

Tavern Craft is proud to represent Meadowcroft Wines!

We asked Tom Meadowcroft, Winegrower and Owner of Meadowcroft Wines, to tell us a little more about his namesake winery and their decision to join the Reno-Tahoe market!



## Story Behind The Name

Tom's love of European culture began while growing up in Geneva, Switzerland. "I believe



that having this experience has given me a richness of being exposed to many cultures, and therefore this has informed a way of life that honors the complexity of life around us." Drawn to winemaking at an early age, Tom traveled around Europe and the U.S. as a vineyard manager, winemaker and consultant for the last 25 years. "In 1979, I worked in Bordeaux picking grapes, and worked for winemakers in Sauternes, France."

After years of traveling and eventually deciding to settle down in California, Tom was a firm believer that "wine is more than just where it's grown." At Meadowcroft, they source European-style grapes for blends like GSMs and Cabernet Franc, while incorporating traditional California wines like Pinot

Noir and Cabernet into their portfolio.

## Small Batches, Large Variety

"My hope is to create wines with a Sonoma pulse that express the complexity found in European varietals." This incredible Sonoma winery is also known for its conscientious practices, represented by the honeybee on their label.



The ability to bring the winemaking styles of Europe together with California styles to create a sense of harmony on one's palate is what excites Tom the most about his winery's operation. "We brought in 30 different grape varieties this year [2020]. Most wineries produce 3 or 4 different wines. Most of our finished wines are bottled in fairly small production of 200-400 cases. There are very few wineries that have the variety of wine offerings that we have."



## Reno-Tahoe

Tom has always seen Reno-Tahoe as an exciting and growing market, making his decision to bring Meadowcroft to the area an easy one. "There are many people who have made Reno-Tahoe their home, who come from all over this country and overseas. They have acquired a knowledge and taste for wines that have a narrative that evokes a European-style, with California creativity. Also many people travel to the Reno-Tahoe area for leisure and they're interested in a more sophisticated wine."

When Tom's in town, he takes a break from blending wines to blend business with recreation. "Lone Eagle Grille at Incline Village Tahoe has wonderful dinners after a hard day hiking or skiing. The Twisted Fork in Reno also has incredibly creative and tasty cuisine."



## Tips from Tom

Much like the complex flavors in Meadowcroft's wines, Tom recommends a dish that's equally as adventurous with flavor and taste. "It has to be a

dish that has a multitude of flavors. Having a variety of different foods/flavors on your plate allows for the richness of my wines to be fully enjoyed. Also my wines have structure in tannins, acidity, flavor, and length, as well. This is always great to enjoy with food."