

Minus Tide

Story

Founded by Kyle Jeffrey, Brad Jonas, and Miriam Pitt, Minus Tide is focused on making cool-climate, balanced wines that showcase the distinct, coastal, and rustic vineyards of Mendocino, California.

Shrouded in towering old-growth redwood trees, the winegrowing region of Mendocino County is influenced by the fog and cool air that drifts inland from the Pacific Ocean. We work with sustainable and organic vineyards to respect the land now and for the coming generations. In the cellar, we use minimal intervention practices to make our wines. We currently produce Riesling, Chardonnay, Pinot Noir, Carignan, Malbec, and Syrah. Our goal is to make wines we love to drink and that pair well with food, so they tend to be high in acid and low in alcohol. We are thrilled to share them with you.

2015 was the first official vintage of Minus Tide, but the dream began long before that. The Minus Tide trio met while attending California Polytechnic State University, San Luis Obispo, in 2007. We talked about someday starting a winery, and as time went on, we worked on turning this dream into a reality. In 2015, we made a single barrel of Malbec from one of our favorite vineyards in California, Alder Springs, and from there our journey began.

Brad and Kyle make the wines for Minus Tide in Mendocino's idyllic Anderson Valley—surrounded by vineyards, redwood trees, and the pristine Pacific coastline—where Brad and Miriam live.

Minus Tide was named after the very low tides that expose hidden gems of the sea, and to evoke the feeling of the Mendocino Coast.

Kyle Jeffrey **Co-owner and Co-winemaker**

Kyle is co-owner and co-winemaker for Minus Tide. He also handles sales outside of Mendocino.

Kyle was born and raised in Orange County. He attended Cal Poly, where he studied winemaking and viticulture, with an emphasis on wine business. He soon saw a career in winemaking in his future. Before classes had even started, Kyle met Brad, and they quickly became close friends. Kyle fell in love with the winemaking process, and began to make his own wine in the fall of 2009. In 2010, he and Brad made their first wine together--a Syrah from Paso Robles.

Following graduation, Kyle worked a harvest at Henri Cruchon in Lausanne, Switzerland, to learn about winemaking in Europe. It was there that he developed an appreciation for small-batch, handcrafted wines, with bright acidity and a deep sense of terroir. Kyle also worked harvests at the renowned Rudd Winery in Napa Valley, Three Sticks Winery in Sonoma, Claiborne & Churchill in Edna Valley on California's Central Coast, and at wineries in Hawke's Bay, New Zealand and McLaren Vale, South Australia, before becoming the assistant winemaker at San Francisco's urban Bluxome Street Winery.

After several years of making wine, Kyle moved to New York City to manage Discovery Wines, a very well-regarded boutique wine shop. There, Kyle was able to taste some of the world's benchmark wines, and credits this time as the greatest education of his career. He then moved to Los Angeles, where he became a sales representative for the acclaimed distributor Revel Wine. He quickly developed relationships with many top restaurants and wine shops, and represented an impressive book of artisanal California wine producers.

Most recently, Kyle worked at Punchdown Cellars in Santa Rosa, assisting with the winemaking for several small, high-end wine labels.

Kyle is currently making wine at Woods Beer and Wine Co. and is consulting winemaker for Bluxome Street Winery, both of which are in San Francisco.

Brad Jonas
Co-owner and Co-winemaker

Brad is co-owner and co-winemaker for Minus Tide. He also manages grower relations and local sales in Mendocino County.

Brad was fortunate to grow up on the coast of Mendocino. He could often be found diving for abalone and sea urchin, kayaking on the river, or exploring the redwood forests. He developed a deep bond with the area at a young age, and that bond has only strengthened with time. Each time Brad's family would drive south towards San Francisco, he and his siblings would clamor for the opportunity to have some of the fresh grape juice made by Navarro Vineyards in Anderson Valley. When it came time to choose which university to attend, Brad selected Cal Poly to study wine and viticulture, where he met Kyle and Miriam. Before even completing his degree at Cal Poly, Brad fully immersed himself in winemaking.

Brad has made wines in California, New Zealand, and Australia. He was the cellar supervisor and vineyard assistant at Akarua in the Pinot Noir-centric region of Central Otago, New Zealand, and has worked harvests at Goldeneye in Anderson Valley, Haselgrove in McLaren Vale, South Australia, and on California's Central Coast at Kenneth Volk Vineyards, Wolff Vineyards, Baileyana and Tangent, and Peachy Canyon.

With over 12 harvests now under his belt, Brad is the assistant winemaker for Toulouse Vineyards, located in Mendocino's Anderson Valley, where he is responsible for the day-to-day winemaking and assisting the year-round vineyard crew.

Brad and Miriam's friendship during their time together at Cal Poly laid the groundwork for the strong relationship they have today, and in 2019, they were married.

Miriam Pitt Co-owner

As co-owner of Minus Tide, Miriam manages the design and marketing. A talented artist, she created the charcoal sketches for the Minus Tide label.

Miriam was raised in Palo Alto, California. Wine was a staple at her family's dinner table growing up, and her dad's love of great wine and food was naturally passed down to her, much to his delight. While earning her degree in recreation, parks, and tourism administration from Cal Poly, Miriam focused on wine tourism, as well as the promotion of the Central Coast wine region. She also graduated with a minor in studio art. During her time at Cal Poly, she became friends with Brad and Kyle, who were both studying wine and viticulture, and like them, was completely bitten by the wine bug.

