



Tavern Craft is proud to represent Brassfield Estate Winery!

We asked Billy Ayer, Brassfield's VP of National Sales, to tell us a little more about Brassfield Estate Winery and their decision to join the Reno-Tahoe market!

From the Valley to the Volcano

Located in the western section of High Valley at High Serenity Ranch, Brassfield Estate Winery & Vineyards sits on a truly distinctive and remarkable winegrowing property. Their valley floor vineyards sit at 1800 ft. elevation with the higher vineyard blocks reaching nearly 3000 ft. The temperature fluctuation on this unique property is always one of the most amazing experiences in California.



In 1973, Jerry Brassfield purchased the original 1,600 acres as a cattle ranch and wildlife preserve. Over the next three decades Jerry acquired additional contiguous properties, and in 1996 began putting in his due diligence into the land to prepare the property to become Brassfield Estate. Today, the Brassfield Estate includes over 2,900 acres across both the eastern and the western sections of High Valley, as well as the Round Mountain Volcano.

"Our winery and vineyard consists of a 3,200-acre ranch owned solely by Jerry Brassfield. Our wines are hand crafted from grape to bottle. We control 100% of the wine making process by



growing, picking and bottling our product on site. We are



100% estate bottled. We are sustainable in our farming and wine making. We are stewards of the land."



Family Ties to Tahoe

Billy Ayer's career in the industry started at 16, leading him to San Jose State to major in hospitality. His passion for wine and the selling process developed from his ownership of the bar/restaurant, The Los Gatos Bar & Grill. From there, his career continued to grow, eventually leading him to Brassfield in 2004. As the first salesman hired for Brassfield, and was brought on to develop the brand and introduce it to markets across the country. "I started with 2 states and have successfully grown the brand to 32 states currently. As the VP of sales for Brassfield Estate Winery, I am very proud to represent a family owned and 100% estate grown and bottled estate winery."

For Billy, bringing the Brassfield product to the Reno-Tahoe area was a chance for him to connect his Brassfield family with his Tahoe roots. "As a young child, Tahoe was a special place for my family. We would go to Tahoe multiples times a year as a family and I have very fond memories of this special place. Now as an adult, I take my family there every year to create new memories. The Reno-Tahoe area represents family to me and I want to share the Brassfield Story with them."



The Perfect Pairings

Brassfield's extensive portfolio, spearheaded by winemaker Matt Hughes, is enhanced by his vast understanding of how to grow and make wine at a high elevation, as well as using the volcanic soil to enhance the wine. Whenever he's in the area, Billy is always sure to visit his favorite restaurant, The Pink House in Genoa. He recommends pairing their robust red blend, Eruption, with red meat and anything chocolate.

