

Sonoma developer Ken Mattson to open winery at former Ravenswood property

Lorna Sheridan



The Ravenswood brand was sold to E&J Gallo in 2019.

Sonoma's Best Hospitality Group – the cohort of Sonoma businesses owned largely by Piedmont-based developers Ken and Stacy Mattson – is partnering with Napa winemaker Angelina Mondavi to launch a new winery called Harrow Cellars at the former Ravenswood property at 18701 Gehricke Road, according to the wine trade publication *Shanken News Daily*.

The Ravenswood brand was acquired by E&J Gallo from Constellation Brands in April of 2019 but the former winery property, including its tasting room and its 12-acre estate vineyard wasn't part of that deal. Constellation shut the doors to the Sonoma Valley tasting room in May, 2019.

Angelina Mondavi, 37, will be a partner in the business and will oversee all vineyard and winery operations, with plans to launch the first wines under the Harrow Cellars label with the 2020 vintage, according to the *Shanken* article. She told the publication that she plans to open a Harrow Cellars tasting room on the property in 2021.

Ken and Stacy Mattson's other properties in Sonoma include a house overlooking the Ravenswood property, as well as the Sonoma's Best deli and cottages on East Napa Street, Boyes Food Market and the "Lanning Structures" on Highway 12, the General's Daughter event center, Ramekins culinary school and catering, Cornerstone Sonoma,

Leland Fishing Ranch, the former Cocoa Planet building on Broadway, Cottage Inn and Spa downtown, a portion of the Mercato property on the Plaza, the Sojourn tasting room building downtown and numerous residential properties.

In early 2019, according to CoreLogic real estate reports, the Mattsons and/or their real estate company, LeFever Mattson, had in the past three years purchased all or part of 26 Valley properties, for a total of almost \$80 million.

Karin Rogers, director of business development for Sonoma's Best Hospitality Group, is credited with having tapped Mondavi "to help preserve the property's historic old vines and leverage the estate's potential" and to oversee all of the vineyards and winery operations within the portfolio.

"Angelina's unparalleled expertise in production, vineyard management and winery operations makes her the perfect steward to guide this property in its next chapter," said Rogers in a press release announcing the news. "Harrow Cellars takes its name from the farming tool that helps uncover the land's best version of itself, and we couldn't think of a better winemaking talent to shepherd these beautiful old vines to renewed fruition."

When reached by phone on Jan. 20, Mondavi said that the Ravenswood property has long been one of her favorites in Sonoma and how much she has enjoyed walking the property in recent weeks.

"We're just at the beginning stages of concept and design [for Harrow Cellars]," she said. "But my plan is to focus on the heritage of the land and on the property's unmatched views." She added that the tasting room building has great bones but will need updating.

Mondavi will balance this new project with her ongoing work on two winery ventures she runs with her sister, Alycia Mondavi -- Dark Matter Wines and Aloft Wines.

A spokesperson for Ken Mattson stated that he will not be involved in day-to-day operations at Harrow Cellars. The new winery venture will be operated by Mondavi and overseen by Rogers.



Ken and Stacy Mattson named their hospitality portfolio after the Sonoma's Best deli, which was among their first business purchases in the Valley.



Ken Mattson is also a partner in LeFever Mattson, which he operates with Tim LeFever, a conservative lobbyist.