

SORIN'S
WINE
ACADEMY



GALLO

Signature Series

BIRA GALLO - WINEMAKER

SANTA LUCIA HIGHLANDS
PINOT NOIR

2010



E. & J. Gallo Winery



Celebrating 80 years as a family-owned winery

Since its inception in 1933, the Gallo family has had a profound impact on the wine industry. It was just after Prohibition when brothers Ernest and Julio established the E. & J. Gallo Winery in Modesto. Here, the two brothers made an incredible team: Ernest had the marketing savvy and Julio had the winemaking and viticultural know-how.

From the very beginning, Julio believed in growing grapes and making wine sustainably. Among his first efforts were to dedicate one-acre of land to nature for every acre planted with grapevines. Now called the "50-50 Give Back," this principle balances agriculture with nature and is carried on today through third-generation family members, Matt and Gina Gallo.

In line with their commitment to excellence, many family members have attended the University of Notre Dame as their choice of a quality higher education, including David E. Gallo ('61), Joseph E. Gallo ('62), Stephanie Gallo Tyler ('94) and Joseph C. Gallo ('98).

MISSION STATEMENT

Gallo will remain a family company that will be the leader in the U.S. wine industry and the leading provider of California wines in select markets outside the U.S.