

# mosaic

MORGAN STANLEY

## The Fixer Upper Craze

How Rehabbing  
Houses Became the  
American Dream

## New Age Narcissism

Why We All  
Need a Little  
Ego in Our Lives

# Hungry for Change

Meet the Other Musk—Kimbal—Who's  
Reinventing the Real Food Movement



## THE POUR

Wine and Spirits | By Heather John Fogarty



# Crowning Achievement

**Roger Bower** Bet on a Hunch  
That's Paying Off in Liquid Dividends





**“I’ve always liked the story of David and Goliath,”**

says Roger Bower, founder and proprietor of Crown Point Vineyards in Santa Barbara, California. “I like to do things that people say you can’t do.” Things like, for instance, growing world-class Cabernet Sauvignon in Santa Barbara County. The region, which is largely known for Pinot Noir, Chardonnay and cooler climate varieties, is one of the coolest grape growing regions in California.

But leave it to Bower—who built his legacy developing firefighting foam and running elite firefighting squads in war zones and disaster areas—to discover a geographic anomaly in Santa Barbara’s Happy Canyon, a region perhaps better known for breeding thoroughbred horses.

“I found Happy Canyon quite by accident,” he says. “It’s the warmest part of Santa Barbara county, and it’s got an east-west traverse mountain range, one of only a few in the world.” This means that the mountains flanking the valley where the vineyards are nestled funnel cool marine air into the very warm Happy Canyon in the evening, creating a fifty-degree swing between daytime and evening temperatures. Add to that arid soils with clay and loam and stony cobbles.



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Winemaker Adam Henkel, whom Bower tapped from the winemaking team at the fabled Harlan Estate in Napa Valley, has a fondness for the land too. “I’m a true believer in terroir, in sense of place,” he says. “What was clear from the first vintage, even when the fruit was still on the vine, was that these wines were going to be special and taste like no other in the world.”

Henkel—who trained under Bordeaux titan Michel Rolland and is known for crafting elegant, character-driven powerhouse wines—was given the task of imagining a state-of-the-art winery and barrel room. When he arrived, there were no tanks. Today the winery boasts custom-made cement fermenters, traditional foudres and French oak barrels.

In the vineyards, 50 acres of the 105-acre estate at Crown Point are planted to red Bordeaux varieties (Cabernet Sauvignon, Merlot, Cabernet Franc, Petit



### TASTING NOTES

**2013 Crown Point Cabernet Sauvignon, Happy Canyon of Santa Barbara**

Pure Cabernet Sauvignon with rich dark fruit, peppery notes and velvety tannins.

\$150

**2013 Crown Point Relevant, Happy Canyon of Santa Barbara**

Smoky notes of coffee and blackberry in this elegant blend of Syrah, Malbec, Petit Verdot and Cabernet Sauvignon.

\$150

Verdot, Malbec) as well as white Bordeaux grapes (Sauvignon Blanc, Semillon) and a few blocks of Syrah and Viognier. From these plantings, Henkel produces just two wines for Crown Point: a pure Cabernet Sauvignon and a proprietary red blend based on Bordeaux varieties. Each retails for \$150 and is built to last. “Both wines are complete infants right now,” Henkel says of the inaugural 2013 vintage, “but already they’re elegant, full-bodied wines that are built to age in the cellar.”

The first vintage will likely hit its prime in about 10 years, but Crown Point is taking the long view. “The potential for wine quality has just begun to be tapped in Happy Canyon,” Bower says. “Crown Point’s goal is to set the standard for high-level farming and estate winemaking here.” And you only need taste these velvety powerhouse wines to see that Bower’s bet is paying off. ■



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