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FOR MONTALUCE ESTATES M VINEYARDS AND LE VIGNE RISTORANTE

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MONTALUCE ESTATES AND VINEYARDS

GEORGIA WINERY DEVELOPMENT BRINGS A TASTE OF TUSCANY TO THE PIEDMONT

The sweet aroma of honeysuckle, the rushing of the mountain streams full of trout and the crooked beauty of the hardwood forests bounded only by ancient Cherokee trail-marker trees somehow blend seamlessly with visions of vineyards, terraces astride rolling, red hills, gentle ponds and simple Tuscan-style houses dotting the landscape. It's possible to walk through the meadows and woods of the Georgia hill country and be transported thousands of miles across the ocean, yet remain firmly rooted in the South.

Such a blending of cultures and lifestyles is being realized as you read this. Just outside of the old gold-rush town of Dahlonega, a little under an hour north of Atlanta, the grapes have just ripened on the rows of young hillside vines at Montaluce Estates and Vineyards. Even as the late afternoon sun casts a long shadow behind the construction of the 25,000-square-foot winery complex, one can sit underneath a lone oak in the vineyards, forget the work going on around you and see the vision of what the place will soon become. It's easy to get lost in the tale even as it is being written.

Montaluce is the first of its kind in Georgia, a development conceptualized and planned around wine, food, community and *la bella vita*. It is designed not as a subdivision of sterile houses in symmetrical rows, but as a tight-knit village where homes are situated around European-style communal gardens. The homes are built not as opulent showplaces but as dens of comfort, for entertaining and sharing *la tavola*, the Italian concept of the dining table as the center of family and friendship. The community is not built around golf (though plenty of it can be found nearby) with its disconnected links and quiet isolation, but around the vines, interconnected and woven together in a tapestry of life.

The project is not yet completed, but the 400-acre grounds don't make it hard to imagine a finished product. Though only a few cottages and villas are fleshed, the simple, clean architectural ethic already spurs the imagination to visions of Tuscany in North Georgia. The designs are based on original, creative floorplans including interior and exterior courtyards and bell tower-inspired dormers. They also use authentic materials like clay tile for roofs and hardwoods for interior

fixtures, and were built green from the ground up using superior insulation techniques, cement-block construction and new techniques that allow less wood to be used. These homes are built to be works of art not just from a visual standpoint but also in terms of engineering.

Montaluce homes may be dressed down and old fashioned, but they are truly state-of-the-art homes and designed to be there long after most suburban tract houses in North Georgia are long gone. After all, the developer-builders behind the project, the Beecham family of Roswell, have been in the game of building what they call "ancestral" homes for more than 75 years in and around Atlanta.

"Every house we build, we want people to drive by it and think, 'That house has always been there, hasn't it?'" says Beecham Builders CEO Harry Beecham. "That's exactly what we're trying to do with Montaluce. We don't want to environment to display the houses; we want the houses to blend into the environment."

The homes and winery (designed by Harrison Design Associates, one of Atlanta's premier architects) are built as true Italian country homes. The architects have traveled to Italy to do their research—the design is not a part of some flashy, Americanized dream of the arcadian Tuscan countryside, but an earnest effort to recreate what Tuscany actually is. But Montaluce is, first and foremost, an agricultural project, and this informs the architecture. The Beechams, their friends, and everyone involved in the project are all wine lovers, and the wine is the key to Montaluce.

The Georgia wine industry is garnering more and more respect these days and M Vineyards at Montaluce is determined to compete at the level of some of the state's recent award-winning vintages. A wide selection of both *vinifera* and French-American hybrids are planted on the 35 acres of vinelands at the property, and an expert Italian winemaker has been brought in to take full advantage of North Georgia's climate and soil chemistry. The young vines are expected to bear fruit next summer and winemaking with Montaluce's grapes will start after harvest. This year, California wine grapes will be used to make Montaluce Winery's first vintage.

