

# Sierra Roble Winery & Vineyard

Investment Memorandum

34810 HIGHWAY 79, WARNER SPRINGS, CA, 92086

**Jerry Henberger**  
President  
(949) 874-7126  
Jerry@HRECommercial.com  
Lic: 01332379

**Ms. Danielle Woodard**  
Senior Associate  
(714) 724-7244  
Danielle@HRECommercial.com  
Lic: Ca License # 01951808





# Sierra Roble Winery & Vineyard

## CONTENTS

- 01 **Executive Summary**
  - Investment Summary
  - Location Summary
- 02 **Property Description**
  - Property Features
  - Aerial Map
  - Property Images
- 03 **Sale Comps**
  - Income Statement Jan-Dec 2022
- 04 **Demographics**
  - Demographics
  - Demographic Charts
- 05 **Company Profile**
  - Advisor Profile

Market Analysis by



**Jerry Henberger**  
President  
(949) 874-7126  
Jerry@HRECommercial.com  
Lic: 01332379



**Ms. Danielle Woodard**  
Senior Associate  
(714) 724-7244  
Danielle@HRECommercial.com  
Lic: Ca License # 01951808



[www.hrecommercial.com](http://www.hrecommercial.com)





01

Executive Summary

Investment Summary

Location Summary



## OFFERING SUMMARY

ADDRESS	34810 Highway 79 Warner Springs CA 92086
COUNTY	San Diego
MARKET	San Diego County
SUBMARKET	Warner Springs
OFFERING PRICE	\$998,000
PRICE PSF	\$1.49
LAND SF	668,210 SF
LAND ACRES	15.34
OWNERSHIP TYPE	Fee Simple
ZONING TYPE	A70
# OF PARCELS	2
APN	114-140-06-00, 114-140-57, 00

## PROPOSED FINANCING

Acquisition Loan	
LOAN TYPE	Interest Only
DOWN PAYMENT	\$499,000
LOAN AMOUNT	\$499,000
INTEREST RATE	7.00 %
ANNUAL DEBT SERVICE	\$34,930
LOAN TO VALUE	50 %

DEMOGRAPHICS	1 MILE	3 MILE	5 MILE
2022 Population	366	668	1,068
2022 Median HH Income	\$59,294	\$62,016	\$62,881
2022 Average HH Income	\$88,444	\$86,546	\$86,311



## Summary

- Sierra Roble is a 15 acre Winery and Vineyard. All 15 acres are fenced with an electric gate entrance. It has a 17 gallon per minute well with a 10,000 storage tank. Solar and wind power are included.

## Equipment

- Tasting Room Equipment
  - Bar located inside with a pass through window to a bar on the patio.
  - 2 Refrig in the Tasting Room.
  - 2 Bottle Coolers.
  - Antique Bottle Cabinet.
  - Antique Cabinet in Bathroom.



- Patio Equipment
  - Seating for 64.
  - Propane Fireplace.
  - 7 Infrared Heaters.
  - 5 Ceiling fans.
  - 8 Propane Heaters.
  - Antique bottle tree.
  - Banquet Tables with 36 Chairs.
  - Assortment of Table Cloths and Napkins.
  
- Winery Equipment
  - 1 Commercial Refrigerator.
  - 1 Commercial Dishwasher.
  - 1 Freezer.
  - 25 tanks.
  - 160 Barrels.
  - 200 Racks.
  - 2 Chillers.
  - 2 Pumps.
  - 1 Barrel Washer.
  - 1 5 ton per hour Crusher Destemmer.
  - 1 Power Washer.
  - 1 Big Joe Lift.
  - 1 Large Filter.
  - 1 Small Filter.
  - 1 1/2 Ton Press.
  - 14 Macrobins.
  
- Vineyard Equipment
  - 1 Electric Cart.
  - 1 Gas Club Car Cart with Dump.
  - 1 Kubota Tractor.
  - 1 Self Powered Walk Behind Weed Wacker.
  - 2 Commercial Weed Whackers.
  - 1 Tiller.
  - 1 Trailer to Haul Grapes.
  - 1 25 Gallon Spray Tank.
  
- General
  - 3 Tuff Sheds for Storage.
  - 1 Garage for Tractor and other Equipment.
  - 1 Trailer for Office/Lab.
  - 1 14kw Generator.



## Vines Count

- Sangiovese 491
- Tannat 538
- Barbera 512
- Mouvedre 594
- Sauvignon Blanc 280
- Semillion 200
- Petit Verdot 942
- Malbec 491
- Merlot 539
- Cabernet Sauvignon 1114
- Cabernet Franc 577
- Carmenere 514
- Gros Verdot 645