Upon graduation, Miriam became the special events coordinator at Foley Family Wines, where she was responsible for multiple winery event venues in Sonoma and Napa, including Chalk Hill, Kuleto, and Merus. Miriam went on to become a member of the marketing team at Four Seasons Hotels and Resorts, where she helped to support a portfolio of 90 luxury hotels.

Miriam is currently a longtime senior account executive at J.A.M. PR, a boutique public relations agency that represents a small portfolio of high-end wineries, including Spottswode, Cobb Wines, Sea Smoke, Duckhorn Portfolio, and Chappellet. A part of the J.A.M. team since 2012, she has established herself as a client-services specialist, who is always mindful of the small details that define great wine industry communications.

In addition to handling the design and marketing for Minus Tide, she also lends her deft palate to blending decisions.

Vineyards

All of the vineyards that we work with reside in Mendocino County, a region on the coastline of the Pacific Ocean that is laden with redwood trees, vineyards, apple orchards, and sheep pastures. It is an idyllic, rustic, and often rugged area, with an incredible diversity of growing regions and microclimates. Many of the vineyards here are remote and tucked-away gems, bursting with possibility.

We work with vineyards that are farmed organically and sustainably. While each site is uniquely its own, they all capture elements of the region that we love--distinctiveness, high natural acidity, intensity of flavor, and cool-climate balance. We strive to express the beauty and character of these special sites in our wines.

Langley Vineyard - Anderson Valley AVA, Mendocino

A classic Anderson Valley site, the Langley Vineyard is planted almost entirely to Pinot Noir on a small, four-acre vineyard sprinkled with apple trees. What sets this vineyard apart is the 40+ vines of Riesling that are interplanted with the Pinot Noir. While you could say that Pinot Noir is the signature grape of Anderson Valley, Alsatian varieties also have a long history in the region. We hoped that there would be enough fruit to make the first-ever Langley Vineyard Riesling--and sure enough, we were able to fill a half-ton picking bin. The resulting wine is our little single-barrel labor of love.

Riesling

Mariah Vineyard - Mendocino Ridge AVA, Mendocino

Nicknamed "Islands in the Sky" for the ridgetops that sit above the fog line surrounded by a sea of clouds, the Mendocino Ridge Appellation is the only non-contiguous AVA in the U.S. Comprised of vineyards at elevations of at least 1,200 ft., this AVA consists of just around 18 vineyards. One of these unique sites is the Mariah Vineyard, which is farmed by Dan Dooling and sits at 2,600 ft., overlooking the Pacific. The Pinot Noir and Chardonnay from this site have pronounced minerality and a distinct saline quality that result from the coastal influence, and because the vineyard is dry farmed.

Pinot Noir clone: 115

Chardonnay clone: 76

Feliz Creek Vineyard - Hopland, Mendocino County AVA

In a protected, tucked-away pocket of Hopland sits Feliz Creek Vineyard, which is owned by Wendy Fetzer. Comprised of head-trained Carignan vines originally planted in 1908, this is a cooler site in a warm area. Because the vineyard is dry farmed, the vines have developed deep root systems, which result in low yields and allow the fruit to achieve intense, concentrated flavor at low Brix. More reminiscent of trees than vines, Feliz Creek Vineyard produces a delicious, rustic, and restrained expression of Carignan.

Carignan

Alder Springs Vineyard - Laytonville, Mendocino County AVA

Farmed by renowned winegrower Stuart Bewley, Alder Springs Vineyard is like no other vineyard in California. Located 12 miles from the coast, and without another vineyard near it for miles, this steep vineyard sits at elevations ranging from 1,700 to 2,700 ft. It is farmed meticulously at one cluster per shoot, resulting in wines with great concentration and complexity. The marine influence keeps the nighttime temperatures cool, helping to retain natural acidity in the grapes. Thanks to Stuart's pioneering decision to plant a

vineyard on a remote, high-altitude hillside in the northerly town of Laytonville, the prestige of this site helped lead to the recognition of Mendocino as a world-class winegrowing region.

Malbec clone: 598

Valenti Vineyard - Mendocino Ridge AVA, Mendocino

The south-facing Valenti Vineyard lies at an elevation of 1,350 ft., 6 miles from the coast. The wines from this vineyard made us fall in love with cool-climate California Syrah. The perfect site for Syrah, Valenti's cooling coastal winds enable the grapes to ripen slowly and at lower Brix, producing wines of complexity, vibrancy, and balance. The classic pepperiness that is such a signature of the Syrah from this site can even be tasted in the grapes themselves.

Syrah clones: Durell, Chave

Manchester Ridge Vineyard - Mendocino Ridge AVA, Mendocino

Perched on a ridgetop at 2,000 ft. in elevation and just 3.5 miles from the Pacific Ocean sits the stunning Manchester Ridge Vineyard. Standing at the edge of the site, with the vineyard behind you and the sea ahead, you can actually hear the waves rolling in and out down at the beach in the town of Manchester. Despite the close proximity to the coast, there is enough sun to ripen the grapes because the vineyard lies above the fog line. Yielding small clusters of approximately 2 tons per acre, the vineyard produces grapes with intense flavor and excellent natural acidity.

Pinot Noir clone: 115

Chardonnay clone: Wente