As a part of the winery complex, Le Vigne, an Italian restaurant and wine bar, is slated for a December 1 opening. The restaurant and bar will seat over 200 people and will include a private dining room, terrace seating overlooking the main vineyards, and an owner's club with an additional 100 seats and private wine lockers. Even the underground portion of the winery will house a 25-seat "barrel room," permitting private dining, business functions and wine tastings among the barrels of wine in the cool underground passages beneath the winemaking operation.

This is a truly ambitious project, and these are only the basics. Montaluce has much more in store in the coming months. You truly must see it to believe it.



MONTALUCE ESTATES AT A GLANCE

WHAT: Montaluce Estates, the homes of the nation's first winery community. The Estates are a community of 298 lots for Tuscan-inspired villas, cottages and estate homes, designed to be simple, beautiful and ecologically sensitive vacation homes built with ancestral quality. Montaluce homes are laid out according to the contour of the terrain, not into suburban row houses. Many villa and cottage lots are organized into a collection of small villages surrounding a communal garden or park shared by residents of adjacent homes. The 400-acre property includes 35 acres of terraced vineyards planted with European and hybrid grapes, destined for the heart of the community: Montaluce Winery.

WHERE: [501 Hightower Church Road, Dahlonega, GA 30533](#). Dahlonega is just over an hour north of Atlanta on GA-400. The site was a natural choice for a number of reasons. Lumpkin County is the heart of Georgia wine, with several of Georgia's best wineries located nearby. The local terrain not only offers winemaking advantages but also possesses a dramatic but gentle beauty that recalls the Tuscan countryside. Dahlonega was also recently voted one of the ten best places in the country to retire.

WHEN: December 1, 2007 is the date of the official opening of Montaluce Estates and Vineyards. Montaluce is currently accepting applications for purchase of both homes and lots. Homebuilding and facility construction are ongoing.

WHO: Beecham Builders of Roswell, GA is the force behind the Montaluce concept. The Beecham family are fourth-generation homebuilders in the Atlanta area. They specialize in ancestral-quality custom homes and ecologically sensitive construction. Montaluce homes are designed by Harrison Design Associates, an award-winning Atlanta design firm with branches in Southern California and the Georgia Barrier Islands. Both firms did on-site research in Italy to observe traditional Tuscan architecture and derive inspiration for the project.

HOMES AND LOTS: Both finished homes and lots are available at Montaluce. Prices (quoted in thousands) as follows. Homes: two- and four-bedroom luxury cottages from the low 400s, three-to five-bedroom luxury villas from the 600s, and custom-built estate homes on lots one acre or larger as quoted. Lots: Cottage sites from the 60s, villa sites from the low 100s, estate sites from the 160s, home sites situated on the vineyards from the 250s and home sites along the Etowah River from the 400s. Homes are designed by Harrison Design Consultants and built by Beecham Builders. Land buyers may contract outside firms but must

have plans approved by Beecham Builders and Harrison Design Consultants for architectural and construction control.

ECOLOGY: Montaluce Estates are designed from the ground up with a view to preserve the natural surroundings and conserve precious resources. When the site was prepared for construction, special care was taken to preserve as much of the 50-year-old hardwood forest as possible. Rather than eliminating terrain contours, these features were incorporated into the site plan to preserve the land's aesthetics. The homes and facilities themselves are built to use far less energy for heating and cooling than typical structures, using advanced insulation techniques and the best and most efficient materials and fixtures. The imported red Italian roof tile serves a purpose beyond authenticity and beauty—it has been used in Mediterranean cultures for centuries to keep homes cool in the summer and warm in the winter. Montaluce also keeps a full-time, professional arborist on staff to preserve the property's trees. Finally, the Montaluce property includes nearly a mile of the banks of the Etowah River, one of the five cleanest rivers in the nation according to an EPA study. Montaluce is committed to environmental stewardship so that residents, their families and guests can continue to enjoy the richness of nature in this place for generations to come.

