Our Story
THE "MIRACLE" OF MIRA

Jim "Bear" Dyke: Einstein said there are two types of people in life, those who don't believe in Miracles and those who think everything is a miracle. And I think we come down on the side of the latter, given that Mira is the Latin root of Miracle.

Gustavo A. Gonzalez: Just how many miracles happen on the way to putting the wine in the bottle. Nature itself is so full of miracles. Every year it's one cycle, you produce one wine that year, we get one shot.

Bear: Some days it feels like a miracle just to get through the day. To get to a glass of wine at the end of the day. It really fits how both of us feel about life.

Well we first met at the Off the Record Bar at the Haye-Adams Hotel. We started talking about what a premier, superior Napa Valley winery could be. 100% varietal, accessible, approachable.

Gustavo: Boutique. You know we want to be a small producer, we don't want to produce millions and millions of cases. Vineyard focused.

Bear: By the end of the night we thought we had it all figured out, that we were smarter than everybody else.

Gustavo: Part of the cool thing about what we do and the experience that I've had with the growers that we work with, is they themselves offer the best parts of their blocks for us to use for our wines. That says a lot about who we are, as winemakers and as a company, that the growers want us to have their best fruit.

The Schweizer vineyard is one of those opportunities, it's one of my favorite vineyards in the valley and I've worked with a lot of vineyards here. The vineyard is one of the oldest ones in the valley that has been in continuous vineyard site. It was originally planted in the late 1800's.

Bear: So we get to go to Schweizer vineyard, to the Mira blocks, and then you contrast that with going south where its cooler, to get our chardonnay going further south to get our Pinot and you know they talk about the soil across the street can be different, and it actually has the benefit of being true.

Gustavo: When we work with the grapes in the vineyard we're working with what's called precision viticulture, which means you're doing things at a precise moment in time, very meticulous. We carry that forward into the winery by having very precise winemaking. On what I think as the winemaker is going to achieve the best goal interpreting what we're doing in the vineyard into the wine.

We have an array of different types of barrels that we can use to achieve that goal. So depending on the wine we're going to use a different barrel. We might use a new barrel, we might use an old barrel but we're always going to use either a French barrel or a stainless steel barrel depending on the wine.

I love what I do, I mean I was born to do this. I've been to a lot of places around the world and really when I come back to Napa, it's wow, this is really a magnificent place to grow grapes and you can make really, really great wine here with very little effort, but what we're trying to do at Mira is make exceptional wine, and it's not enough that we have this perfect weather to grow grapes, it's every other detail that goes into it.

We're a house that makes great wine of all the wines that we make, all of them are great, and they're all unique and different and individual.

Bear: It's about great grapes, it's about extremely talented winemaker, and you put those two things together and you have an exceptional product.

Gustavo: One of the things I really love when people say and someone said it today is, I usually like Chardonnay but I love yours. Or I don't usually like Syrah but I love yours. Or this is different. Our portfolio is broad enough that there's something there for everybody but the wines are maybe a little bit different than what people are expecting from what's normally out there in the marketplace.

Bear: I think they will understand the sophistication of the product that they're having.

Gustavo: Yeah or what's great is people will say, "Wow, this is good." That's good enough.

Bear: That's the best.

Gustavo: That's the best.