



FROG'S LEAP

WHAT WE BELIEVE

WE BELIEVE that a grapevine should grow in healthy soil that supports the nutrient needs of the plant—and to that end, Frog's Leap has been farming organically since 1988.

WE BELIEVE that most of the great and historic wines of the world are made from non-irrigated vines—and to that end, Frog's Leap dry-farms nearly 200 acres in the Napa Valley.

WE BELIEVE that modern winemaking technology (spinning cone, reverse osmosis, mega purple, micro oxygenation, etc.) is primarily a means to mask the use of poorly grown grapes and creates a “global taste”—and to that end, they have no place among our traditional winemaking methods.

WE BELIEVE that true respect for terroir must take into account the human community from which a given wine emanates—and to that end, we provide living wages, retirement plans and health care for all employees, from those who pick and prune to the CEO.

WE BELIEVE that growing grapes, making wine and running our business in this manner affords us better tasting wines, greater business success and undeniably, greater pleasure in life.