Total 7437

## Bulk Wine and Case Storage

- 140 - 110L Barrels
- 1630 Cases

## Wines

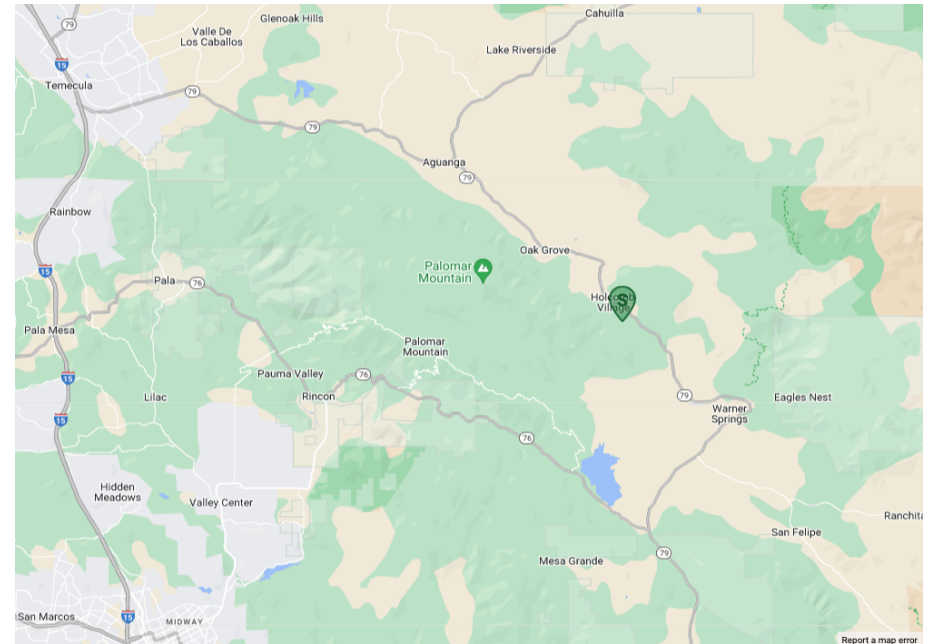
- 2021 - Sauvignon Blanc  
Produced in a stainless steel tank. Butterscotch in color. Citrus on the nose. Notes of tangerine on the palate. 21 cases produced

\$27.00 2021 - Sauvignon Blanc

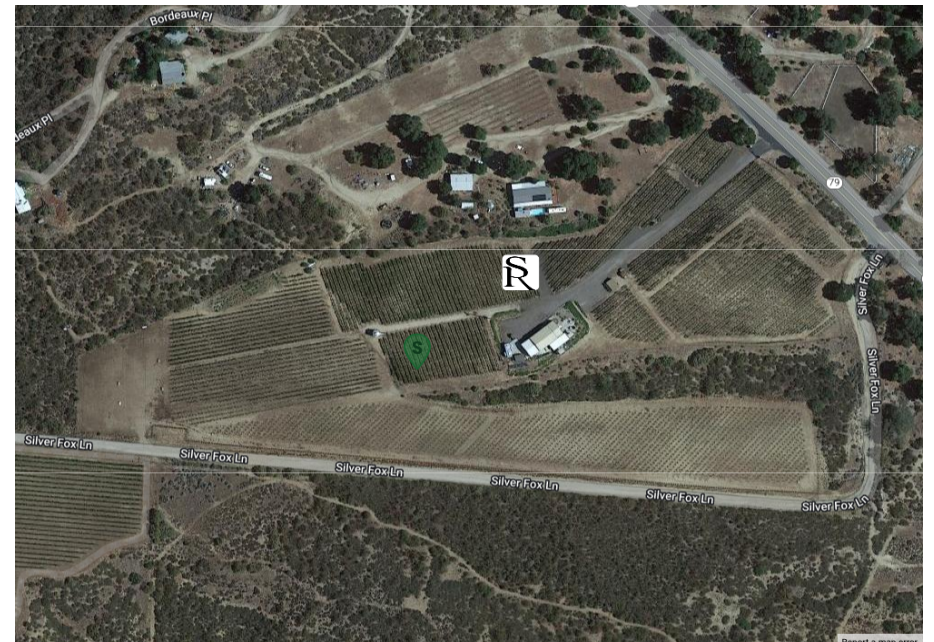
- 2020 - Blanco de Verano  
Our "Summer White" is a blend of 65% Semillion and 35% Sauv Blanc. Lemon in color. A bright delicate wine. Hints of grass and floral on the nose. Dry on the palate. Citrus on the finish 31 cases produced

\$26.00

Regional Map



Locator Map





- 2021 El Dorado  
Sauvignon Blanc fermented on the skins, also known as “Orange Wine”. This full bodied white wine pairs well with fish and a light pasta. 14 cases produced  
  
\$30.00
- 2021 Tinto de Verano  
Our “Summer Red” (Rose) is a blend of 65% Malbec and 35% Sauv Blanc. Tangerine in Color. Strawberry on the nose. Dry but light and refreshing. Notes of citrus on a lasting finish. 30 cases produced  
  
\$28.00
- Aventura 16/17/18  
2016/17/18 Aventura. Aventura is a blend of 25% 2016 Cabernet Franc, 25% 2017 Merlot, 25% 2017 Malbec and 25% 2018 Cabernet Sauvignon. Light floral nose with notes of black pepper. Soft with hints of earth and stone fruit on the pallet. Dry, medium body with a strong finish. 52 Cases Produced  
  
\$33.00
- 2017 - Puesta Del Sol  
Herbaceous on the nose. Soft with dark stone fruit on the palate. Smooth with a rich texture and a lasting finish. 761 cases produced  
  
\$32.00
- 2017 - Luz De Luna  
Hints of smoke and rose petals on the nose. Dry and earthy with mild tannins on the palate. Smooth with tart peach on the finish.  
  
\$32.00





- 2017 - Joya Del Valle  
A blend of 50% Malbec, 20% Petit Verdot, 15% Cab Sauv, 10% Merlot and 5% Cab Franc. Complex wine with a strong nose. Very smooth on the palate. Tart plum on the finish. 753 cases produced  
  
\$31.00
- 2018 Malbec  
A little earth on the nose. Dry and smooth on the palate with notes of dry plum. Medium tannins on the finish. Best served with food. 41 cases produced  
  
\$33.00
- 2018 Merlot Estate  
Silver Award Winner. Boysenberry on the nose. Smooth earthy on the palate. Medium tannins strong finish. 52 cases produced  
  
\$32.00
- 2019 Petit Verdot  
Ripe banana and pencil shavings on the nose. Inky in color. Medium body, dry with moderate tannins. Stewed fruit on the palate. Strong finish. 39 cases produced  
  
