

The She Wines Story



Chatom's Story

Chatom Vineyards is a winery that has been owned and operated by a woman since its start in 1980 when Gay Callan--a spirited, petite blonde with a vision to start a vineyard--moved from San Francisco to a remote ranch in Calaveras County.

A "city girl" with a background in technology and marketing, Gay must have looked crazy to majority of local ranchers. But the Esmeralda Valley, Gay's choice of vineyard location, is a piece of land that makes Chatom Vineyards' story rich and optimistic. Despite the obstacles that arose, Gay fought and preserved one of the most respected wineries in the Sierra Foothills. Today, it has come to be known as the "Jewel of the Sierras"--so dubbed by the many locals who grew to love the quality wines as much as the owner herself.

In the years since, Gay has surrounded herself with a wonderful support system made up of talented and friendly staff--from the office and tasting room to the vineyard and winery. Two of these integral members are David Bassham--the vineyard manager since it first began in 1981--and Mark Kunz--our incredibly talented winemaker.

Looking back at Chatom's history and forward towards its promising future, it is nearly impossible to not see a resemblance between our beautifully blended She Wines Red and today's woman. The woman of today is multifaceted: strong and fun, sexy yet down-to earth, bold and sensual, industrious and environmentally conscious, philanthropic as well as someone who looks to the future with optimism while maintaining her uniqueness.

A Wine With a Heart

Expanding on our tradition of naming our signature blended wines "She Wines" to represent today's woman, we thought it fitting to give back to our community. Since 2003, when we first released our She Wines blends, we've been committed to making sure our signature blends are of high quality, and reasonably priced, as well as a vehicle to help women in the community through health-related charities. **A portion of the proceeds from She Wines Red sales goes to supporting local efforts in preventing, detecting, and battling the #1 killer of women: Heart Disease.**

We invite you to join us in celebrating today's woman. Open a bottle of She Wines Red, gather your friends near, and lift your glass high to toast the woman in your life who've made a difference--and to those that made her who she is. Cheers!

2005 She Wines Red

A bold, sexy, smooth blend of estate grown Merlot, Cabernet Sauvignon, Syrah, Petit Syrah and Sangiovese. A nose of black baked fruit, vanilla, chocolate cake, and anise is followed by a mouthful of ripe blackberries, cinnamon, light tobacco and spice. A full, lingering licorice and subtle spice finish.

CHATOM VINEYARDS

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