

Reno Gazette-Journal  
October 27, 2006

## **Northern Nevadans appreciate quality at vineyards in foothills** **KATHRYN REED**

More than one northern California vintner speaks about Nevada license plates filling the parking lots in numbers rivaling California.

But there's more to it for the foothills -- the wine country for northern Nevadans.

"The highest concentration of people who are wine savvy are from Northern Nevada. They know quality," said Vaughn Jodar, who owns Jodar Vineyards & Winery in Camino, Calif. "They don't blow money on prestigious names. People who have money love to buy something and pay an exorbitant amount. This is not an attitude that occurs in Nevada. They have established a lifestyle where wine is part of their diet."

He still recalls the first wine tasting he did " it was 15 years ago at the governor's mansion in Carson City. Jodar calls it the "best event wine crowd."

This weekend in honor of Nevada Day, Jodar Vineyards is offering discounts to anyone with a Nevada driver's license.

Madrona Vineyards in Camino distributes the bulk of its wine in Sacramento and South Lake Tahoe, with Carson City and Reno taking a share of the 12,000 cases it produces.

"We have a great clientele from Northern Nevada," said Paul Bush, owner of Madrona. "At one point, we had something like one-third of our customers in our tasting room from the Carson City-Reno area. The reason being is that I think a lot of wine consumers identify with the Sierra foothills as a whole as their wine region."