

Private Label

Sustainability in the 21st Century

From our inception, we have forged strong relationships with growers in order to produce reasonably-priced wines of superior quality. Our growers are located in regions that offer strong varietal character and exceptional value, including Monterey, Santa Maria, Paso Robles and other areas in the Central Coast. Our premium quality, moderately priced wines are favored by premium wine retailers and, in particular, the hotel and restaurant trade. Our wines have built a reputation as a preferred on-premise California by-the-glass product in many regions of the country.

We are committed to the pursuit of ecologically sound practices whenever and wherever possible in the production process of premium quality varietal wines. Much of the technology required is still in the development stages, but we will adapt to Carbon Dioxide emission regulations as they are implemented.



Several of our principal growers in Monterey and the Central Coast have adopted sustainable



farming methods and are happy to report environmentally sensitive results along with quality and economic benefits from the changes to "let the 'green' soil do its job naturally" have been realized. These methods revolve around minimal use of non-organic fertilizer and avoidance of pesticides and herbicides. Sulfite levels in the wines are kept to the minimum allowable to maintain wine quality in the commercial circles where the Mountain View Vintners wines are distributed nationally and internationally.

Our packaging is also “green” oriented as all glass bottles are produced with 75% recycled glass and our cases are made from 85% post-consumer recycled paper. Our label printer, Galaxy Press, was the first printer in Northern California to achieve “green” certification and all labels are made from water based products so that they are biodegradable. --From our family to yours, please enjoy our wines responsibly.--