

J. CAGE CELLARS

Living the Wine-Stained Dream



❖ BY VALERIE OWENS

Sonoma County vintners work endlessly to showcase the regions' renowned terroir through exceptional wine. For J. Cage Cellars, passion laid the groundwork for wines inspired by a dream.

"My wife, Donna, and I wrote a wine blog for eight years and had a wine radio show. We focused on small labels in Napa and Sonoma and developed a palate and passion for Pinot Noir," said Proprietor of J. Cage Cellars, Roger Beery. "By 2014, I was tired of writing about other people living my dream and decided it was time to live our own."

Known as the family's "Wine-Stained Dream," J. Cage Cellars embodies a familial spirit expressed in the wine and experience. Named after Roger Beery's great grandfather,

J. Frank Cage designed and built Austin's historic Lamar Boulevard Bridge. "It was important to us to have a name that paid homage to our family and our Texas roots," explained Beery.

What started as a love affair with Pinot Noir turned into a calling. Originally from

Austin, Texas, the Beery family moved to Sonoma County to pursue their dreams. While Roger and Donna Beery transitioned from wine writers to winemakers, their son, Conch, studied winemaking at Texas Tech University and traveled to hone his craft. Eventually, Conch launched his career in the Napa Valley and became the head winemaker for J. Cage Cellars. Their daughter, Whitney,

moved to California to build a career in wine hospitality as well as promote J. Cage Cellars as the brand ambassador.

Partnering with Consultant Winemaker, Adam Lee, The Beery family works together to handcraft, small lot, terroir-driven wines. With a focus on single-vineyard Pinot Noir and a limited production of Rosé of Pinot Noir, Sauvignon Blanc, Chardonnay, and the Craftsman's Red Blend. The boutique label sources fruit from the Russian River Valley, Sonoma Mountain, Sonoma Coast, Petaluma Gap, and Dry Creek Valley. Producing just 1500 cases, J. Cage Cellars provides wine connoisseurs with an authentic expression of the Sonoma County wine region.

"Our goal is to provide consistently delicious wines year after year," expressed Beery. "We are told our passion for wine is evident during our in-person and virtual tasting experiences. By sharing our wines, we connect with our customers, friends, and club members. I find the social part of wine-making, the most rewarding."

In an age where virtual tastings are on-trend, this premium Sonoma County brand has curated an exclusive, virtual haven for wine enthusiasts to enjoy. Roger and Donna host private and personalized, interactive tasting experiences. Customers can select from an array of pre-set packages or customize their own. Prior to each tasting, guests are presented with personalized menus and recommendations for food pairings. "Our virtual tastings are an excellent opportunity to have fun, share wine with the proprietors, and ask any questions you've always wanted to ask."

"It's all about fellowship and friendship while sharing a glass of wine," said Beery. "Wine serves to bring us together; I love that aspect of what we do."

Creating a family legacy for years to come, J. Cage Cellars has proven that even wine-stained dreams do come true.

FOR MORE INFORMATION: www.jcage.com

