

Wine Country ROI: More than ‘seed’ money



by Jessica Zimmer November 29, 2023 in Feature



*Bettina Bryant, owner of Bryant
Family Vineyards.*

Perspective from two Napa estate wineries

Bettina Bryant, owner of Bryant Estate in St. Helena, stepped forward to lead the winery in 2014. She entered the industry without investors, but shares advice drawn from lived experience.

“When I started, I wanted Bryant Estate wines to be more in conversation with international wines of similar repute. In 2014, the wines were becoming more finessed. I attribute [that] to our transitioning of the vineyard toward biodynamics and placing greater focus on precision viticulture,” says Bryant.

Bryant lost her home and grape harvest in 2020 to the Glass Fire. The event enhanced her awareness of environmental issues, motivating her to offer mentorship and educational opportunities for her team. It also encouraged her to create partnerships with other small wineries.

“This was the impetus for Bryant Imports, which will launch with Ultima Pietra wines from Tuscany this November. I want to support other small producers who craft exceptional wines and share our values around environmental stewardship,” says Bryant.

Bryant Estate wines have a loyal following. Its 2021 Chardonnay sold out in four hours.

“I remain committed to Napa Valley. Still, climatic factors, high interest rates and the lack of 2020 wines due to fires and smoke have encouraged me to look beyond the North Bay,” says Bryant.

She adds that she sees a lot of potential in Santa Barbara and Santa Cruz counties in particular.