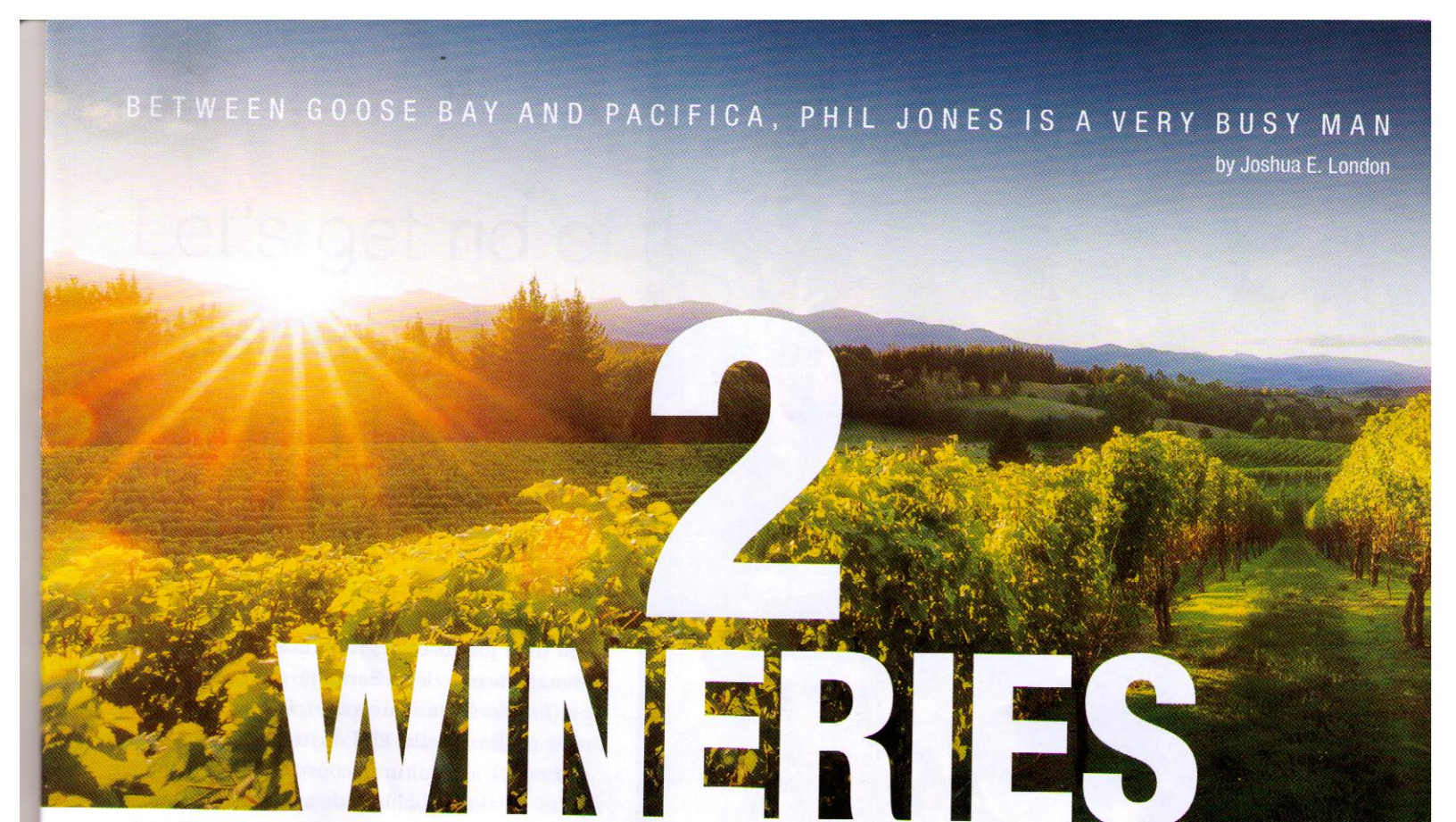


BETWEEN GOOSE BAY AND PACIFICA, PHIL JONES IS A VERY BUSY MAN

by Joshua E. London



2 WINERIES A WORLD APART

"I didn't want to start another winery," laughs Phil Jones of Goose Bay and Pacifica kosher wines, "Nathan [Herzog] talked me into making wine there," at his Washington state winery, Evan's Vineyard.

"I was just gonna grow grapes this time," says Jones. "Why, would I want to complicate my life even more? Well, you know, that's what I—do all my life is complicated."

Jones' weathered appearance highlights his many years spent working in vineyards, but his infectious passion for wine points to a romantic, even poetic side.

"There's a lot of differences in the types of wines we make," says Jones, "that's the beauty of wine; it's so dependent on the seasons—some years you just go, 'wow, this may be the best Chardonnay I ever made.' Wine starts out one way, let's say when you first bottle it, and then it changes as it goes through time. Its constantly evolving."

Though an expert in Integrated Pest Management and Sustainability in agriculture, with real enthusiasm for highly detailed scientific research, it is wine that really animates Phil Jones: "I'll tell you how you know if you've made a really good bottle of wine or if you've had a really good bottle, and that's

when everyone around the table goes 'that's yummy', 'that's beautiful', and it's just a simple thing, you're not asking people to describe the wine or anything just... 'wow, that's yummy'—you know you've got it at that point."

