



DONUM®

Brand Introduction 2025





“Donum is very much about community, and while we remain committed to producing the finest Pinot Noir in California, we also bring people together with shared passions for fine wine, cultural arts, design and sustainability.”

- *Angelica de Vere Mabray, Donum CEO*



# The Donum Difference

Donum is a leader in single-vineyard, single-appellation Pinot Noir and Chardonnay from Northern California.

Our terroir-driven wines capture the energy and complexity of some of the most celebrated regions in Northern California, including Russian River Valley, Carneros, Anderson Valley and the Sonoma Coast. To achieve this, Donum farms for low yields using organic, regenerative farming practices, cultivating a thriving environment in which the vines can flourish.

The Donum Collection features more than 60 monumental works, including open-air sculptures, thoughtfully placed throughout the Estate. Each work explores themes of scale, nature and imagination, forming and ever-evolving dialogue between art and landscape. This evolving collection brings together a global community of artists, with works by leading practitioners from 18 nations across six continents.

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*All five Estate vineyards are:*



## Our Pursuit of Excellence and Quality Begins with Stewardship Of The Land

To cultivate wines that truly reflect their origin, we prioritize healthy, living soils by employing regenerative organic farming practices:

- Compost production and application
- Livestock integration
- Biochar application
- Cover crops

By respecting the soil, its diverse ecosystem, and the surrounding landscape, we ensure Donum wines embody the energy, vibrancy, and authentic character of each AVA, vineyard or block.

Quality is defined as the purest expression of place.



## Meet Our Esteemed Winemaker Dan Fishman

An integral part of the winemaking team since 2007, Dan Fishman began his journey at the Donum Estate as an intern under former winemaker Kenneth Juhasz. After five vintages working with Juhasz, Dan was promoted to oversee Donum's winemaking responsibilities. By then, he had developed a deep understanding of the Estate's three vineyards, allowing for a seamless transition that maintained Donum's tradition of excellence, crafting some of the most sought-after and highly rated Pinot Noirs and Chardonnays from Northern California.

In 2019, Dan assumed leadership of Donum's estate vineyards and spearheaded the Estate's transition to organic farming. The initiative led to CCOF Organic Certification in the summer of 2022, followed by Regenerative Organic Certified™ status for all five of Donum's Estate vineyards in the spring of 2023.

Deeply attuned to the nuances of each vineyard block, Dan's winemaking approach combines historically known and cutting-edge techniques, allowing each lot to express its unique character. "For me, great wine is all about capturing the energy of the place where the vineyard is planted. I believe this starts with the soil and the vine root system, which is why we farm organically with no herbicides to encourage a healthy soil biome. In the winery, my philosophy is to try to intervene as little as possible, to allow the vineyard to speak for itself through the wine." – Dan Fishman, "Art of the Vine," San Francisco Magazine

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## Quality Recognized by Top Wine Critics & Publications

As a leading producer of Pinot Noir in California, Donum wines continue to see growth in scores year-over-year.

- Our 2022 vintage Pinot Noirs earned consistently high scores across top publications, with James Suckling awarding 5 wines 97+ points.
- Wine Enthusiast recognized 7 of our wines with the “Cellar Selection” designation, all rated 94+ points.

View all our scores [here](#).



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# Expansive Site-Specific Art Collection, The Donum Collection®

Founded in 2011, The Donum Collection is one of the largest publicly accessible private sculpture collections in the world.

Donum is a unique cultural destination, allowing artists to create singular experiences at the intersection of art and fine wine.

With more than 60 monumental works of art - of which over a third are site-specific commissions - the evolving collection brings together a global community of artists and leading practitioners. These include Ai Weiwei, Ghada Amer, Doug Aitken, Lynda Benglis, Louise Bourgeois, Keith Haring, and Subodh Gupta.

