



# HAWK WATCH WINERY

27054 Chihuahua Valley Rd  
Warner Springs, CA



Exclusive Offering  
Memorandum





# *Relax, enjoy, unwind...*



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# PROPERTY OVERVIEW

**Offered at \$3,250,000**

North San Diego County Wine Country

Operating Winery plus Residence

9.8 acres of improved land

5 acres planted with 8 varietals

- Turnkey winery operation
- Inventory and FF&E Included
- Hawk Watch Winery trademarked
- Winery profitable since inception
- Nine 90+ Wine Enthusiast Ratings
- 425 Member Wine Club
- 2000 person email database
- Increasing annual sales and profits
- Wine in Temecula/Murrieta restaurants
- 1,768 +/- sf 3 br/2 ba residence
- APN 114-091-06-00









# EXECUTIVE SUMMARY

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Hawk Watch Winery is a charming, welcoming winery situated in the picturesque backcountry of northern San Diego County. It is a turnkey winery operation with full on-site wine production, saving off-site and out-sourced production costs. The tasting room hosts guests in an authentic working winery setting surrounded by barrels of wine, winemaking equipment and the winemaker's lab. Wine tasting guests and club members can enjoy their favorite wines inside the tasting room, or stroll out to the spacious picnic grounds and covered patio offering breathtaking mountain and valley views. The relaxing shaded gazebos afford picturesque views of Beauty Mountain rising majestically out of the north, and the San Diego Peninsular Range, home to Mount Palomar Observatory, to the west.

Specializing in rich, opulent reds and fruit driven whites, Hawk Watch is committed to creating award winning wines of character, depth and distinction. The winemaker uses proven farming practices to produce top quality grapes. Approx. 5 acres are planted with popular varietals including Syrah, Cabernet Sauvignon, Cabernet Franc, Merlot, Grenache, Petite Sirah and Tannat. Hawk Watch received scores of 90 or above on 9 of the 31 wines submitted to Wine Enthusiast. Hawk Watch wines are distributed to several trendy Temecula and Murrieta restaurants, and this popular winery regularly receives guests referred by other winery owners and tasting room staff.

Hawk Watch has the unique distinction of being one of only a handful of wineries in San Diego County with a Major Use Permit. The permitting process was a three year endeavor costing \$250,000 and the winery was granted approval in June 2006. The Major Use Permit carries many benefits over "Boutique" and "Small" classed wineries including no limits on production volume or retail sales, unlimited special events, more flexible operating hours, and other benefits not afforded most San Diego County wineries.







# AREA OVERVIEW

Warner Springs has a deep and fascinating history beginning with the Native Americans dating back 6,000 years and including Spanish explorers, early settlers, cowboys, ranchers, visitors and vacationers attracted to the serenity and beauty of the surrounding area. Warner Valley is one of the rare remaining great open spaces in Southern California. A short drive away is the Anza-Borrego Desert State Park, the largest state park in California with 100 miles of walking trails. Few people know that California's wine history began in 1769 in San Diego County when Father Junipero Serra planted grape vines brought by ship from Mexico. Until Prohibition there were thousands of acres of vineyards in San Diego County which was one of the largest wine producing regions in the state. Today San Diego County is currently home to more than 115 wineries and grows more than 60 distinct grape varieties attracting visitors from not only California but around the world.



# NORTH COUNTY

North County is a region in the northern area of San Diego County, California. It is the second-most populous region in the county (after San Diego), with an estimated population of 869,322. North County is well known for its affluence, especially in Encinitas, Carlsbad, Del Mar, Rancho Santa Fe, and Solana Beach, where house prices range, on average, above \$1,000,000.

Beach culture is prominent in the area, and many of the region's beaches and lagoons are protected areas to help ensure the environment remains pristine, though there has been pressure from commercial entities to develop some of these areas.

North County contains forty golf courses, including Torrey Pines, which hosted the 2008 U.S. Open. North County is also known for its beaches, which stretch about thirty miles from Del Mar to San Onofre. These beaches experience a large tourist influx from June to November. Symbolic of North County's surf culture are the various statues proliferating the region including the Cardiff Kook in Cardiff-by-the-Sea. As surf culture is an integral part of North County, so is equestrian culture. Numerous equestrian centers, including the Del Mar Fairgrounds, Rancho Camino Equestrian Center, and San Diego County Estates International Equestrian Center, are found in the region from Del Mar to Ramona.