\$34.00
- 2017 - Cabernet Franc  
Double Gold Award Winner. Notes of wet soil with light cocoa on the nose. Dry with soft but noticeable tannins. Subtle currants and stone fruit on the palate. Smooth dry finish. 60 cases produced  
  
\$36.00



- 2017 - Cabernet Sauvignon Estate  
Cherry coke on the nose. Bold, dry and soft with hints of black pepper on the palate. Long smooth finish. Pairs well with prime rib. 61 cases produced  
  
\$38.00
- Maravillo 2012  
Dry, after-dinner wine. Made from Petit Verdot grapes and aged for 40 months in French Oak Barrels  
  
\$29.00
- 2019 - Gros Verdot  
Bold wine with mellow tannins. Soil on the nose. Ripe black cherry on the palate. Very smooth finish 42 Cases Produced  
  
\$45.00
- 2018 Ava's Cuvee  
Cherry cola on the nose. Thyme and dried fig on the palate. Complex wine with firm tannins and a smooth finish. Pairs well with roasted mushrooms and Blue Cheese.  
  
\$32.00





02

## Property Description

- Property Features
- Aerial Map
- Property Images



---

## PROPERTY FEATURES

---

LAND SF	668,210
LAND ACRES	15.34
# OF PARCELS	2
ZONING TYPE	A70
TOPOGRAPHY	Rolling hills

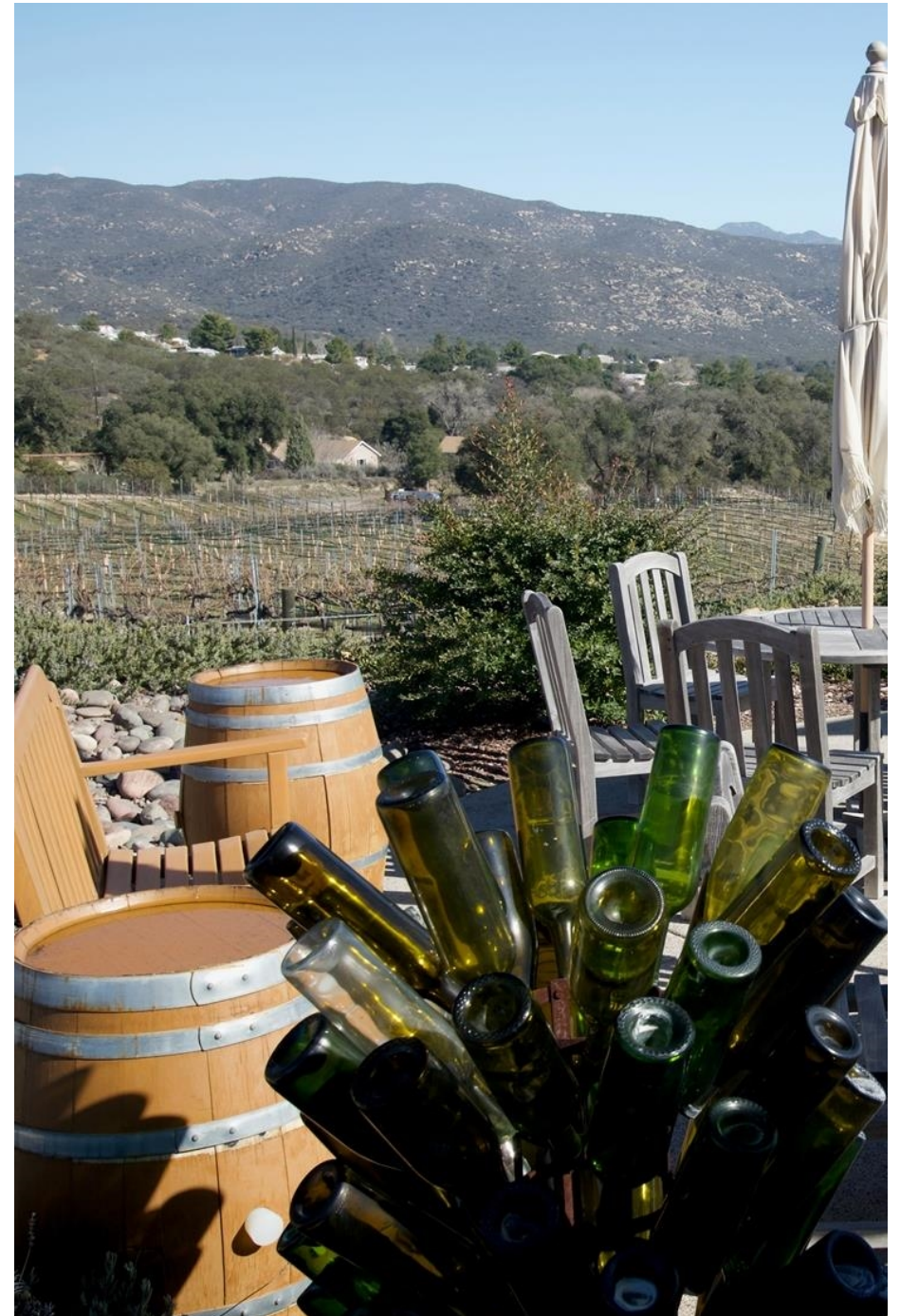
---

## UTILITIES

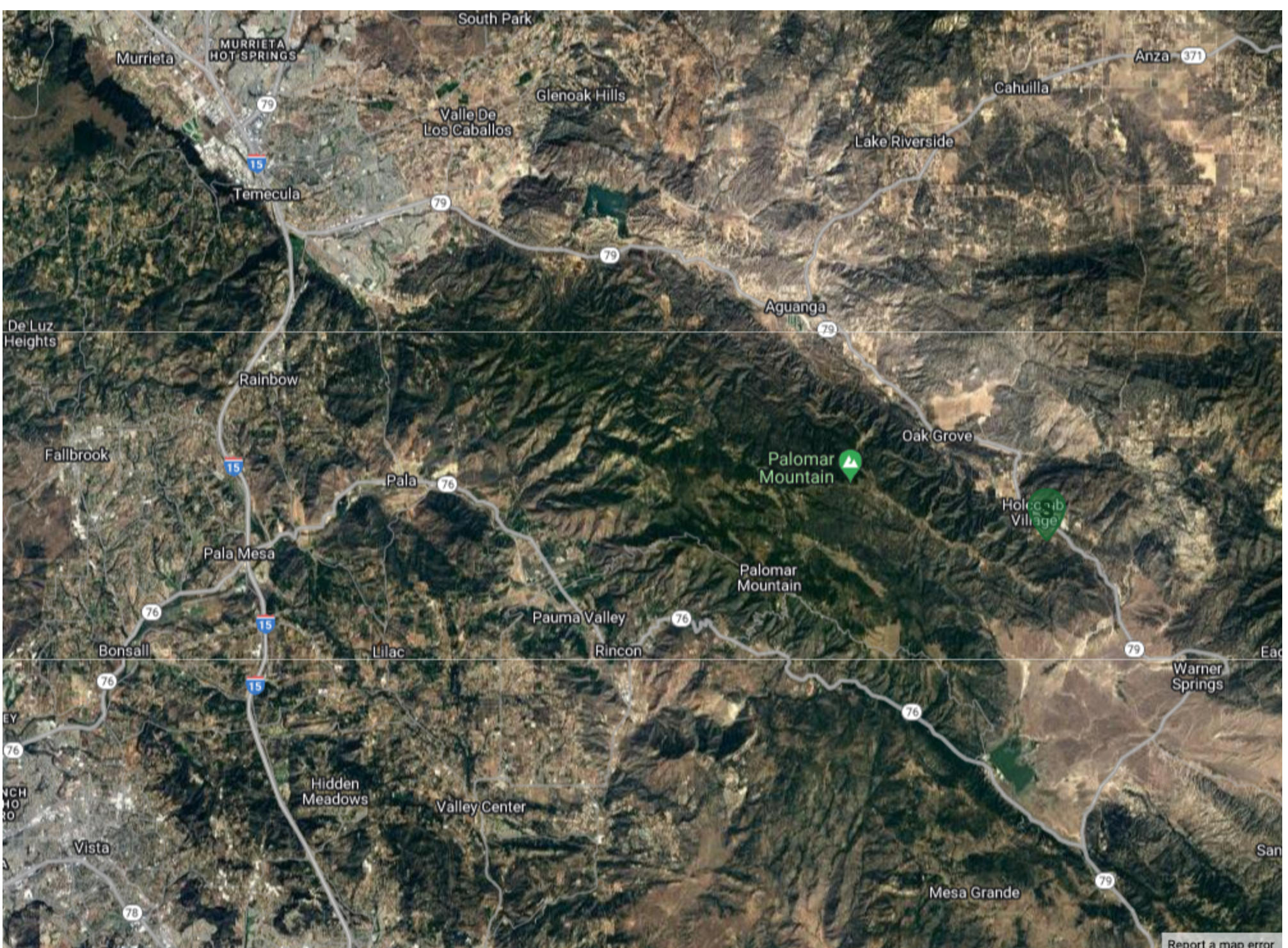
---

WATER	Well 17 gpm
IRRIGATION	Well 17 gpm
ELECTRICITY / POWER	Public, solar, Wind
GAS / PROPANE	Propane

---























2022 WE ENTERED 4 WINE COMPETITION:  
TOAST OF THE COAST, ORANGE COUNTY  
WINE SOCIETY, LA INTERNATIONAL WIN  
COMPETITION AND THE LUM EISENMAN  
WINE COMPETITION.

