

Florèz 'Shangri-Li' 2022

Who: James Jelks

Producer Summary (basic history): In 2017, after years working in wineries from Aloxe-Corton to New Zealand's Clare Valley, Santa Cruz native James Jelks was drawn back to home to launch his own wine label. As a UC Davis alum, he is conventionally trained but practices thoughtful, low-intervention winemaking. He farms some plots himself, while also sourcing fruit from well run mom and pop vineyards. James is a bit of a brinksman, eager to satisfy each dawning curiosity and tweaking his wines when new ideas come up. The Florèz wines are transparently raw, well made and bursting with energy.



Where: Santa Cruz, California

Varietals: 100% Sauvignon Blanc

Viticulture & Farming Practices: Certified Organic

Vintage Notes: “2022 became a quite compact harvest season,” James tells us, “A drought year in combination with heat spells saw a quick ripening curve and a bit of a frenzy to pick in time. Fortunately we picked accordingly and were able to make wines with good freshness.”

Vineyard: Upton Ranch Vineyard, Redwood Valley, Mendocino – east-west running cooler vineyard planted in the 1960's by Jan and Tom Upton into Pinole gravelly loam.

Vinification: overnight presoak with skins before pressing into stainless steel tank for spontaneous fermentation and 6 months of aging. Bottled without added sulfite.

Production: 205 cases

Tasting Notes: Aromas of lime, white peach, pineapple, and yeast. Low yields and a slightly riper vintage give this wine a round mouth feel.

Fun Fact: “I never set out to make Sauvignon Blanc,” James tells us but in 2018 he took a chance on some high-quality, organic fruit and the wine became an instant crowd favorite and a staple of the Florèz portfolio.

