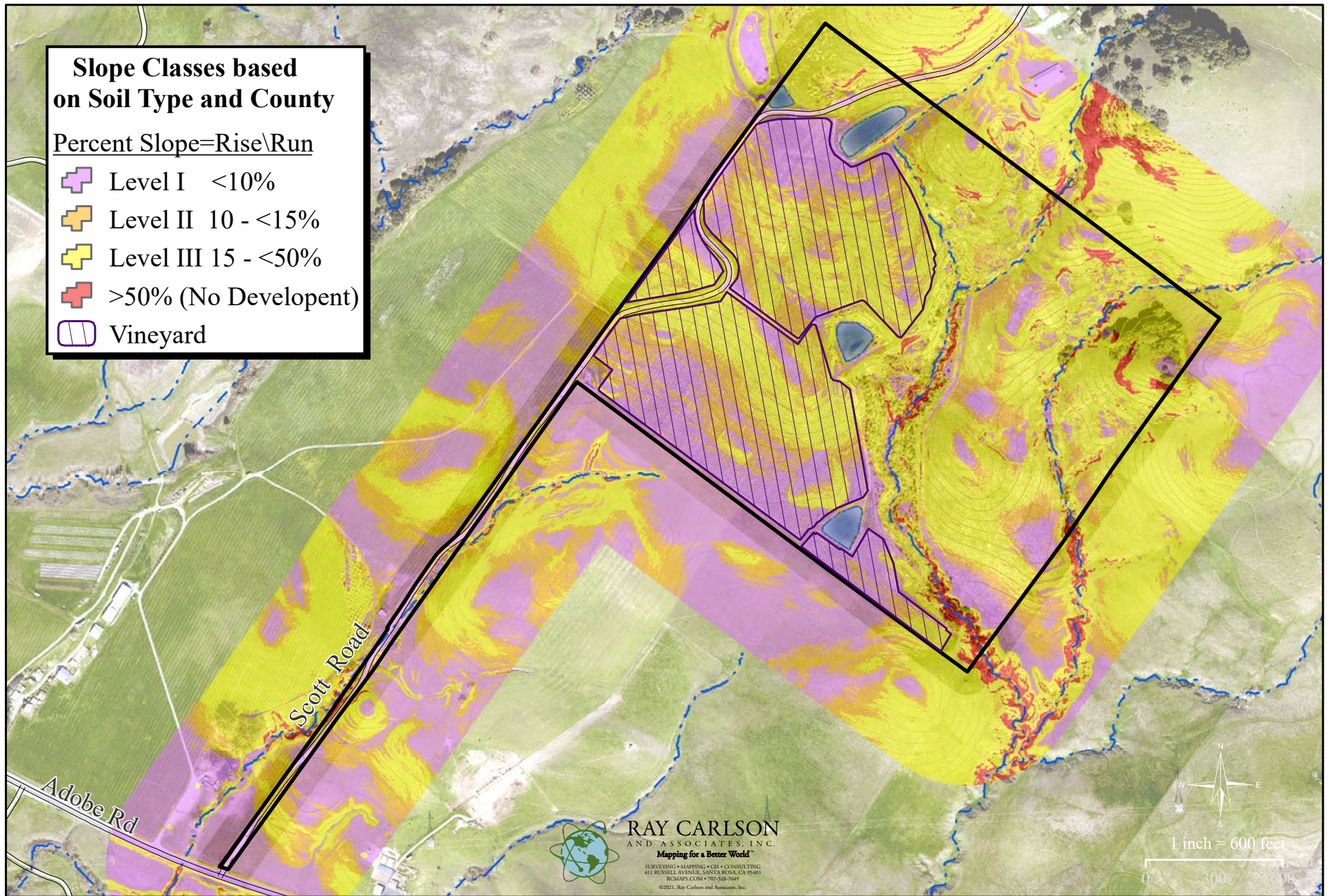
Soil Map



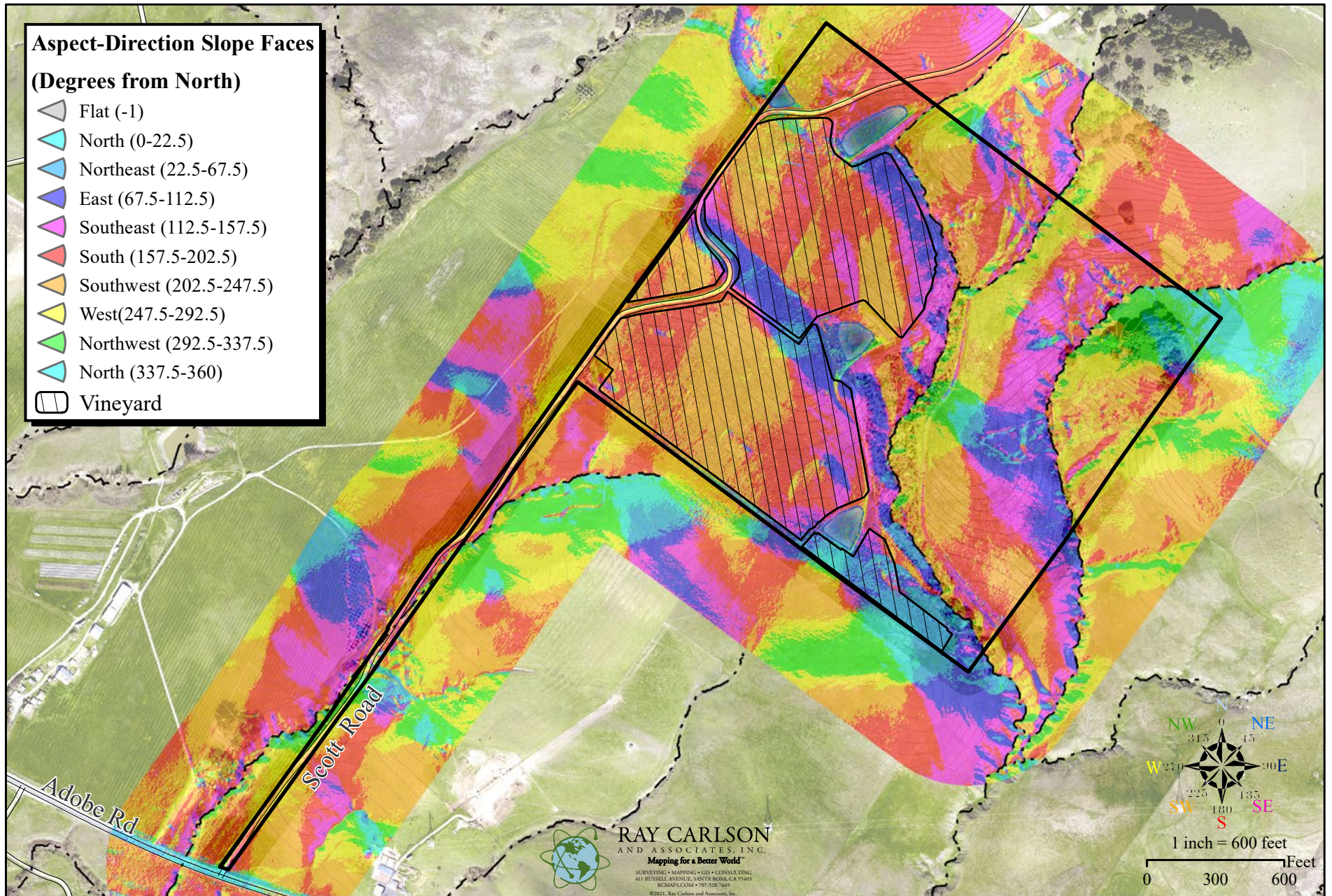
Topo Map



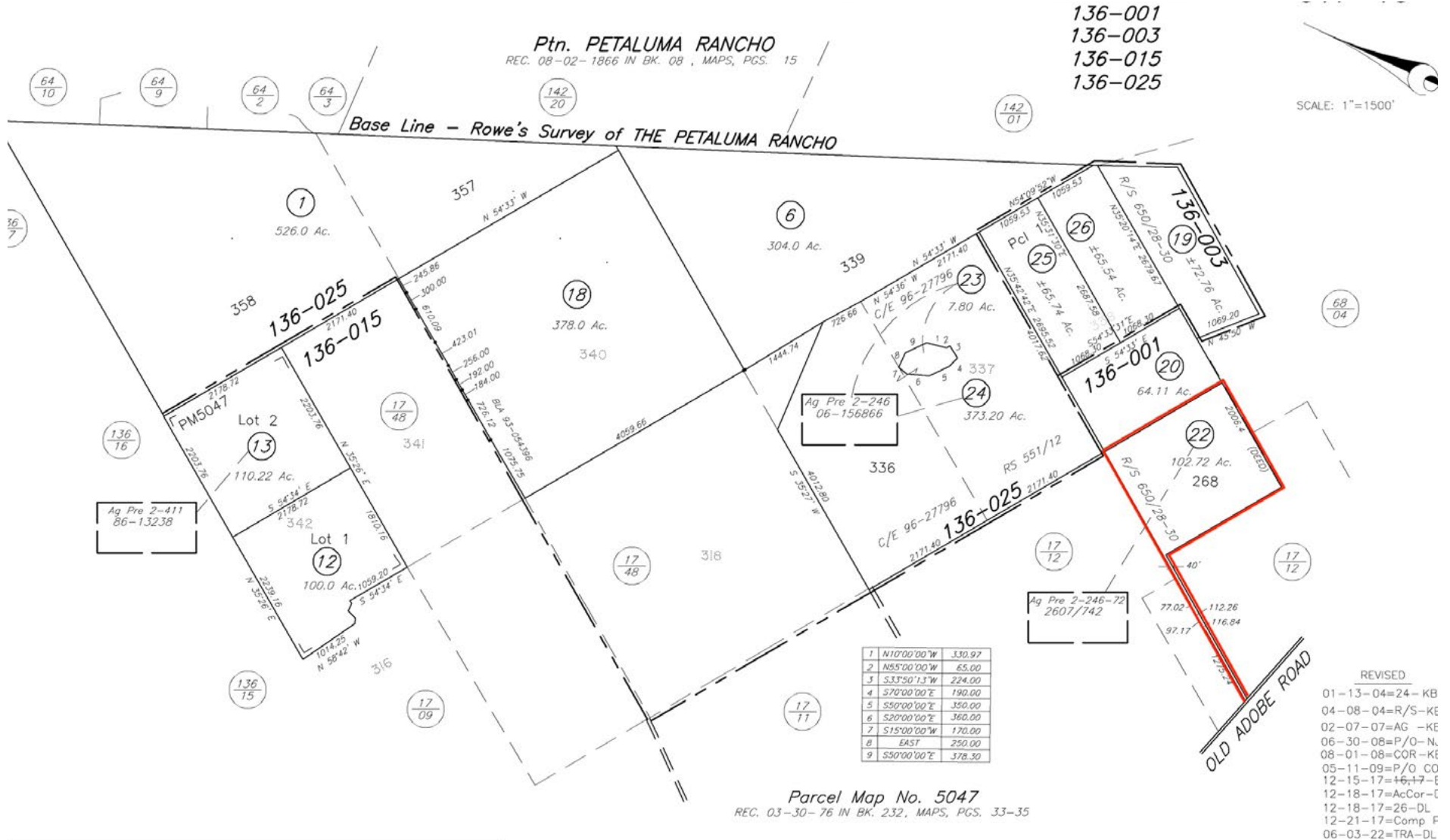
Slope Map



Aspect Map



APN Map



NOTE: This map was prepared for the Sonoma County Assessor for assessment purposes only and does not indicate parcel legality or valid building sites. To verify legal parcel status check with your city or county development or planning division. No liability is assumed for the accuracy of the data delineated.