WE ENTERED 13 OF OUR WINES IN THESE  
COMPETITIONS AND **WON 13 AWARDS!**

**DOUBLE GOLD MEDAL**  
2017 CABERNET FRANC  
2017 NOCHE ESTATE

**GOLD MEDAL**  
2017 PETIT VERDOT  
2016 CABERNET SAUVIGNON ESPECIAL  
AVENTURA (NON- VINTAGE BLEND)  
2019 GROS VERDOT

**SILVER MEDAL**  
2018 MALBEC  
2018 MERLOT  
2018 PETIT VERDOT  
2019 CARMENERE  
2016 PUESTA DEL SOL

**BRONZE MEDAL**  
2016 CABERNET SAUVIGNON ESTATE  
2017 CABERNET FRANC ESTATE











03

Sale Comps

Income Statement Jan-Dec 2022

# Sierra Roble Winery & Vineyard

## Profit and Loss

January - December 2022

	TOTAL
Income	
4200 Sales - Tasting Room	192,126.60
<b>Total Income</b>	<b>\$192,126.60</b>
Cost of Goods Sold	
5600 Cellar & Aging Costs	
5625 Grape Purchases	22,208.25
5631 Repairs & Maintenance	1,051.00
5635 Storage - Bulk Wine	3,206.40
5636 Supplies	7,904.76
<b>Total 5600 Cellar &amp; Aging Costs</b>	<b>34,370.41</b>
5700 Bottling Costs	
5751 Labor	3,800.00
5752 Supplies	525.30
5753 Glass	16,507.62
5754 Corks	8,173.30
5756 Labels	4,973.90
<b>Total 5700 Bottling Costs</b>	<b>33,980.12</b>
5800 Farming Costs	
5820 Contract Labor	8,888.84
5825 Supplies	5,342.10
5830 Fertilizers	1,092.60
5835 Repairs and Maintenance	2,741.48
5840 Utilities - Gas & Electric	6,602.38
5855 Fuel	1,920.89
5860 Permits and Fees	1,616.68
5870 Property Tax - Vineyards and Equipment	2,588.98
<b>Total 5800 Farming Costs</b>	<b>30,793.95</b>
<b>Total Cost of Goods Sold</b>	<b>\$99,144.48</b>
<b>GROSS PROFIT</b>	<b>\$92,982.12</b>
Expenses	
6000 Marketing Expenses	
6010 Education	48.98
6030 Worker's Comp Insurance	1,866.00
6050 Advertising/Promotional	706.99
6070 Shipping, Freight & Delivery	2,231.84
6090 Supplies & Materials	4,221.70
6100 Rent or Lease of Buildings	4,943.26
6120 Samples	460.00
6150 Entertainment	2,122.00



# Sierra Roble Winery & Vineyard

## Profit and Loss

January - December 2022

	TOTAL
6160 Property Insurance	3,050.00
<b>Total 6000 Marketing Expenses</b>	<b>19,650.77</b>
7000 General & Administrative Expenses	2,979.50
7100 Software & subscriptions	2,262.35
7200 Taxes	17,101.04
7300 Business Licenses & Permits	487.00
7400 Legal & Professional Fees	1,500.00
Bank & Payment Charges	2.50
<b>Total 7000 General &amp; Administrative Expenses</b>	<b>24,332.39</b>
Payroll Expenses	
Taxes	1,837.74
Wages	18,350.50
<b>Total Payroll Expenses</b>	<b>20,188.24</b>
<b>Total Expenses</b>	<b>\$64,171.40</b>
NET OPERATING INCOME	<b>\$28,810.72</b>
Other Income	
4900 Other Miscellaneous Income	514.15
<b>Total Other Income</b>	<b>\$514.15</b>
NET OTHER INCOME	<b>\$514.15</b>
NET INCOME	<b>\$29,324.87</b>







04

Demographics

Demographics

Demographic Charts



POPULATION	1 MILE	3 MILE	5 MILE
2000 Population	270	534	851
2010 Population	373	678	1,085
2022 Population	366	668	1,068
2027 Population	364	662	1,059
2022 African American	7	10	17
2022 American Indian	9	17	27
2022 Asian	12	21	33
2022 Hispanic	75	143	228
2022 Other Race	38	72	116
2022 White	271	487	779
2022 Multiracial	28	59	94
2022-2027: Population: Growth Rate	-0.55 %	-0.90 %	-0.85 %

2022 HOUSEHOLD INCOME	1 MILE	3 MILE	5 MILE
less than \$15,000	34	49	61
\$15,000-\$24,999	25	32	38
\$25,000-\$34,999	22	29	35
\$35,000-\$49,999	25	40	51
\$50,000-\$74,999	33	47	57
\$75,000-\$99,999	30	54	70
\$100,000-\$149,999	42	63	78
\$150,000-\$199,999	13	16	20
\$200,000 or greater	18	23	28
Median HH Income	\$59,294	\$62,016	\$62,881
Average HH Income	\$88,444	\$86,546	\$86,311

HOUSEHOLDS	1 MILE	3 MILE	5 MILE
2000 Total Housing	252	397	511
2010 Total Households	251	364	452
2022 Total Households	240	352	437
2027 Total Households	239	349	434
2022 Average Household Size	1.25	1.59	2.05
2000 Owner Occupied Housing	134	203	254
2000 Renter Occupied Housing	41	62	77
2022 Owner Occupied Housing	197	283	350
2022 Renter Occupied Housing	43	69	87
2022 Vacant Housing	24	54	85
2022 Total Housing	264	406	522
2027 Owner Occupied Housing	196	281	348
2027 Renter Occupied Housing	43	68	86
2027 Vacant Housing	25	57	88
2027 Total Housing	264	406	522
2022-2027: Households: Growth Rate	-0.40 %	-0.85 %	-0.70 %





2022 POPULATION BY AGE	1 MILE	3 MILE	5 MILE
2022 Population Age 30-34	20	37	59
2022 Population Age 35-39	19	35	56
2022 Population Age 40-44	19	34	55
2022 Population Age 45-49	19	36	57
2022 Population Age 50-54	28	52	83
2022 Population Age 55-59	31	58	93
2022 Population Age 60-64	44	81	130
2022 Population Age 65-69	36	63	101
2022 Population Age 70-74	35	60	97
2022 Population Age 75-79	16	28	45
2022 Population Age 80-84	8	14	23
2022 Population Age 85+	8	14	23
2022 Population Age 18+	326	590	943
2022 Median Age	54	54	54

2022 INCOME BY AGE	1 MILE	3 MILE	5 MILE
Median Household Income 25-34	\$85,164	\$82,981	\$80,178
Average Household Income 25-34	\$111,969	\$101,858	\$100,898
Median Household Income 35-44	\$81,652	\$85,357	\$83,731
Average Household Income 35-44	\$109,992	\$108,346	\$106,574
Median Household Income 45-54	\$81,755	\$82,908	\$82,612
Average Household Income 45-54	\$112,749	\$107,718	\$106,247
Median Household Income 55-64	\$71,294	\$72,418	\$73,936
Average Household Income 55-64	\$94,419	\$91,788	\$91,515
Median Household Income 65-74	\$52,746	\$52,849	\$52,895
Average Household Income 65-74	\$81,111	\$80,798	\$80,423
Average Household Income 75+	\$56,405	\$56,531	\$56,282

