

Jim Collins
Chief Viticulturist, Frei Brothers Reserve

When you spend a lifetime working in the vineyard, as Jim Collins has, you learn that the quality of the wine begins with the land it comes from. As the man in charge of Frei Brothers Reserve's vineyards, Jim is a passionate steward whose reverence for the land has always been a part of his personal values.

"We believe that when you're thoughtful about making a superior quality wine, it's only natural that you'd do what's best for the earth."

— *Jim Collins, Chief Viticulturist*



As a student at California Polytechnic State University in San Luis Obispo, Jim studied agriculture and economics. A third generation farmer and native Californian, living and ranching in the coastal hills, Jim developed a special sense of California's climate, landscape, and capacity to produce world-class wines. It was here that he developed his sense of "growing wine in the vineyards." Jim practiced viticulture outside California but came back to his roots for good reason.

"Our wines are made from premium grapes carefully grown in some of the best wine-growing regions in the world," Jim says, "You simply can't recreate the unique climate and soil combinations naturally found in our Sonoma vineyards, which is why it's imperative that we preserve and protect the integrity of the land. In turn, it will provide us with the fruit needed to make quality wines for generations to come."

At Frei Brothers Reserve Jim leads a team of farmers and works hand-in-hand with winemakers dedicated to sustainable farming and winemaking to realize exceptional quality and authentic flavors in the wine. Frei Brothers Reserve wines express the best of Sonoma County's renowned sub-AVAs, including the Russian River Valley, Alexander Valley and Dry Creek Valley.

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