EVENT FACILITIES: Montaluce Estates and Vineyards are designed not only as a community, but also as a resort of sorts. The Montaluce Winery complex (which houses Le Vigne Ristorante and the Tuscan Club for owners) has capacity to entertain about 450 guests in comfort and style for any kind of event. Company retreats, conferences, parties and particularly weddings are what Montaluce was made for. The romantic terrace at Le Vigne overlooking the main vineyards offers the perfect place to make memories. The complex is also wired for audio-visual presentations and data if needed. For overnight guests, Montaluce will feature a home rental program, providing accommodations as well as a way for homeowners to recoup costs at times when their homes are empty. Rental arrangements are handled through Montaluce, with a set price of \$350 per night per cottage. Cottage guests receive full concierge service including overnight room service and access to Montaluce's leisure and recreation activities.

FUTURE PLANS: In 2009, Montaluce plans to add a number of other features. Plans for a full-service day spa and wellness center are slated for completion in Montaluce's second year, as well as an amphitheater for live entertainment. Please continue to check back for more new ideas and plans that will become a part of the Montaluce lifestyle.

M VINEYARDS



M VINEYARDS AND MONTALUCE WINERY

AN ITALIAN REVOLUTION COMES TO SOUTHERN WINE

The Georgia wine industry has been growing for years, and now it's ripe for something new.

Enter M Vineyards at Montaluce Estates, a wine-lifestyle project the first of its kind in Georgia. The team behind the Montaluce project aims to capitalize on the newfound regard for Georgia wines by producing high-quality, small-batch wines of its own. A small winery with just over 35 acres of planted vines, M Vineyards will focus on quality rather than quantity. A wide palette of varietals has been selected and planted, an award-winning winemaker hired from Italy and a state-of-the-art winemaking facility is being built. The winery facility will draw liberally from both the latest technology and the most time-honored techniques to create something unmatched in Southern wineries.

The Beecham family, the builder-developers and wine enthusiasts behind Montaluce and M Vineyards, chose the gorgeous plot of land in North Georgia for their winery and estates for many different reasons. What immediately appealed to them, though, was the similarity of the red Georgia hills to the beloved Tuscany of their travels. In contrast to the subtropical climate of the whole state south of the Appalachians, North Georgia's hills and valleys have a temperate Mediterranean climate. The iron-rich red Georgia clay resembles that of Northern Italy, while the rolling landscape of the area in Lumpkin County, GA, evokes the Mediterranean interior with its hills, meadows and streams.

The imagery adds to Montaluce's mystique, but the land was chosen with a specific winemaking philosophy in mind. The fickle climate and high sand content in the soil mimic European winegrowing conditions and offer an interesting challenge to American winemaking standards. California wines, in their near-perfect growing conditions, are noted worldwide for their consistency and almost scientific quality, but few have ever attained the complexity of character for which European wines have been noted. The team at M Vineyards, particularly winemaker Stefano Salvini, are hopeful that the tricky conditions will lead to extraordinarily complex and varied European-style wines, and that the need for close attention result in the region's highest-quality handcrafted wines.

Wine is at the core of the project, but that's far from everything Montaluce has to offer. The Montaluce concept is a housing and resort development based on a number of synergistic ideas: the Italian passion for fine wine and food; a simple, organic, Tuscan architectural and urban-planning ethic; environmentally sound construction and land-management and perhaps most importantly, the Italian philosophy of *la tavola*, wherein life revolves around the family at the dining table.

Out from these key concepts everything in Montaluce grows. In addition to the more than 200 estates, villas and cottages on the property, the Montaluce Winery complex will house Le Vigne, a fine Italian restaurant and wine bar, with private dining, seating for 200, a terrace overlooking the main vineyards, and access to the winemaking works for tours. Upstairs is the 100-seat Tuscan Club, a private dining area and lounge for Montaluce homeowners and their guests.

Top that off with an outdoor amphitheater, one of the most pristine trout streams in the nation, hiking trails, organic gardens, a smokehouse and a gourmet shop, and Montaluce is the total package. It promises to be like another world, but only an hour north of Atlanta, nestled in the hills near the charming gold-rush town of Dahlonega.