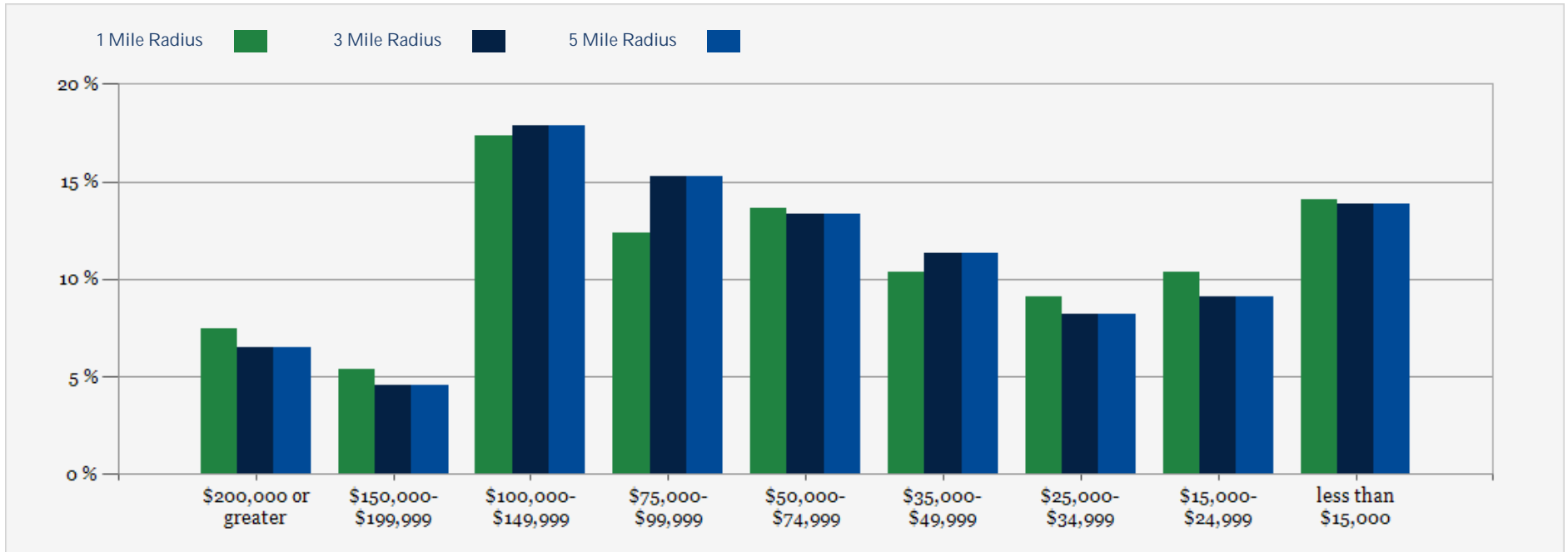
2027 POPULATION BY AGE	1 MILE	3 MILE	5 MILE
2027 Population Age 30-34	20	37	58
2027 Population Age 35-39	19	35	56
2027 Population Age 40-44	19	34	55
2027 Population Age 45-49	19	36	57
2027 Population Age 50-54	26	48	77
2027 Population Age 55-59	28	52	83
2027 Population Age 60-64	41	76	122
2027 Population Age 65-69	37	65	105
2027 Population Age 70-74	38	66	105
2027 Population Age 75-79	19	33	53
2027 Population Age 80-84	10	18	28
2027 Population Age 85+	9	15	24
2027 Population Age 18+	325	587	939
2027 Median Age	55	54	54

2027 INCOME BY AGE	1 MILE	3 MILE	5 MILE
Median Household Income 25-34	\$111,816	\$100,000	\$100,000
Average Household Income 25-34	\$164,273	\$149,044	\$144,184
Median Household Income 35-44	\$126,316	\$110,036	\$114,287
Average Household Income 35-44	\$176,589	\$160,799	\$157,235
Median Household Income 45-54	\$130,781	\$112,315	\$112,123
Average Household Income 45-54	\$180,705	\$163,545	\$161,660
Median Household Income 55-64	\$101,490	\$98,262	\$98,683
Average Household Income 55-64	\$146,277	\$138,989	\$137,454
Median Household Income 65-74	\$63,784	\$67,898	\$68,271
Average Household Income 65-74	\$125,488	\$122,193	\$121,254
Average Household Income 75+	\$83,818	\$83,251	\$82,325

