



JUDD'S HILL  
MICROCRUSH



6-22-06

When Judd Finkelstein launched MicroCrush in 1992, most clients were vineyard owners. Today, 50% are individuals whose only grape-picking experience is in the grocery store.

"The enthusiasts are overtaking (MicroCrush)," he says. "We have groups from North Carolina and Louisiana coming in to see their barrels."



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**What you do** As much or as little as you like, but Finkelstein says most customers select grapes (from several dozen vineyards) and barrels and let them take care of the rest.

**What they do** All the wine work, including many style decisions. While they're happy to adjust, "a great deal of customers want us to do it according to our style," says Finkelstein. "They know we're pretty good at it."

**Where you do it** Judd's Hill Napa winery

**Bells and whistles** MicroCrushers can treat Judd's Hill as their private winery, inviting guests for barrel tastings and private events.

**How much** \$2,800 for winemaking; \$1,000-\$2,000 per barrel for grapes.

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