



MORRISON & COMPANY

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WINE COUNTRY FIRES

#CAWINESTRONG

The tragedy came fiercely and with fury. As many slept, flames ripped through Northern California's wine country, taking homes, vineyards, businesses, and even lives. The team at Morrison & Company woke up to news of the devastation with heartbreak.

Though wildfires hit California every year, the October Wine Country fires were different in size and duration. Among others in the areas affected, members of our clients including Napa Valley Grapegrowers, Sonoma County Vintners, Sonoma County Winegrape Commission, and the Mendocino Winegrowers were impacted by the rage of the fires.

The staff members of these organizations, their vintner and grower members, and the supporting businesses that work alongside them are deeply engrained in the fabric of our business. Those relationships led four members of the Morrison team to head to Santa Rosa the week the blaze broke out to volunteer in an evacuation center. We came home with full hearts, seeing the heroism of emergency responders, the gratitude of community members, and the unbridled generosity of so many.

By the time full containment was achieved the fire had written itself into history as the deadliest California has endured, claiming 44 lives. It is the costliest fire in U.S. history, with \$9 billion in insurance claims as of December 1.

Though the fire brought devastation and the pain is still felt, resilience and strength abounds. Despite the tragedy, Wine Country is open for business. As reported by several

I didn't know what to expect. I was moved just to comfort people in simple ways, like picking out donated replacement clothing for a woman who had only what she was wearing but no emotional energy to choose for herself.

—CAROLYN KANABROCKI

news outlets, by the time the fires arrived, the majority of the 2017 vintage was harvested: 90 percent of Sonoma and Napa's 2017 vintage winegrapes had been picked and at least 75 percent of Mendocino's red varietals had been harvested. Wine quality should be as high as ever, most of the beautiful landscape is unscarred, and

there are few expected long term impacts on most vines. There should be no reservation in buying a bottle of Sonoma, Napa or Mendocino wine or visiting the region.

If, like us, you want to do more than just enjoy a bottle of the region's wine to show your support, see options at www.morrisonco.net/wchelp.