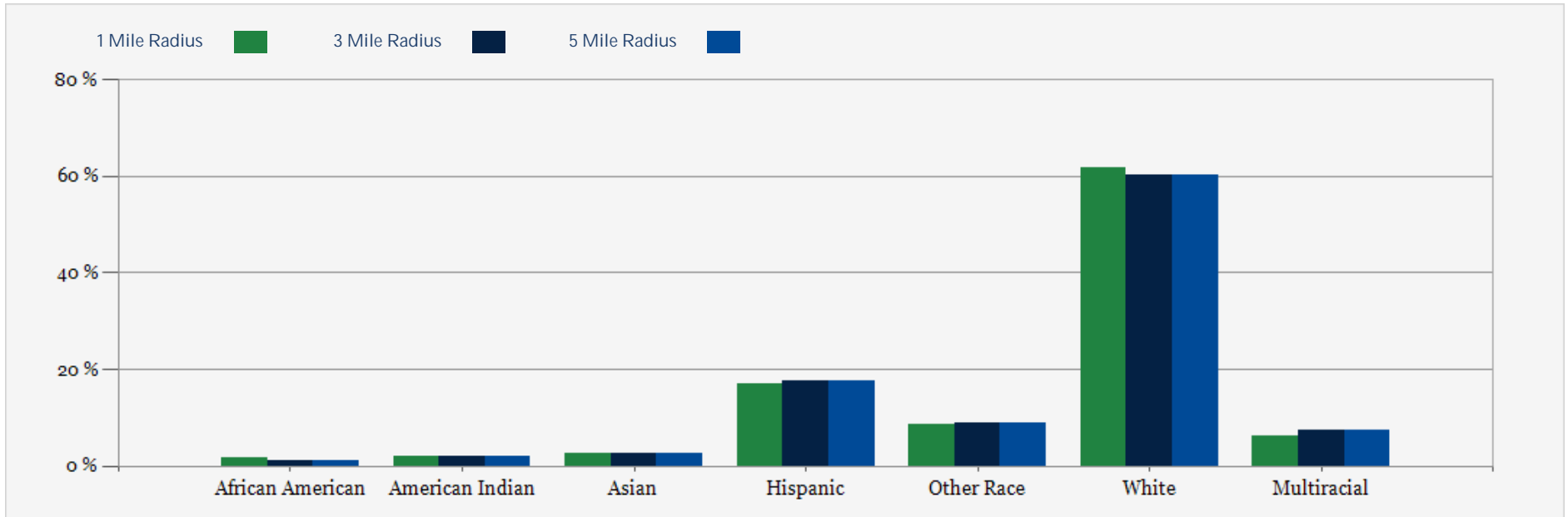




## 2022 Household Income

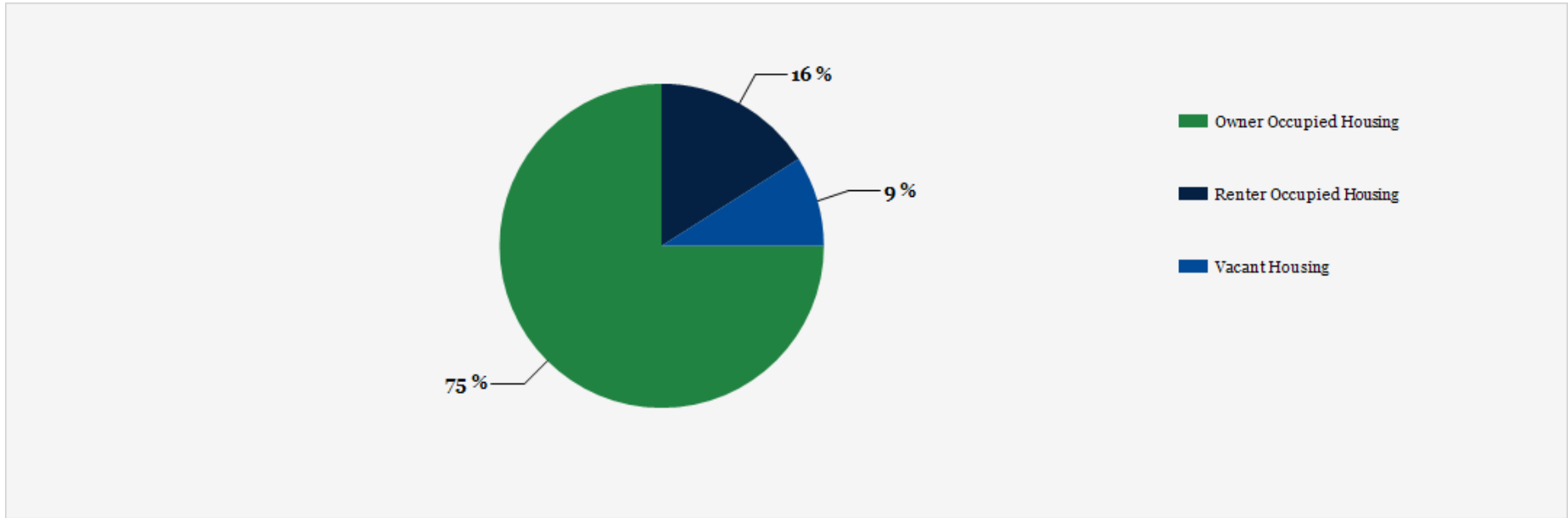


## 2022 Population by Race

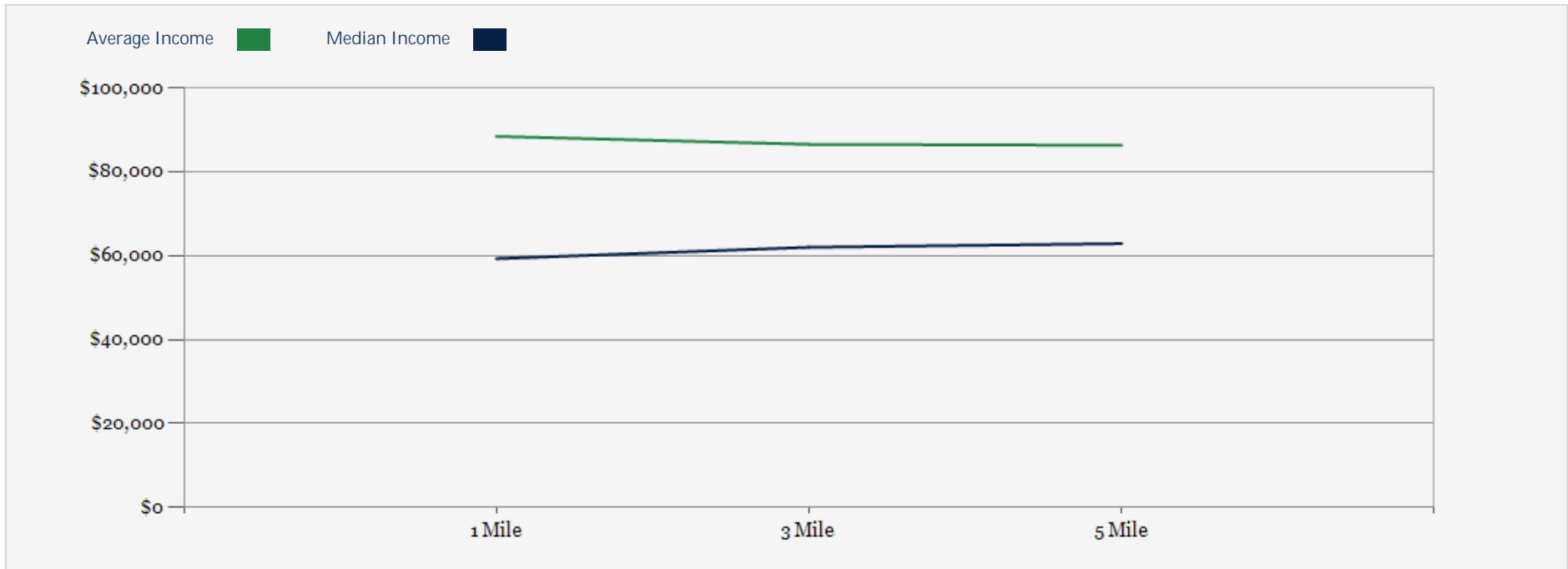




## 2022 Household Occupancy - 1 Mile Radius



## 2022 Household Income Average and Median







05

Company Profile

Advisor Profile





Jerry Henberger  
President

As President of HRE Commercial, Inc, Jerry Henberger is dedicated to offering the elite service, technology, experience, and results.

Jerry has introduced several proprietary tools to help facilitate success and growth including industry specific financial analysis programs, net operating income and budgeting pro formas, and superior offering memorandums. Jerry and his team at HRE Commercial also utilize comparable values for winery and vineyard sellers, real estate investors, and winery buyers.

HRE Commercial is built to empower investors, owners, brokers, and agents to achieve success with its high-impact marketing, state-of-the-art tools, groundbreaking technology, and innovative support structure.

Jerry has been a licensed real estate broker since 2002 and is formally trained and/or previously licensed in lending, insurance, and the investment fields. Jerry has also held positions within several philanthropic organizations, including his roles as an executive for Scripps Mercy Hospital, the Chief Development Officer for Big Brothers/Big Sisters of Orange County, and as the Executive Director for the Parkinson's Association. San Diego Metro Magazine recognized Jerry's philanthropic contributions and named him one of the "Top Men Who Make a Difference."





Ms. Danielle Woodard  
Senior Associate

As a licensed Realtor since 2014, Danielle has quickly become a respected Area Specialist in the Winery and Vineyard real estate market. She takes great joy in exceeding the expectations of her clients. She focuses on helping her clients position their properties as both a wine making business and a valuable real estate asset. Her unique understanding of the planting vineyards, grape varietals, harvesting, the wine making process, aging, storage and bottling makes her a valuable asset for serious winery owners. Danielle is skilled with both commercial and residential real estate.

Danielle obtained her B.A. in Communication (with an emphasis in Public Relations) from nearby California State University, Fullerton, and after a professional career doing PR within the entertainment and technology industries, she applied these skills to her real estate business. This young woman is enthusiastic about applying her marketing, social media skills & industry knowledge to best position both her buyers and sellers and she very much enjoys forming quality, lasting relationships with her clients.