The Montaluce Winery is slated to open December 1, after a first production run using California winegrapes. Next autumn will see Montaluce's first vintage made from its own grapes, at which point we're sure to see another star born in the burgeoning Southern wine industry.

M VINEYARDS



M VINEYARDS AT A GLANCE

WHAT: M Vineyards at Montaluce, the imprint of Georgia's newest winery. Montaluce's 9500-square-foot production facility, the 35 acres of vineyards planted with European and Hybrid grapes, the traditional gravity-flow production technique married to state-of-the-art technology and a dedicated and talented team headed up by an accomplished winemaker from Italy—they all mean great wine as part of a unique concept.

WHERE: [501 Hightower Church Road, Dahlonega, GA 30533](#). Montaluce Estates and Vineyards have currently planted more than 11,000 vines in their unique winery development, where the red hills of North Georgia echo the *terra rossa* of the Italian countryside and the land is dotted with Tuscan villas and cottages.

WHEN: Montaluce officially opens December 1, 2007, while the wine production facility is slated for completion this fall. This winter could see Montaluce's first crush done with California grapes, but next summer's Georgia harvest will become the first vintage made with Montaluce's own grapes.

WHO: Stefano Salvini, master winemaker from Italy, leads the team. Salvini has broad winemaking experience both in his native country and on the East Coast, as assistant winemaker at Barboursville Vineyards, one of the largest and most well-regarded wineries east of the Mississippi. Salvini most recently came from Bertinoro, Italy's Campodelsole Winery, an outfit holding a DOCG classification (Italy's highest). M Vineyards General Manager Paul White of Sonoma Valley left a career as a lawyer to become a winemaker some years ago, and comes to Montaluce after a time as general manager at Coturri, an organic California winery.

VARIETALS: M Vineyards' viticulturists have planted many different grape varieties, some well known in the U.S., some less so, but all special in a variety of ways. Red varieties planted are cabernet sauvignon, cabernet franc, merlot, malbec and petit verdot; white varieties are pinot grigio, chardonnay, seyval blanc, vidal blanc and viogner.

CONDITIONS: North Georgia's topography, soil composition and unpredictable weather much more closely resemble Italy than California. Thus the team expects to make wines much more European than Californian in character. This means drier, more complex wines that can vary in taste from vintage to vintage.

YIELD: M Vineyards expects 5000-6000 cases of top-quality wine in the first year, and thereafter about 10,000 cases each year.



LE VIGNE RISTORANTE

THE GOOD LIFE LIES AMONG THE VINES AT MONTALUCE

The team at Montaluce Estates and Vineyards is pleased to announce a first look into the heart of this unprecedented wine-lifestyle community. December 1, 2007 is the opening of Le Vigne Ristorante, the place where food, wine and community marry into the essence of Montaluce: *la tavola*.

La tavola is the Italian phrase meaning literally "the table," but in a culture as unique as Italy's, the phrase carries far more meaning. In two lilting words, *la tavola* sums up the important things in life: the generations of family and friends brought together, the talk and love they share and the blessings of nature that sustain them in the form of simple and delicious wine and food.

Le Vigne Ristorante offers diners not only a fine meal and great wine in friendly company, but also a spectacular reminder of from whence it all comes. Appropriately meaning "the vines," Le Vigne is nestled among Montaluce's terraced vineyards on their rolling, red North Georgia hillsides. In fact, Le Vigne and Montaluce Winery share the same building at the edge of the main vineyards.

It's all a part of the seamless integration of wine and food central to the Montaluce philosophy. But the winery and restaurant are not the only parts to the equation. For starters, guests can visit the rich wood of the wine bar with its stacked limestone walls and enjoy a long dram of their favorite vintage and some light *antipasti* before settling down for dinner.

