

Replanting FAQs

Why are you removing the vineyards at Laetitia?

We're beginning an exciting new chapter at Laetitia. Many of our estate vineyards have completed their natural life cycle, and we're taking this opportunity to renew the land and prepare for the next generation of exceptional wines. This thoughtful replanting ensures our vineyards continue to reflect the unique character of our coastal estate for decades to come.

Will you be replanting?

Yes! We're replanting with carefully selected rootstocks and clones chosen for their quality, resilience, and harmony with our estate's soils and microclimates. This investment is about building a vibrant, healthy foundation for the future of Laetitia wines.

What will you do in the meantime?

While the new vineyards take root, we'll continue crafting Laetitia wines using grapes sourced from trusted local vineyard partners who share our commitment to excellence and sustainability. These partnerships allow us to maintain our signature style and quality while the estate renews itself.

Will wine quality change?

Our dedication to quality has never been stronger. The replanting project ensures that Laetitia wines will continue to reflect precision, balance, and the coastal influence our fans love. Our winemaking team will continue to work closely with vineyard partners and, in time, with our new estate vines to elevate our wines even further.

Will wine supply decrease?

No. Thanks to strong relationships with local growers, we'll maintain consistent production and continue offering the wines our customers and members enjoy.

What does this mean for wine club members?

Membership remains exactly the same—members will continue receiving their favorite wines, exclusive benefits, and memorable experiences. In the years ahead, members will also be among the first to taste wines from our newly planted vineyards.

What will happen to the land in the meantime?

The renewal process is happening block by block, following a long-term sustainability plan designed to nurture and strengthen the estate. Between plantings, the land will rest and be enriched through thoughtful cover crops and natural regeneration—ensuring the soil remains vibrant and full of life.

What does this mean for employees and guests?

Our tasting room, hospitality, and winemaking operations continue as usual! Guests can witness the transformation firsthand, and our team remains at the heart of everything we do. It's an exciting time to be part of Laetitia's future.

How are you sharing this change?

We're proud to share this story of renewal and vision. Laetitia has always been about growth, discovery, and celebrating life. This replanting marks the beginning of a bold new era—one that honors our legacy while cultivating the vineyards that will define our next generation of wines.