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WINE INDUSTRY BUSINESS JOURNAL

DuMol building winery in Windsor

MAKER OF EXCLUSIVE WINES PLANS TO BOTTLE 15,000 CASES AT NEW CONDE LANE FACILITIES

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BY [JEFF QUACKENBUSH](#)
STAFF REPORTER

WINDSOR – The exclusive DuMol wine brand is set to have a place of its own by harvest this year.

DuMol rose quickly from an idea by owners Michael Verlander and Kerry Murphy in the early 1990s to being poured in the White House and the U.S. embassy in Paris as well as being invited to join the select ranks of wines offered at the Mayacama Golf Club in the hills east of Windsor.

However, with 14,700 cases of mostly 2005 vintage wine released last year, DuMol has outgrown Copain Custom Crush in north Santa Rosa, where winemaker Andy Smith, a protege of A-list consulting vintner Paul Hobbs, has been making the wine.

In September 2003, DuMol was invited to be part of Mayacama Golf Club's vintner program, which now has 31 iconic brands such as Harlan, Silver Oak, Kistler and Tor Kenward of Beringer fame. Vintner members contribute at least a barrel of their finest each year and provide monthly allocations to other members.

Invitation-only membership in the 7-year-old club ranges from \$65,000 to \$250,000, and split ownership options for new homes at the course range from \$650,000 to \$1.5 million.

The Windsor location was serendip-ityously close to Mayacama, located off the east end of Shiloh Road, but the main driver for the location was proximity to Russian River fruit, according to Mr. Murphy.

In 2003, DuMol purchased a vineyard that helped boost production from 8,500 cases to 12,000. Though the new winery has a capacity of 20,000 cases a year, likely only about 15,000 will be produced annually, according to Mr. Murphy.

The new winery's location in a recently established industrial park isn't a problem, because DuMol doesn't need a tasting room, he said.

The wine largely has sold out to collectors and fine restaurants months before the spring and fall releases.

The brand's reputation and sales grew with early high scores from well-known critic Robert Parker. Today, the wait list stretches into 2009 and 2010. Price ranges are \$50 to \$60 a bottle for Russian River chardonnay, \$60 to \$80 for pinot noir and mid-\$50 to mid-\$80 for syrah.

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