At that dinner, guests can see the property's beauty laid out before them from the terrace, and know that the rich, earthy flavor of the food they eat comes from the organic gardens just outside the window, where the artists in Le Vigne's kitchen get their vegetables seasonally and conscious of environment and health. Perhaps as they look out over the vines while they sip their M Vineyards wine, they'll taste the complexities of red Georgia soil and the variations in the weather that shaped it. If they want, they can visit the winemakers downstairs after dinner, see how the wine is traditionally made and shake the hands that made it. Just before leaving for the night, maybe they'll stop off at the gourmet shop, plan a riverside picnic for the next day and get some artisanal meats, cheeses and bread freshly made in house for the banquet in the wild that awaits.

That's the Montaluce life. Le Vigne is at the very core of it. For all Montaluce has to offer, it boils down to a simple idea: you are what you eat—eat well, live well.



LE VIGNE RISTORANTE AT A GLANCE

WHAT: Le Vigne Restaurant at Montaluce Estates and Vineyards, a new concept in Italian dining, wine and gourmet shopping. Fine Italian cuisine with an emphasis on wine pairings are the name of the game at Le Vigne. Le Vigne's main dining room, wine bar and vineyard terrace seat 200, while the upstairs Tuscan Club for Montaluce residents and their guests has capacity for 100. The restaurant also offers patrons access to tours of Montaluce's winemaking operations, as well as an open test kitchen for scheduled cooking classes and demonstrations featuring Executive Chef Steve Hewins and some of Georgia's top chefs. Le Vigne will also feature a gourmet shop selling fine meats and cheeses from the kitchen. Finally, the kitchen will draw from an on-site, two-acre organic vegetable garden.

WHERE: [501 Hightower Church Road, Dahlonega, GA 30533](#). Le Vigne is located at Montaluce Estates and Vineyards; upon reaching the entrance, please follow the signs for the Winery and Restaurant. Le Vigne is located in the 25,000-square foot winery facility and occupies the top two floors of the four-level building.

WHEN: Soft opening is December 1, 2007, offering lunch, dinner and Sunday brunch. Hours are tentatively set for 11 a.m.-7 p.m., Thursday-Sunday, with brunch Sundays from 11-2.

WHO: Paul White, formerly of Coturri Winery in Sonoma Valley, is general manager of both Le Vigne Restaurant and M Vineyards. White brings extensive winery and hospitality experience to the table in his second career, after trading in his chops as a west-coast lawyer to become a professional winemaker and gastronome. Chef Hewins has worked extensively on both sides of the pond, including several years as owner/chef of a family restaurant on the Roman coast with his Italian wife.

CUISINE: New- and Old-World Italian dishes, with an emphasis on wine pairings.

DÉCOR: Traditional Tuscan design with a smooth, modern twist. Typical ornate Tuscan carving is replaced by a contemporary simplicity, but retains the solid,

heavy look typical of Italian country décor. Le Vigne's color palette is of rich golds, and deep greens and purples. Dark, rich woods are complemented by sturdy cast-iron fittings in the structure furniture and fixtures. Stucco-finish walls throughout with stacked limestone walls in the wine bar area.

PRIVATE DINING: Two private dining rooms. A 20-seat private dining room complete with a wine barrel-inspired oak-plank ceiling is located just off the main dining room. Additionally, the fully-equipped "Barrel Room" located in Montaluce's wine storage area accommodates up to 25 for business meetings, events, wine tastings and more.

SERVICE: Le Vigne accepts all major credit cards, including American Express.



THE MONTALUCE TEAM



BEECHAM BUILDERS

To the Beecham family behind Montaluce Estates and Vineyards, experience is key. Dad Harry and brothers Brent and Rob each have what it takes to do the job of the other two if needs be.

"This way, we make sure it gets done right every time," explains Brent. "What that really means is that if anyone makes a mistake, the other two are there to tell him he's wrong," he says chuckling.

Brent is the sharp financial whiz, making sure everything adds up on paper, while Rob is the creative force in the team, the one who dreamed up the Montaluce idea, and burly Harry is the man working out how to move the actual dirt and put up the buildings, applying his decades of experience to envision a finished product while standing in a bare field. Even brother Troy who is an Episcopalian priest in New York, while not directly involved in the Montaluce project, showed up to perform the traditional blessing of the vines when the vineyards were first planted on the hillsides of the North Georgia property.

