



GREG BREWER

WINEMAKER, BREWER CLIFTON

Greg Brewer's primary focus in the winery is the pursuit of refinement. He is engaged in every aspect of his work from vineyards to market, and every level of the process is given equal attention. To him, a mindful approach where strategic and efficient actions are taken to incorporate the needs of the entire ecosystem is essential. This pursuit creates a confident and calming environment, yielding a space where everyone and everything is appreciated. The goal is the synchronicity of the system. The result is wine that is honest and driven, expressive of the place and the team who collectively stewards them.

Greg has always followed a distinct and deliberate arc in his work, where the priority is service, subtracting extraneous elements and minimizing the insertion of self. He reveres the repetitive and monastic nature of the winemaking craft, and after twenty eight years in the business is firmly committed to the immediate task at hand. This focus shifts the motivation behind the wine from ego towards humility. For Greg, it is only along this path that the resultant product conveys the sincerity and vulnerability that are his goals, both professionally and personally.

Greg started his career as a French instructor at UC Santa Barbara before being trained in wine production at Santa Barbara Winery starting in 1991. He created his eponymous label, Brewer-Clifton with original partner Steve Clifton in 1996 and later designed Melville where he worked as winemaker from inception in 1997 through the end of 2015. Greg created diatom in 2005 focusing on starkly raised Chardonnay and additionally Ex Post Facto in 2016 dedicated to cold climate Syrah. The entirety of his career has been rooted in the Sta. Rita Hills appellation which he helped to map, define and establish in 1997.

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BY GREG BREWER 

