

For immediate release

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## **MEYYE WINES LAUNCHES Native American owner-winemaker honors his heritage**

El Dorado County, June 2022 --- Rob Campbell has launched Meyye Wines, beginning with four wines. Campbell is a member of the Federated Indians of Graton Rancheria (Coastal Miwok/Southern Pomo. Marin and southern Sonoma County); the tribe is based in Rohnert Park, California, which lies in Sonoma County, California. Most recently he has been the executive winemaker for 11 years at Story Winery, based in Amador County. After the sale of Story in 2019, he has realized a long-time dream of founding a winery honoring his heritage.

Campbell has launched with four wines under the Meyye label. Meyye (pronounced may-yea) means ‘bird’ in the Coastal Miwok language. His four wines are sourced from estate vineyards in different locations in Northern California and each bears a label celebrating a native bird to that region and the Miwok name for that bird. The labels each start as a photograph that is then expertly tooled to create a textual and three-dimensional representation of the bird. The photographs were taken by acclaimed wildlife photographer Steve Zamek.

The wines are:

2020 Kuluppis (pronounced kuh-luu-pee; Anna’s hummingbird) — 100% Chardonnay, Los Carneros AVA. Grapes come from the Sangiacomo Vineyards at Kiser Ranch on the Sonoma County side of the Carneros AVA. Only 75 cases were made and it sells for \$55 from the winery’s website.

2019 ‘Omay (pronounced oh-may; brown pelican) — 100% Pinot Noir, 100% Pommard clone, Petaluma Gap AVA. Grapes come from the Sangiacomo Vineyards, Roberts Road vineyard located in Penngrove (which lies adjacent to Rohnert Park). This is the area that Campbell’s ancestors have called home for thousands of years. Only 125 cases were made and it sells for \$75 from the winery’s website.

2018 Sokootok (pronounced show-koh-tock; California quail)– Rhone Blend (Grenache (50%), Syrah (20%), Petite Sirah (10%), Cunoise (9%), Zinfandel (3%), from Amador County. Story Winery is located in the Sierra Nevada Mountain foothills. Only 150 cases were made and it sells for \$60 from the winery’s website.

2015 Palachchak (pronounced pah-lah-chak; red-headed acorn woodpecker) – 90% Zinfandel, 10% Syrah, from vineyards in the Shenandoah Valley AVA in Amador County. Only 110 cases were made and it sells for \$70 from the winery’s website.

Meyye Wines are available only from [www.meyyewines.com](http://www.meyyewines.com) and in the near future, at selected restaurants around the country. Campbell offers wine through quarterly

allocations to his list-based customers. This approach to distribution supports the ultra-premium character of the wines and their very limited production.

“In addition to being a member of a federally recognized tribe, I’m probably the only Native American winemaker who also owns his own label. Native Americans have been making wine in California for over 250 years. I descend from multiple Mission Indians who worked vineyards or made wine in three different California missions in the 19th century (Mission San Jose, Sonoma, and San Rafael),” Campbell explains.

Why name his wines after birds and use their names in the Coast Miwok language? “I’m intentionally using the Coast Miwok language since the language was considered ‘officially dead’ in the past, but my people are making a concerted effort to restore it. In addition to being ultra-premium wines that taste great, it’s my small way of preserving our language by sharing with native and non-native people alike,” Campbell says.

Rob Campbell began making wine in 1992 with his eventual father-in-law Bruce Tichenor at Story Winery in Plymouth, California. Working side-by-side with Bruce, learning and watching his passion for winemaking, gave Rob an idea—he could do winemaking for a living at some point. It took 20 years and three other careers (professional musician, high-tech product manager, audio engineer/educator), before he decided it was time. In 2012 Rob took over winemaking duties at Story Winery full time and retooled the facility. Awards for the wines he’s made include Best of Class, Double Gold, Gold at San Francisco Chronicle; Best in Class, Best Italian in Show, Double Gold, Gold at Amador Co. Fair; Gold at Orange County Wine Competition. With the 2014 zinfandel vintage, he had an idea for an ultra-premium zinfandel but it would literally take years to complete. When the family decided to sell Story Winery in 2019, Rob asked that his premium zinfandel, now called Palachchak, be separated from the sale and used as an anchor for a new line of wines to celebrate his Native American heritage and language.

More:

<https://www.meyyewines.com/>

<https://www.instagram.com/meyyewines/>

<https://www.facebook.com/meyyewines>

To taste Meyye Wines, contact Rob or Tina Campbell, [info@meyyewines.com](mailto:info@meyyewines.com)

The winery will be participating in KQED’s Check Please! Taste & Sip on June 27 in San Francisco: more at <https://www.kqed.org/event/1837>

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