

FOR IMMEDIATE RELEASE



Laetitia Embarks on Transformative Vineyard Renewal *Estate Restoration Marks the Next Phase of Its Legacy*

ARROYO GRANDE, Calif., (November 6, 2025) -- [Laetitia Vineyards and Winery](#) announces a comprehensive vineyard renewal project that will remove and replant its existing estate vineyards, marking a significant milestone in the winery's evolution. This bold investment is aligned with the vision of the new ownership team that acquired the property in 2024 – to make Laetitia the destination where people celebrate life's important moments with wines worthy of every occasion, large or small.

This multi-year initiative will replace the estate's aging vines, which have reached the end of their productive lifecycle. The replanting will emphasize Laetitia's heritage as a sparkling wine house, with traditional sparkling varieties including Chardonnay, Pinot Noir, and Pinot Meunier taking center stage, alongside additional yet-to-be-determined varieties representing the traditional grapes of Champagne. This forward-thinking approach reinforces Laetitia's commitment to quality and preserves its future for generations to come.

During the replanting process, the winemaking team will work with neighboring vineyards to source premium fruit that meets Laetitia's quality standards and continue crafting exceptional Laetitia wines.

"This is a pivotal moment for Laetitia, and we're approaching it with the same commitment to excellence that has defined this estate for decades," said Eric Hickey, Owner and Winemaker at Laetitia. "We're not just replanting vines; we're enhancing the land itself. Our vine removal approach controls erosion and maintains the health of the land. We'll be implementing cover crop programs and regenerative farming practices that will enrich the soil and create a thriving environment to add valuable nutrients and attract beneficial insects. This project is about building a sustainable foundation that will support world-class winemaking for the next 40 years and beyond."

The removal process is being led by Jose Moras, Laetitia's Ranch Supervisor alongside Laetitia's in-house team. Work is underway, and when you visit the tasting room, you'll get a glimpse of what's to come.

"We welcome guests to be part of the transformation," said Kasey Helt, Laetitia's Director of Direct-to-Consumer Sales. "When you visit our tasting room, you'll see our block-by-block approach as we carefully remove and renew the vineyards. With each season, the estate will evolve as we prepare the land for the next generation of Laetitia wines."

Helt, who leads hospitality, invites guests to follow the process and experience the restoration firsthand via the [website](#) and [social media](#) channels. Expect quarterly updates on these platforms.

The 1,000-acre Laetitia estate was placed under a conservation easement through the Land Conservancy of San Luis Obispo County in 2022, permanently protecting the land for agricultural use. Being a SIP (Sustainability in Practice) Certified vineyard since 2008, Laetitia is committed to continuing a sustainable and modern approach to stewarding the land. As new plans for the tasting room renovation take shape, new hiking trails and cycling paths will connect the property, creating a one-of-a-kind experience at Laetitia. With every visit, guests will see the rejuvenation of Laetitia take shape across the estate.

"This is a moment of renewal and promise," said Hickey. "We're building something extraordinary here - not just for Laetitia, but for the future of the Central Coast. We invite our loyal club members and the entire community to be part of this journey."

About Laetitia

Laetitia produces premium estate wines that showcase the exceptional character and diversity of California's Arroyo Grande Valley AVA. Established in 1982 by a respected French Champagne house, the brand carries on the traditions of Burgundy and Champagne with a focus on small-lot Pinot Noir and sparkling wines. Laetitia is known for its commitment to sustainability, community, and quality.

The Laetitia tasting room is open daily, from 10 a.m. to 5 p.m. Learn more at www.laetitiawine.com and [@laetitiawine](#).

Fun Fact: The name Laetitia, derives from the root word *laetitia* (Latin), meaning "happy," "glad," "jubilation," "prosperous," or "abounding," was a minor Roman goddess of fertility.

Media Contact:

Sierra Mercado
sierra@solterrastrategies.com

###