



The Divum Story

Divum is the result of four generations all sharing the same passion for living, breathing, and working the farm land of the Salinas Valley. Brothers Tom and Rob Franscioni learned the arts of farming vineyards and making wine from their late father, Dan Franscioni, who tragically passed in an airplane accident in 2011. Since then the two brothers have entrenched themselves in the wine world with the same passion that not only fueled their father, but also his fathers before him.

The Place: Monterey AVA

Specializing in the Burgundian wines Pinot Noir and Chardonnay, the family vineyard holdings span the Monterey AVA. Fruit is sourced from the highest quality blocks from any of their five family owned estate vineyards, all of which are farmed sustainably under the California Sustainable Winegrowing Alliance.

The Monterey AVA is known for the influence of the Monterey Canyon, the deepest submarine gorge on the west coast of the United States. The canyon brings the phenomenon of upwelling, where wind pushes warm water near the surface away from the shore bringing the colder water near the bottom of the canyon up toward the surface. The cold water chills the wind blowing over the ocean, which as it hits land, generates fogs. Each morning, as the sun rises, the southern end of the Salinas Valley warms up, creating a low-pressure effect that pulls the cool, foggy air over the ocean and down the valley. Over the course of the day, the valley gradually heats from 50 to 70 degrees; a condition well suited for growing high quality cool climate varietals.

Snug against the base of the Gabilan Mountain Range at an elevation where the foggy air doesn't linger as long as in the balance of the valley, the family's vineyards experience a more dramatic shift from high daytime temperature to cold nighttime air, which, coupled with the longer hang time, further enhances full varietal character. In addition, their vineyards are located near a granite quarry and feature a top soil profile consisting of two to three feet of decomposed granite followed by a heavy clay loam. Decomposed granite is well drained and perfect for viticulture, producing vines which tend to self-regulate and, in turn, produce smaller yields of intense complex flavors.



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