Assessor's Map Bk.017, Pg. 10
Sonoma County, Calif. (ACAD)

KEY 7/9/09 MLH
0 750 1500 3000

Property Photos





About Cru

At Cru Land Company we have a fluency in the vineyard and ag space born from experience that goes far beyond transactional Real Estate. Collectively the team at Cru Land Company has firsthand wine industry experience in the vineyards and in production, with sales and marketing, and finance and accounting.

With all that said, we are a Real Estate brokerage and advisory firm at our core, and to that end we successfully closed a compelling portfolio of agricultural real estate transactions for a broad range of clients including landowners, private and institutional investors, farmers and vertically integrated wine-producers.

David J. Carciere is the principal of Cru Land Company. Cru is the culmination of more than 15 years of wine-industry and agricultural Real Estate experience.

David J. Carciere

David's Real Estate career began as a California Certified General Appraiser with a focus on recreational and agricultural land. In 2010 he was a founding partner at First Leaf Land Acquisitions where he spent a decade brokering agricultural and vineyard land sales. During that period, he also had first-hand experience on the wine-production side with his family's wine label, Suacci Carciere Wines, as well as on the grower side operating the Donnelly Creek Vineyard in Anderson Valley.

Understanding the intersection of the Real Estate, growing and production sides of agriculture gives David a unique perspective when both evaluating vineyard and agricultural land and, as importantly, analyzing potential investment opportunities.

David holds a Bachelor of Science degree in Industrial Engineering from Cal Poly San Luis Obispo and a master's degree in Land Economics and Real Estate from the Mays Business School at Texas A&M where he worked as a graduate assistant under research economist Dr. Charles Gilliland. He is a licensed Real Estate Broker in the state of California and is active in the California Association of Farm Managers and Rural Appraisers, as well as the Sonoma County Farm Bureau.

Bonnie Burnett

Bonnie Burnett is the supporting agent and marketing specialist at Cru Land Company. Bonnie grew up in Alexander Valley where she developed a love and fascination with the wine industry. In 2007 she graduated from Sonoma State University with her Bachelor of Science degree in Wine Business. After graduation, she worked for Quivira Vineyards and Winery in the Dry Creek Valley where she spent several years as their accountant learning the intricacies on the financial side of winery operations.

Bonnie began her Real Estate Career in 2017, when she was asked to join NorCal Vineyards as their supporting agent. She spent her time at NorCal focused on creating high-end marketing materials and successful internet marketing campaigns, while also showing vineyards and wineries and managing all open escrows.

In her first year in Real Estate, she won the Rookie of the Year Award generating the largest gross sales of new agents in the entire brokerage. In her second year of being licensed, she was awarded the most Real Estate Transactions in the entire office. Bonnie is also a Certified Transaction Coordinator, TCing over \$83,000,000 in Gross Sales for Winery, Vineyard and Agricultural Land.

With a background in the wine industry and having cultivated an exceptional understanding of Real Estate's role in industry during her years spent with NorCal Vineyards, she was invited to join Cru Land Company.



About Vice Properties

Established in 2004, Vice Properties, Inc. is a full-service brokerage with more than 75 years of combined working experience in the North Bay real estate market. Working hand in hand with Vice Appraisal Company, Vice Properties offers complete sales and listing services with unique knowledge of large acreage ranches, vineyard land, commercial and residential properties. Drawing upon years of expertise in the valuation of North Bay properties, our comprehensive real estate and investment services include:

Northern California Ranches & Vineyards

Specializing in Northern California ranches, including rural and recreational properties, developed vineyards and land suitable for vineyard development, our team offers targeted expertise to both buyers and sellers. Knowing that quality ranch and vineyard properties in Sonoma, Napa, Marin, Lake and Mendocino Counties often change hands without exposure to the open market, our relationships with industry leaders and market participants allow us identify potential properties and conduct transactions to meet your specific needs.