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*Jaume Plensa's "Sanna" greets guests as they drive up to the Donum Home.*





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*"Vertical Panorama Pavilion" by Studio Other Spaces, a bespoke architecture experience.*





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*Ai Weiwei's "Circle of Animals/ Zodiac Heads" are featured on Donum's wine labels.*





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*The Mikado Room is aptly named for its view of “Mikado Tree” by Pascale Marthine Tayou.*





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*Donum wines are paired with small canapés for an immersive tasting experience.*





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*The Estate offers a picturesque venue for hosting memorable private and corporate events. [Inquire here.](#)*



















































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*The state-of-the-art winemaking facility at the Donum Estate.*



# Excellence Recognized By Reputable Publications



## ESTATE-GROWN WINES

Single-vineyard, Single-appellation Pinot Noir & Chardonnay



Donum Has Five Regenerative Organic  
Certified® Estate Vineyards In Carneros,  
Russian River Valley, Anderson Valley  
& West Sonoma Coast



**Savoy**

Philo

ANDERSON VALLEY AVA

SONOMA COAST AVA

RUSSIAN RIVER AVA

**Ten Oaks**

CARNEROS AVA

Napa

**Churchview**

**Donum  
& TFV**



San Francisco

Pacific Ocean

State of California

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# Donum Practices Work With Nature And Yield Higher Quality Fruit

While our regenerative farming practices begin with the soil, the positive impact is seen through the entire winemaking process:



## Soil

Everything starts with creating healthy soil – high organic matter, improved water holding capacity, better soil structure, and greater presence of beneficial soil fungi.



## Vines

The result is optimal mineral and nutrient cycling, enabling our vines to activate their natural immune systems to combat disease and pest pressures.



## Grapes

Our vines can then regulate their vigor and growth—achieving balance—only setting the crop they can ripen optimally.



## Wine

With balanced vines, root growth, vegetative growth, and fruit ripening work in harmony, resulting in fruit with ideal chemistry that requires less adjustments in the winery.



# Estate-Grown Wine from the Renowned Winegrowing Region, Carneros



## Carneros Chardonnay

Carneros is renowned for exceptional Chardonnay, and we couldn't resist planting a small block of our own. Our Old Wente clone originates from budwood sourced from Winery Lake and Larry Hyde vineyards, a charming field selection that offers a spectrum of aromas and flavors, from classic apple to banana to notes of floral, occasionally revealing the heady perfume of a musqué cluster. Our goal is to craft a Chardonnay that delivers maximum complexity while remaining vibrant.

*"This shows plenty of pear skin, pineapple skin and grapes. It's medium-bodied, crunchy and fresh, with stone and crushed cement undertones."*

*-James Suckling, 93 points.*

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2022 Tech Sheet



## Carneros Pinot Noir

Our Carneros Estate Pinot Noir is crafted from a selection of the most compelling barrels sourced across our 90-acre Estate vineyard, including fruit from both our newest vineyard blocks and the older, more established blocks planted in 1990. This wine is intended to showcase not only the character of the Carneros region but also the unique terroir of our Estate.

*"Aromas of plums and berries with hints of flowers. Medium-bodied, creamy and refined, with balance and focus. Bright and vivid."*

*-James Suckling, 94 points*

2022 Tech Sheet





## Let's Connect

Eric Molinatti  
Head of Sales  
(707) 810-3034  
[eric@thedonumestate.com](mailto:eric@thedonumestate.com)

Fabian Torres Camacho  
Trade Ambassador  
(787) 922-1365  
[fabian@thedonumestate.com](mailto:fabian@thedonumestate.com)

The Donum Estate  
24500 Ramal Road  
Sonoma, CA 94576  
[www.thedonumestate.com](http://www.thedonumestate.com)

*Brand assets and imagery are available in the [Trade & Media portal](#)*



A wide-angle landscape photograph of a vineyard at sunset. The foreground shows rows of grapevines in a field, receding towards the horizon. A single, large, leafy tree stands prominently on the right side of the middle ground. The background features rolling hills under a sky that transitions from a deep orange near the horizon to a dark blue at the top. The word "DONUM" is centered in the upper half of the image in a white, serif font.

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