



HEARST RANCH WINERY

*A Legacy
of Quality*



Our Story



Hearst Ranch Winery is rooted in the legacy of William Randolph Hearst, situated on California's Central Coast beside the historic Hearst Castle. Founded by Jim Saunders, a lifelong Central Coast resident with a passion for preserving California's ranching heritage, the winery is built on a foundation of stewardship, authenticity, and craftsmanship.

Jim partnered with the Hearst family to bring a shared vision to life—crafting wines that honor both land and legacy. That vision is carried forward by Winemaker Soren Christensen, who focuses on expressive, coastal-influenced wines with depth and balance. With a minimal intervention approach, Soren allows each vintage to reflect its vineyard and terroir.

*A Legacy
of Quality*



Meet the Winemaker - Soren Christensen



Soren Christensen became Hearst Ranch Winery's winemaker in 2014, bringing with him a deep understanding of Paso Robles terroir and nearly two decades of experience. His early winemaking career included time at Hope Family Winery, working on the renowned Treana and Liberty School Cabernet programs, followed by hands-on Rhône-varietal experience at Alta Colina Vineyard.

Today, Soren leads the winemaking program with a focus on balance, vineyard expression, and a commitment to crafting wines that reflect the strength of the land and legacy behind Hearst Ranch Winery.

*A Legacy
of Quality*



Vineyards & Winemaking



Hearst Ranch Winery farms its estate vineyards in Paso Robles using sustainable, low-intervention practices that highlight the unique character of each site. With a focus on precision viticulture, every block is carefully managed to optimize fruit quality and reflect the nuances of each vintage.

In the cellar, the winemaking approach blends tradition with thoughtful innovation. The goal is to produce wines that are expressive, balanced, and food-friendly. Aging takes place in a mix of French and American oak, with cooperage and toast levels selected to complement each varietal and preserve the purity of the fruit.

*A Legacy
of Quality*



On-Premise & Retail SKUs



**2025
Julia
Rose**

92 Points, Wine Enthusiast



**2024
Three Sisters
White Cuvee**



**2022
Randolph
Red Blend**

*90 Points, OwenBargreen
93 Points, The Tasting Panel*



**2023
Bunkhouse
Cabernet Sauvignon**

*90 Points, James Suckling
90 Points, Owen Bargreen
92+ Points, Vinous*



**2025
Glacier Ridge
Chardonnay**



**2023
Three Sisters
Red Cuvee**

*91 Points, JamesSuckling
92 Points, The Tasting Panel*



**2023 Lone
Tree Cabernet
Franc**

*90 Points, OwenBargreen
92 Points, Vinous*

*A Legacy
of Quality*



2025 "Julia" Rosé



Tasting Notes

This Rosé showcases a luminous pale-salmon hue. Fermented entirely in stainless steel, it remains crisp and vibrant. The nose is reminiscent of tropical fruits, strawberry, and Jolly Ranchers. On the palate, flavors of white peach, guava, and kiwi unfold seamlessly, finishing with a bright touch of lemon curd and refreshing acidity.

Composition

69% Grenache, 22% Malbec & 9% Tempranillo

Appellation

Paso Robles

Cooperage

100% Stainless Steel

Alcohol

13.2%

Scores

92+ Vinous, 90 James Suckling & 90 Owen Bargreen

*A Legacy
of Quality*



2024 "Three Sisters White Cuvée" White Wine



Tasting Notes

Alluring aromas of plumeria and citrus blossoms fill the glass and prepare the way for a celebration of mango, lychee and lilikoi fruit. Flavors of tropical fruits are tempered by good minerality and a steely focus on the palate. Enjoy this wine with sushi, white meats and cream-based pastas.

Composition

86% Grenache Blanc & 14% Viognier

Appellation

Central Coast

Cooperage

100% Stainless Steel

Alcohol

13.4%

*A Legacy
of Quality*



2025 "Glacier Ridge" Chardonnay



Tasting Notes

Clean and fresh aromas of pear flesh lean toward peachy, coconut and vanilla on the nose of this bottling. A vibrant, refreshing acidity lifts the palate, while a firm structure supports layered notes of apple and pear.

Composition

100% Chardonnay

Appellation

Monterey County

Cooperage

92% Stainless Steel, 8% Neutral Oak

Alcohol

14.3%

*A Legacy
of Quality*



2023 "Three Sisters Red Cuvée" Red Wine



Tasting Notes

Lush red fruit on the nose elicits notes of raspberries and cassis. The silky texture blends both red and dark fruits on the palate. This wine will drink beautifully with charcuterie, grilled meats and vegetables. Don't be afraid to give it a quick chill.

Composition

46% Grenache, 29% Mourvedre & 25% Syrah

Appellation

Paso Robles

Cooperage

100% Neutral French Oak

Alcohol

15.2%

Scores

90 Jeb Dunnuck

*A Legacy
of Quality*



2023 "Bunkhouse" Cabernet Sauvignon



Tasting Notes

Bright aromas of red and black currants mingle nicely with hints of iron shavings. This wine has a juicy acidity and concentrated flavors that leave one longing for the next sip. Medium in weight, this true five varietal Bordeaux blend has beautiful balance, and will evolve nicely over the next 10+ years.

Composition

78% Cabernet Sauvignon, 8% Malbec, 6% Merlot, 6% Petit Verdot & 2% Cabernet Franc

Appellation

Paso Robles

Cooperage

5% New French oak, 10% Once-used American Oak & 85% Neutral Oak

Alcohol

14.8%

Scores

92+ Vinous, 90 James Suckling & 90 Owen Bargreen

*A Legacy
of Quality*



2023 "Lone Tree" Cabernet Franc



Tasting Notes

Scents of ripe blackberries, roasted coffee, and green tea mochi rise from the glass with the first swirl. The coffee carries over to the palate where it mingles nicely with malted chocolate and black currants. This wine has medium-weight tannins and a long, velvety finish.

Composition

90% Cabernet Franc, 5% Malbec & 5% Merlot

Appellation

Paso Robles

Cooperage

5% New French oak, 10% Once-used American Oak & 85% Neutral Oak

Alcohol

15.3%

Scores

93 Vinous

*A Legacy
of Quality*



Sales Team



Scott Saunders

Director of Wholesale

(805) 975-5151

scott@hearstranchwinery.com

7310 N River Road

Paso Robles, CA 93446

*A Legacy
of Quality*



Support

▼ Marketing

- Access shelf talkers, tech sheets, and bottle shots
- Print-ready materials: tent cards, signage, and sell sheets
- Trade resource hub: hearstranchwinery.com/trade
- Support for launch campaigns and promotions

▼ Shipping

- Reliable fulfillment through licensed carriers
- Coordination support for distributor-specific logistics
- Fast turnaround on in-stock items
- Contact: Will Sandberg - will@hearstranchwinery.com

▼ Compliance

- All compliance paperwork handled in-house
- Support for new market registrations
- Quick coordination with distributor and state requirements
- Contact: Carson Rolph - carson@hearstranchwinery.com

*A Legacy
of Quality*



Thank you.

Thank you for considering Hearst Ranch Winery — we look forward to raising a glass together.

Let's connect. Reach us at wholesale@hearstranchwinery.com | www.hearstranchwinery.com