The natives of Roswell, GA, each have a broad range of talents and fascinating backgrounds but remain expert in their respective roles. By way of introduction, here are the abridged versions of the stories that got them here.

BRENT BEECHAM

Of the three, Brent certainly has the most improbable story. Like all the Beecham boys, Brent grew up working on construction sites for his father and tending the family farm. After a long, circuitous detour, he ended up right back where he started, though this time as a labor of love instead of as a chore.

At the U.S. Air Force Academy in Colorado, Brent studied to become an engineer, but it was his second major that would determine the course of his life. Long fascinated by the volatile and ancient Middle East, he took on another course of work in Middle East area studies. He got his opportunity to travel to the Levant and live there for a summer on an Air Force exchange program with the Israeli military. But his time there brought a much greater change greater change to his life than just padding his résumé or even as a cultural experience. It gave him the love of his life.

"While at the Academy, I traveled to Israel for a summer exchange with the Air Force," Brent recalls. "The first night the IAF officer in charge of us took us to the base club. Hagit walked in and we saw each other across the room. We both kind of nonverbally decided to meet. Unfortunately, one of my friends was busy hitting on her.

"The officer decided to take us to Jaffa, on the Mediterranean coast. It's one of the most romantic cities in the world. On the bus ride I sat behind her and my friend sat next to her. She turned around and talked to me, blowing off my friend. By the time we got down to the old city I managed a handholding. At the end of the month, I left and she said a long-distance relationship would never work. But I kept calling and writing her. I went back in December and asked her to marry me."

They arranged the wedding over spring break and got married after Brent graduated in June 1986.

Hagit moved back to the States with Brent and they lived in Mississippi where Brent underwent pilot training. After his training, they moved to Langley AFB in Virginia. Brent flew F-15 fighters in Desert Storm. After the war ended, He applied to become an Israeli citizen and the couple moved. Shortly after the move, Brent was drafted to serve in the Israeli Air Force. He and Hagit lived In Israel for another six years, having two children along the way. But the day she discovered she was pregnant with triplets, they decided they couldn't support so many children on Brent's salary, so they moved back to Atlanta to be closer to

Brent's family and try to find a job that paid better. With his impeccable flying résumé and his dad's old connections, Brent got a job as a Delta pilot while he worked with Beecham Builders in his time on the ground.

It was during this time that Brent became interested in wine and food with his pilot friends and his now nearby family. But after a while, his domestic flying schedule began to take its toll on his family life; though he never flew far away from his family, he never got many consecutive days off, either.

So it was that Brent decided to throw in his lot with dad Harry and brother Rob. He had experience before helping in every aspect of the business, particularly on the management side of things, where his steady nature and meticulous work ethic would have him. His family needed a full-time finance administrator and he needed a way to stay closer to his wife and kids, so go back into the building business he would. Though he's capable on the engineering side as well as of coming up with new ideas, he's found his forte in the fiscal.

As the CFO of Beecham Builders, Brent describes his job on the Montaluce project as "being the bad guy and reminding Rob that as much as we would like to add features, it isn't in the budget."

ROB BEECHAM

Beecham Builders COO Rob Beecham dreams big. He dreams small, too. To pull off the Montaluce Estates and Vineyards project, he's had to do a lot of both. Most of the details, great and small, are Rob's brainchildren. Though many of Rob's creative salvos are deflected (by Brent, who has to figure out how best to use the money, or by Harry, who has to make things happen from an engineering and building standpoint), all three of them know that without those ideas of Rob's that *are* feasible, Montaluce wouldn't even be an idea. After all, Rob was the one who dreamed up the concept.

In terms of accessories, Harry's the boots, Brent's the suit and Rob's the beard. The nomenclature is, of course, an oversimplification, but it certainly suits them. Rob, dressed down with an earring and goatee, exudes a kind of boyish charm that reminds you what an ambitious, maybe even outlandish project Montaluce is, and yet gives you a sort of easy confidence that the finished product will be exactly what was intended.