Commercial Properties

Our experience in the office, retail and industrial markets throughout the North Bay allows us to meet the specific demands of the selling, buying and leasing of single-tenant and multi-tenant properties. In addition to owner-user opportunities and income producing investments, we specialize in putting deals together between landowner and developer.

Investment Properties

Vice Properties provides advisory and consulting services on your existing investment properties, or potential acquisition of investment properties. We will seek to understand your goals and objectives as an investor to ensure we position you in a property consistent with those goals and objectives.

Residential Properties

As an extension of our appraisal work, our team has been working within the North Bay residential market since 1964. We know the ins and outs of this volatile market and can help both buyers and sellers get the best deal possible.

Darryl Vice

With diverse experience valuing large rural, residential and commercial properties throughout the North Bay, Darryl specializes in ranches, vineyards, investment properties and development projects.

Born in Santa Rosa, Darryl Vice has lived in the North Bay all his life. He attended Cardinal Newman High School before moving on to University of California, Berkeley, where he played second base and shortstop for the Cal Baseball Team, including a trip to the College World Series in 1988 with future San Francisco Giants players Jeff Kent and Darren Lewis. After college, Darryl was drafted by the Oakland Athletics organization and went on to play for both the Oakland A's and Chicago Cubs reaching the AAA level.

Darryl returned to Sonoma County in 1993, and became a teacher and coach at Cardinal Newman High School. In 1998, he joined his father Gary Vice at Vice Appraisal Company, and began training for his General Appraisers License. In 2004, they were joined by Darryl's brother Ryan Vice in forming Vice Properties, with the goal of providing complete real estate services to their clients.

Darryl has more than 20 years' experience as a California licensed real estate appraiser with Vice Appraisal Company, and 15 as co-founder, owner and licensed salesperson of Vice Properties, Inc. With diverse experience valuing large rural, residential and commercial properties throughout the North Bay, Darryl specializes in ranches, vineyards, investment properties and development projects. Through his national network, Darryl is responsible for identifying potential opportunities, site evaluation, acquisition and disposition.

Over the years, Darryl has continued to coach at Cardinal Newman High School, in both the baseball and basketball programs, marking his 25th year coaching at his alma mater. Darryl lives in Santa Rosa with his wife and two daughters.



Disclaimers

Seller, Landlord or Lessee Rights: Seller reserves the right in its sole discretion to accept or reject any offer, terminate negotiations, withdraw the Property from market without notice, amend the price, terms, conditions, and acreages being offered, and negotiate with multiple prospective purchasers concurrently until a definitive, legally binding Purchase and Sale Agreement is fully executed by Seller and Buyer. Seller also reserves the right to accept back up offers until the close of escrow.

Sellers Disclaimers: This Offering Memorandum has been prepared for Buyer and Buyers Representatives' use in considering the Property for a potential future acquisition, and contains only a general overview of the Property. Although information herein and subsequent information provided are from sources deemed reliable, neither Seller, nor Broker makes any warranties or representations, express or implied, as to the accuracy and completeness of the enclosed Property information. It is the Buyer's sole responsibility to conduct an independent investigation and due diligence of the Property and its attributes and characteristics in its entirety. Buyer is strongly advised to use qualified industry professionals to determine the suitability of the Property for Buyers intended use. Buyer is also advised that this Property Offering information is dated, and that changes may have occurred prior to, during and after the time that it was prepared. The Property is being sold in its present As-Is condition, subject to the terms and conditions of a fully executed, definitive Purchase and Sale Agreement.

Communications, Offering Process, Viewing of Property: All communications, letters of intent, offers, requests for additional copies of this Property Offering and viewing the Property shall be made directly by contacting: David Carciere at 707.479.2199.

