

# Partners

Winemakers share their experience creating with us and reflect on the value of the barrel.

“There is nothing like the strength of partnering with passionate people to build the best possible barrel for the best possible wine.”

– Josh Trowbridge, Vice President and General Manager, Tonnellerie Ô

WINEMAKER

BOB

CABRAL

Three Sticks Wines and

Bob Cabral Wines

Sonoma, California



*Bob Cabral Wines*

## Collaboration and Innovation

Bob Cabral has the same passion for people as he does for wine. He has an affinity for building strong relationships, whether with the stave mill owners in France, the newbie winemakers he mentors in California or the master coopers building his barrels. He believes collaboration leads to better wines and better times. “I want to have the same relationship with the people who manage the wood supply and build the barrels as I do with those who manage the vineyards because I learned early on that you can’t do all things by yourself and that it’s the people you surround yourself with who determine your path for success.” So Bob gets his hands dirty growing the grapes, choosing the wood for his barrels, overseeing his barrel toasting and blending his wines. Through the Tonnellerie Ô Master Cooper Series, which he helped to envision, as well as his close relationship with Tonnellerie Ô’s Master Cooper Quinn Roberts, Bob has been able to better understand what distinguishes a quality barrel. “Until I experienced the harvesting of trees, the craftspeople grading the staves by size, length and grain, then building the flowers and toasting them, I didn’t realize how many variables need to be managed in making a barrel. Like vintage variation, there is barrel variation, and you need an experienced master cooper to eliminate those variables for consistency season over season.” He is grateful to Tonnellerie Ô for helping him gain a hands-on education and a deep appreciation for the barrel. “Our collaboration has offered me the rare opportunity to make barrels no one else can by controlling the entire process from the ground to the wine.”





WINEMAKER  
**STEPHAN  
ASSEO**

*L'Aventure Winery  
Paso Robles, California*

### Simpatico Artisans

Stephan Asseo works and lives by his own style – and he expects the same from his cooper. “I make the wine of my place, then I like to drink it,” he says. “If you like my taste, great.” To him, authenticity is the key to great wines, great relationships and great barrels. “When you are in this niche market, you need to keep your personality,” he explains. “Coopers, too, have to stand to their position and philosophy.” Stephan and Tonnellerie Ô Master Cooper Quinn Roberts share this common ground, which has paved the way for creating and perfecting the elusive long blond toast for L'Aventure's Estate Cuvée. Based nearby, Quinn and his team visit the winery regularly to taste the wine and hear Stephan's thoughts, then roll up their sleeves to interpret his taste in the style of the barrel. “The barrels have the responsibility of the wine for a long time, and you put your wine in the hands of the barrel,” Stephan says. “It's therefore super important to have the full confidence of the barrel maker. I see the cooperage as a partner-to-partner relationship. I see Tonnellerie Ô as part of my team.”

WINEMAKER  
**ARYN  
MORELL**

*A. Morell Wines  
Walla Walla, Washington*

### Mutual Appreciation

Aryn is a winemaker's winemaker. He serves as not only a consultant to some of the best but also the standard of excellence in innovation. With an inquisitive mind and a drive for perfection, he looks to illuminate the best attributes of wine through exploring, experimenting and understanding what is possible. Recently Aryn approached Tonnellerie Ô to work with him on the Lumen Project, a program to shine light on the role the barrel can play in his ultimate goal: evoking an emotional response to wine. “We need to treat barrels not as vessels to hold wine over time or as an item in a spice cabinet, but as a means to influence the emotional response a consumer has when experiencing a wine, while, at the same time, considering the effect a barrel can have on the wine and customers over time,” Aryn explains. He compares wine to perfume, and sees the barrel as a main component in eliciting a physiological reaction. Working side-by-side with Tonnellerie Ô Master Cooper Quinn Roberts, Aryn spent a handful of days at the cooperage, choosing staves, and overseeing and experimenting with the temperatures and timing of toasts. “We don't work with any other cooper that sees our goal as part of their own company agenda,” says Aryn. “Tonnellerie Ô allowed me to come and disrupt their production, setting aside time, space and resources to do my own project. We don't run across vendors that go the extra five miles to get exactly what we're looking for and ask what else they can do to for us. That's why we've expanded our purchasing with Tonnellerie Ô, which is the largest cooper we use by far.” The decade-long partnership is based on mutual appreciation. “The relationship works because Tonnellerie Ô knows we want the best from and for them as we do for ourselves,” notes Aryn. “They have a phenomenal product and professionalism, and the level of family, of familiarity, we get with them is different from anyone else.”

