

# “It's me and Steve here, and we can keep our arms around it.”

- Jim Kroener, owner of Silver Horse Winery & Vineyards

Call it a fluke, or destiny. In just a few years, Silver Horse has reached the status that most wineries take decades to achieve. Jim Kroener has discovered the personal gratification that comes from owning a vineyard, which came about from an unexpected inquiry.



Jim and Suzanne Kroener visited Silver Horse on a weekend getaway in 1994. They met the winery's owner and upon returning home, the first inquiry came their way. Jim's business was well established in Southern California. He “thought” he had no intention of buying a vineyard. The second call came. This time, the proposal was intriguing enough for the Kroener's to consider moving to Paso Robles and own a winery. The rest is history. From 1996, they worked in a pole barn. Vineyard Manager, Bob Goodwin taught them what they needed to know about wine grape growing. When Jim's son Steve learned that a vineyard operation was becoming a reality, his career plans changed quickly. Steve is now the winemaker and the completion of the new tasting room and special event venue is a

credit to his prior construction background and vision for architectural design.

Sandy loam, clay, cobblestone, and a long growing season nurtures their 80 acres of varieties Tempranillo, Garnacha, Petite Verdot, Malbec, Cab, Zin and Syrah. The two distinct climatic regions of the Paso Robles area present many challenges. Yet, at the heart of growing premium wine grapes is the solidarity between growers. The Kroener's are proud members of IGGPRA. Silver Horse is enjoying remarkable success. And Jim Kroener is living his life-long dream of working with his son.

Get to know your wine grape growers. The sixth in a series of six personal profiles.

## Independent Grape Growers of the Paso Robles Area

**Join the distinguished circle of winemakers  
that purchase premium grapes from a wine region  
known all over the world...the appellations of the  
Paso Robles area of California.**

Our 2007 harvest yielded grapes of exceptional quality.  
While the demand for premium wine grapes is increasing,  
now is the time to plan for next year.

Stay ahead of the demand for 2008 and the years to come.  
The growers of IGGPRA have shaped the growth and diversity of the  
Paso Robles area, while forming partnerships with winemakers throughout the  
United States. Those accomplished winemakers consistently purchase our grapes.

**They trust our growers.**

**We extend this invitation to a select few.  
It is your opportunity to make great wine!**

**To view a complete list of varieties,  
tonnage and bulk wine available for distribution**

Visit

**[www.IGGPRA.com](http://www.IGGPRA.com)**



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