



Ron Rubin Brands

The story of Ron Rubin Brands begins over 40 years ago. Having studied viticulture and enology at UC Davis in 1971, Ron Rubin held a dream close to his heart of eventually owning a winery. The forty-year dream was achieved in December 2011 when he purchased a ten-acre vineyard in the Green Valley of Russian River Valley. Finding himself in prestigious Russian River Valley made this “dream come true” even more meaningful. The vision for the winery has always been to offer premium wines at an exceptional value while providing A Beautiful Experience.

For the winery, this experience begins with balance. Sometimes, it’s something you can taste, something you can feel, something you can share. And sometimes, it extends even further – to the very design of the winery. While in the renovation process of the winery in 2012, Ron hired an architect for the re-design process inside and out, keeping in line with the ancient principles of Feng Shui. From south-facing windows that allow energy to flow freely, to meandering paths throughout the estate, the goal was to have spaces that feel right, helping everyone who enters to be healthier and happier.

While Feng Shui adds to Ron Rubin Brands charm, what truly makes it special is the area in which it can be found. The Russian River Valley is blessed with an abundance of micro-terroirs. The winery is situated only 14 miles from the Pacific Ocean, it’s cool, foggy – and absolutely perfect for growing grapes that turn out an exceptional Pinot Noir and Chardonnay. Cool weather brings out the best in these varietals, helping to accentuate the natural flavor, yet bringing exceptional balance in the process. That’s why the Russian River Valley’s fog is such an important ingredient. It rolls through the Petaluma Wind Gap each afternoon, and doesn’t burn off until mid to late morning, keeping our vines cooler than our neighbors to the north and south.

The Ron Rubin Estate is a ten-acre property comprised of 8 acres of Pinot Noir and 2 acres of Chardonnay. While such grapes are known for thriving in rocky soils, our Goldridge Sandy Loam soil is something different. It’s a remnant of a shallow inland sea that drained from the region about five million years ago. The fine, sandy soil is unequaled in its chemical balance. What does that mean for the grapes? Fruit ripens slowly, which means the wines ultimately have lower alcohol content and balanced acidity, which makes them pair better with a wide range of food.



While in the ideal location for winegrowing, Ron Rubin Brands has expanded its vision to also include positive climate impact. Since 2017, Ron Rubin Brands has aimed for – and achieved – the gold standard for sustainable vineyard and wine certification through Sustainability in Practice (SIP) and California Sustainable Wine growing Alliance. A small sample of what that means in practice: water conservation, owl boxes for pest control, cover crops, solar-powered energy sources, competitive wages, and education for employees. Goals are updated every year, according to changing conditions, science, and technology. In 2021, Ron Rubin Brands was chosen among 19 other local Sonoma County vineyards to participate in the Climate Adaptation Certification. The pilot program was successful in assessing how individual sites like ours can sequester carbon providing critical benefits to the environment.

This continued effort in sustainability does not just include best climate practices, but also community impact. Having been a survivor of a sudden onset ventricular tachycardia in 2009, Ron Rubin was inspired to help the greater community and created the Trained for “Saving Lives” program in 2017. His vision? To make the winery experience safer for both visitors and employees. In collaboration with the American Red Cross and ZOLL Medical Corporation, Ron Rubin Brands has covered the cost of one ZOLL AED PLUS (Automated External Defibrillator) unit, to 365 participating California wineries with the hopes of reaching a total of 450. This sustainability and safety plan is designed to keep visitors to California’s wine country safe and saved, if necessary.

Over 40 years ago, Ron Rubin Brands was a dream. Now, it is a winery and vineyard that holds the core philosophy that each person should enjoy A Beautiful Experience through the winery, and the wines, for many years to come.