



NOMACORC®

CROCKER AND STARR WINERY: A CASE STUDY



Crocker and Starr Winery in St. Helena, California

PROFILE

The partnership of Charlie Crocker and Pam Starr forged in 1997, combines the best of old world winemaking philosophy and new world fruit to produce some of the most concentrated cabernets from the St. Helena Appellation of California.

Resurrecting an 1870's winery that Charlie acquired through his family in the 1970's, including its 100+ acres that have been consistently growing grapes for over 140 years, Crocker and Starr Winery is committed to sustainable and organic farming.

Employing cutting edge winemaking tools and years of winemaking expertise, the boutique winery crafts a small production of exquisite wines, constantly striving to set the bar for the St. Helena Appellation.

Crocker and Starr produce a triangle of varieties including Cabernet Sauvignon, Cabernet Franc, and Sauvignon Blanc, with the Cabernet Sauvignon having solidified the brand's reputation for excellence.

The winery's philosophy: "To capture the greatness of the Crocker vineyard in powerful and balanced wines without compromise."



PROBLEM

Crocker and Starr winemaker Pam Starr is recognized as one of Napa Valley's premier winemakers with over 25 years of experience and several highly touted wines to her credit. She is particularly attuned to the devastating impact that TCA has on small volume wineries, potentially impacting the entire year's production not to mention the potential long-term impact on the brand's reputation.

Always a perfectionist, Pam began researching and testing alternative wine closures in the search for a closure that would provide appropriate wine preservation while eliminating the risk of cork taint that can result from the use of even high quality natural cork closures.

SOLUTION

After several bottling trials with multiple types of synthetic wine closures, Pam found that Nomacorc products provided the best results. The Nomacorc closures performed very consistently during bottling and she was particularly pleased with the tight seal resulting from their unique co-extruded construction.

"Nomacorc closures were an obvious choice for our Sauvignon Blanc because they maintain a tight seal even when the bottles are cooled, eliminating concerns of closure push-in or pull-out," stated Starr.

Starr has used Nomacorc closures since her first Sauvignon Blanc bottling under the Crocker and Starr brand, and this year has begun using the new Nomacorc Classic+ which provides further improved oxygen management and wine preservation.

Wine closure selection is a critical component of the Crocker and Starr "entire grape to bottle philosophy" and an obvious factor in Starr's wine aging and development equation.

In addition to wine preservation, providing the appearance of natural cork is a critical requirement for Starr. "Nomacorc closures look very much like natural cork. I've found that most consumers do not even notice the difference," she stated.



Crocker and Starr winemaker
Pam Starr

Having eliminated TCA problems in the Crocker and Starr Sauvignon Blanc, Pam has become an advocate of Nomacorc closures for white wines and continues to conduct trials using the closures on red varietals.

www.crockerstarr.com