In her free time, Danielle enjoys quality experiences with her son, daughter and family.



# Sierra Roble Winery & Vineyard

## CONFIDENTIALITY and DISCLAIMER

The information contained in the following offering memorandum is proprietary and strictly confidential. It is intended to be reviewed only by the party receiving it from HRE Commercial, Inc. and it should not be made available to any other person or entity without the written consent of HRE Commercial, Inc..

By taking possession of and reviewing the information contained herein the recipient agrees to hold and treat all such information in the strictest confidence. The recipient further agrees that recipient will not photocopy or duplicate any part of the offering memorandum. If you have no interest in the subject property, please promptly return this offering memorandum to HRE Commercial, Inc.. This offering memorandum has been prepared to provide summary, unverified financial and physical information to prospective purchasers, and to establish only a preliminary level of interest in the subject property.

The information contained herein is not a substitute for a thorough due diligence investigation. HRE Commercial, Inc. has not made any investigation, and makes no warranty or representation with respect to the income or expenses for the subject property, the future projected financial performance of the property, the size and square footage of the property and improvements, the presence or absence of contaminating substances, PCBs or asbestos, the compliance with local, state and federal regulations, the physical condition of the improvements thereon, or financial condition or business prospects of any tenant, or any tenant's plans or intentions to continue its occupancy of the subject property.

The information contained in this offering memorandum has been obtained from sources we believe reliable; however, HRE Commercial, Inc. has not verified, and will not verify, any of the information contained herein, nor has HRE Commercial, Inc. conducted any investigation regarding these matters and makes no warranty or representation whatsoever regarding the accuracy or completeness of the information provided. All potential buyers must take appropriate measures to verify all of the information set forth herein. Prospective buyers shall be responsible for their costs and expenses of investigating the subject property.

Market Analysis by



**Jerry Henberger**

President  
(949) 874-7126  
Jerry@HRECommercial.com  
Lic: 01332379



**Ms. Danielle Woodard**

Senior Associate  
(714) 724-7244  
Danielle@HRECommercial.com  
Lic: Ca License # 01951808



[www.hrecommercial.com](http://www.hrecommercial.com)

15615 Alton Parkway, Suite 450, Irvine, CA 92618

powered by CREOP