Born in England to a French father and British mother, Phil's parents moved to Canada in the early 1950s and then to California towards the end of that decade. Phil was 8 years old when they settled in the Bay Area, in Sunnyvale. "In the Santa Clara Valley back then," he reminisces, "the electronics industry was just coming in" so back then "it was still mostly all orchards...that's what got my love of agriculture going."

Wine was, he notes, a normal part of life: "Dad always drank wine at dinner. Always. It's just something I was brought up with; it was just part of the household."

A naturally somewhat restive soul, Phil got around a bit in his youth. "I grew up in the Bay Area in the late 1960s," he notes, "there were lots of things that were drawing me—education wasn't necessarily one of them." He worked for a few years in the electronics industry before going back to college to learn about wine and agriculture. "I just decided that I did not want to live a city life," he explains, "that wasn't for me."



A SHEEP ROAMS
GOOSE BAY'S VINEYARDS
IN NEW ZEALAND

He earned his B.Sc. in viticulture at California Polytechnic State University, San Luis Obispo, and then graduate degrees in agricultural "pest management" (UC, Berkeley) and later oenology (Fresno State University). Before turning to wine professionally, Phil started and ran a highly successful agricultural consulting company in Fresno, California. "It dealt with the EPA and CA state government," Phil explains, "we did a lot of agricultural research" and ecological and environmental impact studies. The company grew to 100 employees, but then Phil got restless again. "I had always wanted to go into winemaking but I got sidetracked," he observes. "I was fascinated with entomology and plant pathology and all that, so I just got sidetracked."

"The company was very successful over 15 years," he reflects, "but I never enjoyed being the boss of 100 people; especially with half of them having graduate degrees...That was not for me. Finally, I guess I burned out." Phil was around 40 years old.

By this point Phil had already met and married Sheryl, a successful sales professional and avid amateur pilot, with a degree in Psychology. Sheryl had her own successful sales business at the time, but with their first child on the way and the added stress of their independent businesses to run, she was fully supportive of seeking a dramatic change.

Meanwhile, Phil and Sheryl had visited New Zealand to sight-see and escape a bit. They found themselves seriously drawn to New Zealand, and quickly fell in love with the place. "I said, 'you know what?'" recalls Phil, "with our first child on the way, and the business just getting to me, I said 'let's get rid of the

Let's get rid of the business. Let's sell it and go to New Zealand.

business; let's sell it and go to New Zealand. That's just what we did. We felt that New Zealand was a great place to raise children, and it is."

So they sold off his business, and relocated nearly seven thousand miles away to Nelson, on the northern tip of New Zealand's South Island. It was 1989.

Phil planted vineyards and began the Spencer Hill Estate winery, named after their first son, in 1990. Their first vintage was 1994, and by 1996 they were gaining international critical praise. As Phil immersed himself in their vineyards and winery, Sheryl not only channeled her successful sales and marketing experience into the winery but also raised their family—two sons, Spencer and Evan. Sheryl also kept up her flying, becoming a coast guard search and rescue pilot. By 2000 the company was expanding to accommodate demand, and Phil began to explore other avenues for growth. He heard about the kosher market, saw an opportunity, connected with Nathan Herzog of the Royal Wine Corp., and that's how Goose Bay came about. He now makes several varietal kosher wines, all mevushal.

Making kosher wine, says Phil, is just like making regular wine. "Kosher is not a big deal," he explains, "because, remember, I came out of the research business working for EPA and state government, so I have a research background that involves rigorously observing good laboratory practices – which means you must follow protocol, you must write everything down, you must not deviate, you must do what you are told to do...I'm used to just following protocol, and that's all this is."

"Look," says Phil, "once you understand what someone wants, it's just a matter of doing it... You don't have to question why somebody wants something, especially in the kosher wine busi-

ness, because a lot of it is cultural. It doesn't have to make any sense to me, if it makes sense to the person who wants it done, that's all that counts."

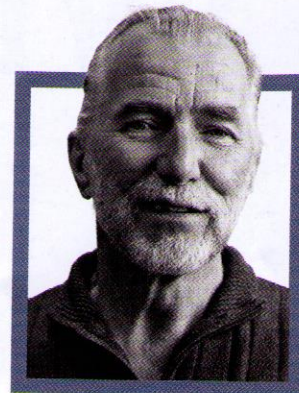
Then in 2006, Phil got restless again. "I always thought that it would be nice to spend half the year in New Zealand and half the year in the northern hemisphere," says Phil, "so that as I got older I wouldn't have to go through any horrible winters."

So they bought some land in Washington state: "We are up a mountain overlooking the whole Hood River valley, it's just really lovely." They planted a vineyard (10 acres). It's called "Evan's Vineyard," after their second son — "we figured we had to name it for our second son. Just to balance the scale."

"I knew about this area [the Pacific Northwest] because of the research work I'd done," says Phil, "I used to travel all over the northwest doing studies. So I knew the area and knew it would be nice up here during the summer." Then around 2009 Nathan Herzog learned about Phil's Pacific Northwest vineyard, and began to persuade him to produce kosher wines.

The clear success of the kosher side of his business, currently about 35% of the company's output, led Phil ultimately to the decision to make Evan's Vineyard a fully kosher operation. "I'm not interested in doing non-kosher," he explains, "there are 1,200 wineries up in the northwest; why do I want to compete with them?"

Initially, Pacifica had a bit of a rocky start. The economy was still a bit iffy, and the 2010



PHIL JONES

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