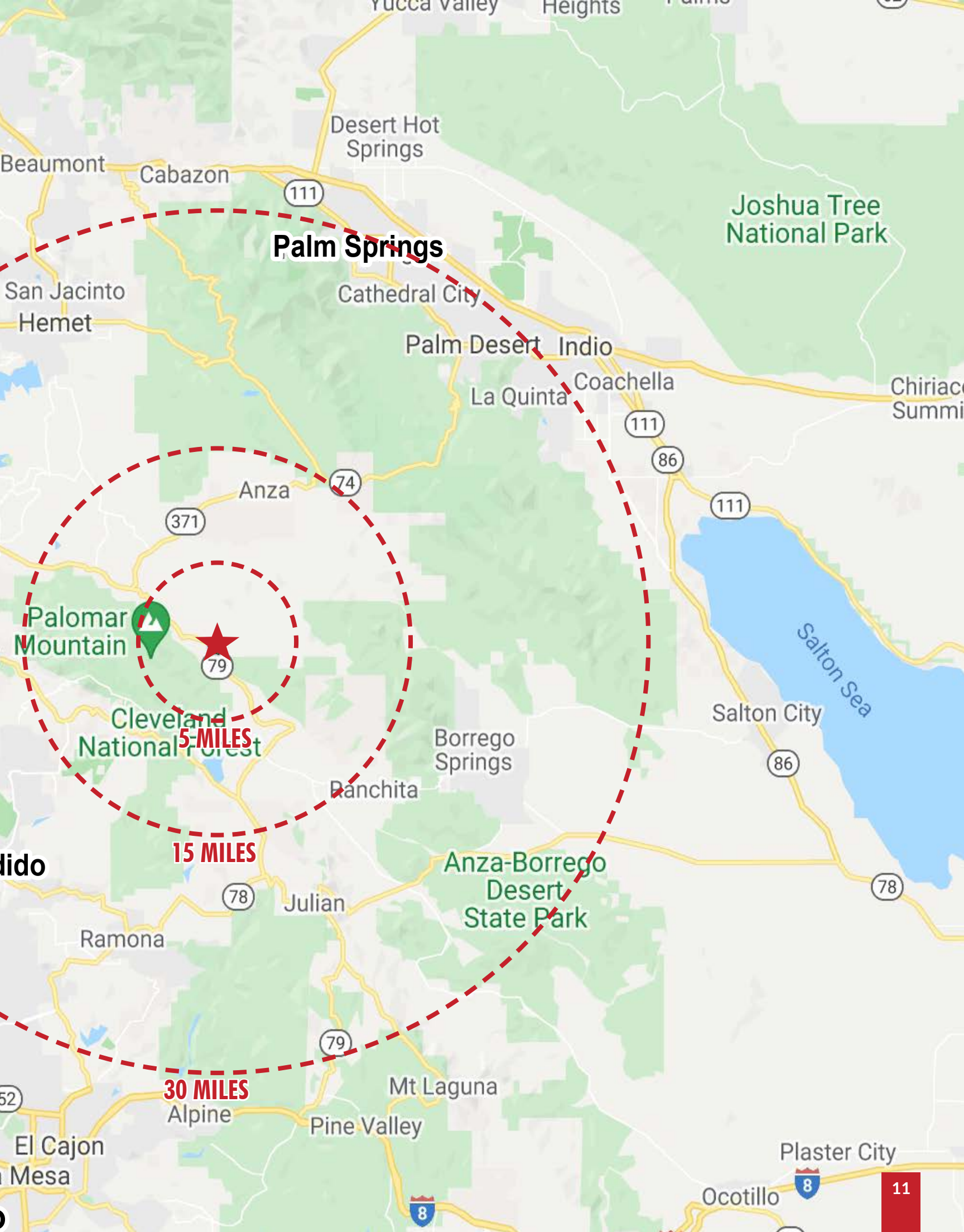
**North County is home to Southern California's only five-star and five-diamond restaurants: Addison at The Grand Del Mar, and El Bizcocho at Rancho Bernardo Inn.**



# Los Angeles LOCATOR MAP









# AREA DEMOGRAPHICS





**North County** is the northern area of San Diego County, and consists of two regions with cities, communities, organizations and residents that work together to promote a healthy, safe and thriving region. The **North Coastal Region** has a population of over 531,000 and consists of six cities (Carlsbad, Del Mar, Encinitas, Oceanside, Solana Beach and Vista) and over a dozen more communities that stretch geographically from Del Mar in the south to the Orange County border in the north and east to include Vista and Rancho Santa Fe. The US Marine Corps' largest installation, Camp Pendleton, is located in the North Coastal Region. The **North Inland Region** has a population of nearly 597,000 residents



living in four cities (Escondido, Poway, San Marcos and the northern part of the City of San Diego) and dozens of smaller communities including inland mountain communities such as Valley Center, Ramona and Warner Springs. The region's diversity can be attributed to this vast geographic expanse, which includes suburban areas, remote desert communities, historic mountain towns, rural homes and farms, and Indian reservations.

The North County section of San Diego County has historically been the most expensive region of San Diego, with such affluent neighborhoods as Rancho Santa Fe, Del Mar, Carlsbad, Encinitas and Carmel Valley. North San Diego County is also known as one of the most geographically diverse places on earth, with bluffs, sandy beaches, canyons and rolling hills on the coast, humid inland valleys, rocky foothills, temperate mountains, rolling grassland and large lakes and rivers in the interior, and arid deserts, lush oases and sand dunes in the fair east region.

In North County, white-collar jobs outnumber blue-collar jobs at a ratio of 3:1. More people have Bachelor of Arts degrees than associate's degrees at a ration of 2:1. More people are married than single by 2:1. Coastal North County is 59% white, 18% Hispanic and 6% Asian. Inland North County has roughly the same racial makeup, except that 9% are Asian.



# PROPERTY GALLERY







# HAWK WATCH WINERY





# INTERIOR GALLERY







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