

Replanting FAQs

Why are you pulling out the vineyards at Laetitia?

Our vineyards are now very old and have been impacted by vine disease and natural decline. They are no longer producing enough healthy fruit to make farming them cost effective. To continue producing world-class wines, we are making the decision to remove and replant them.

Will you be replanting?

Yes. We are committed to the future of Laetitia and are replanting with new, carefully chosen rootstocks that are more resilient, disease-resistant, and better suited for the long-term health of our land. This investment ensures the vineyards will thrive for decades to come.

What will you do in the meantime?

While the new vineyards mature, we will source fruit from trusted local vineyard partners who share our commitment to quality and sustainable farming. These sites allow us to maintain the style and standards that Laetitia is known for while continuing to tell the story of the coastal influenced wines.

Does this mean Laetitia will stop making Estate wines?

Yes, temporarily. As we wait for our new vineyards to establish, we will transition away from the “Estate” designation. But once the new plantings are producing, Estate wines will return—stronger than ever.

Will wine quality change?

No—the opposite. This change ensures quality and consistency for the future. Our winemaking team will continue working closely with our vineyard partners to produce wines with the same care, style, and excellence that you expect from Laetitia.

Will wine supply decrease?

No. By partnering with local growers, we will maintain stable production levels and continue to provide the wines our customers and members love.

What does this mean for wine club members?

Nothing changes—members will continue receiving the wines they love, along with all their benefits and exclusive experiences. Over time, members will also be among the first to enjoy wines from the newly planted Estate vineyards.

What will happen to the land in the meantime?

The land is being carefully managed and replanted block by block. This is part of a long-term sustainability plan to ensure the vineyards remain healthy for generations to come. You may see other items like wildflowers planted to add valuable nutrients to the soil as they heal and prepare for replanting.

What does this mean for employees and guests?

Our tasting room, hospitality, and winemaking operations continue as usual. Guests will still enjoy the same experiences at Laetitia, and employees remain an essential part of our future.

How are you communicating this change?

We are committed to transparency. This is a moment of renewal, and we want our community—employees, members, and customers—to understand that this decision is about long-term sustainability and the promise of even greater wines ahead.