

## POPELOUCHUM

*San Benito County*



### Products

Popelouchum: Reimagining Wine from the Ground Up Founding Vision: Radical Roots in Ancient Soil Popelouchum (pronounced po-puh-LOH-shoom), meaning "paradise" in the language of the Mutsun people, is the most ambitious project yet from iconoclast Randall Grahm. Established in 2012 near San Juan Bautista, the 410-acre estate pushes beyond traditional viticulture. Grahm's vision isn't to imitate great wines of the past, but to create entirely new expressions—new grape varieties, new relationships with soil, and ultimately, new wines that are deeply of place and genetically original. Farming with Purpose: Regenerative Methods, Genetic Diversity The estate is farmed regeneratively, emphasizing biodiversity and soil health—but its most radical innovation is in how vines are created. Rather than cloning existing varieties, Grahm is cultivating vines from seed. His two main approaches: Varietal Auto-Tuning: Self-pollinating biotypes like Sérine Syrah to create genetically distinct siblings, planted together to express a broad spectrum of complexity. Traditional Crossbreeding: Breeding up to 10,000 new grape varieties, using parents like Cilieggiolo and Picolit. These are planted on diverse soils to let terroir, rather than variety, shape the wine. This re-centers wine identity from grape variety to soil expression, potentially reshaping the future of viticulture. The Vineyard Landscape: Soil-Driven Identity Bordering the San Andreas Fault, Popelouchum sits atop one of California's most geologically diverse sites. With four major, distinct soil types across the property, Grahm has inverted the traditional model: planting varied grapes on each soil, observing how place shapes flavor in the absence of varietal sameness. Each 2.5-acre block becomes a lens into how terroir asserts itself when freed from varietal expectation. Winemaking with Inquiry: Minimalist Technique, Maximal Expression While the breeding project matures, wines are already produced from traditional varieties. As expected, Grahm's methods defy convention—fermentations with wild yeast, aging in amphorae, and site-specific approaches all aim to let the land speak clearly. These early wines are vivid, surprising, and unapologetically expressive of Popelouchum's unique soils. Conclusion: A Vineyard Unlike Any Other Popelouchum isn't just a vineyard—it's a bold rethinking of what wine can be. By blending scientific experimentation with deep respect for the land, Randall Grahm has created a living laboratory of terroir and possibility. The wines here won't just reflect a place—they may well redefine it.

[www.popelouchum.com](http://www.popelouchum.com)