Rob plays well with the media and buyers, as well. Part of his job is as a salesman, and there's something about his way that makes people want in on what he's doing. Brent thinks he can be a bit of a glory boy at times, but everyone who meets Rob understands that such big ideas need a big personality to back them up. He makes you believe, and more importantly, he makes you believe it's going to be fun.

But that doesn't mean he's not out on the building site at the crack of dawn most mornings. Rob's no slouch and he knows his field inside and out.

Like his older brother Brent, Rob followed an unlikely path to his current career, and like his younger brother Troy, it was the ministry that first called him. Rob was a pastor for 11 years before a sea change in his life led him to return home and express his faith, though still profound, in a different way.

Rob says it was his passion to enjoy the life that God has given him and his desire to know the beauty of the world's cultures that led him to the vision for Montaluce. A seasoned world traveler, he has taken trips to Europe nearly every year for the last two decades and had the opportunity to experience what life is like in distant lands. He found his greatest common bond with the Italians and their twin virtues of passion and form. As he will tell you, "Brent collects wine; I drink it. I love the camaraderie and affection that the Italians incorporate into their meals. Everything in their lives centers on the family and the table, and that's what I loved about it and what gave me the idea for Montaluce."

Rob lives with his wife and two children in Cumming, not too far from the rest of the family.

HARRY BEECHAM

If the people working on Montaluce Estates and Vineyards form a body, Brent is the left brain, Rob is the right brain, and Harry is the hands and the heart.

Harry's been at it his whole life, and his experience is what makes Montaluce turn from an idea to a reality. His preternatural ability to walk a raw piece of land and see what it can become before the first bulldozer even fires up its engine has its foundation in his childhood, when he and his brother worked for their father's building company cleaning out houses to be sold.

Harry is the third generation of a building family that started their trade in the 1920s in Atlanta, when his grandfather Harry James built and plastered around Atlanta during the wave of new construction that swept the city in a time of economic boon. During the depression, Harry James followed contract work around the Southeast, eventually finding a job working on the Phipps family plantation house in Tallahassee (the same family who developed the luxury mall of that name in Atlanta's affluent Buckhead district). The Phipps' Atlanta connection brought grandfather Harry James and his two sons, Harry's father E.C. and his uncle Harry James, Jr. back to their hometown in the 50s.

E.C. founded Beecham Builders back in 1950, and Harry worked for his father while attending high school. In 1958 E.C. turned over the business to Harry. Harry was still earning his degree at Southern Tech (now Southern Polytechnic University) in Building and Construction and would not finish until 1961, but E.C.

saw the talent in his son and so trusted him with the affairs of the business even as a youngster. Harry and his brother Paul joined their projects together under the Beecham Builders name at that time.

In the mid '60s, the partnership faltered as the brothers found their interests straying. Harry bought a single-engine plane, basically, he says, to keep it out of the hands of his cavalier and occasionally irresponsible young Paul so he didn't meet an untimely end. But Harry found a certain freedom in the air he never found on the ground. He began taking classes to become certified as a commercial pilot first just as a side pursuit. Then, on a whim, he called Delta and asked if they were hiring. He passed their entrance test and started flying for them a couple of months after.

Harry later wanted a more stable schedule and more time to spend with his family, so he returned to custom homebuilding in Atlanta in the '70s and '80s. The lessons his father had left him with as a young man stuck with him as he went back into homebuilding. That's why he stuck with custom homes; his commitment to quality and craftsmanship could never be satisfied these days with large contracting work.

"Nobody's ever built a perfect house," he says, "but we can honestly say we do everything we can to make it perfect."

Harry's passion for perfection is what makes him crucial to Montaluce. The robust old man's burly form tells you that he's no armchair contractor, but that's not just an image. He gets his shape from working with his hands, from walking in front of bulldozers to show the crews exactly what to do instead of just handing them an arbitrary site plan and staying behind in the air conditioning.

"We will be able to leave the owners with the most natural and beautiful setting possible and do the least damage possible. No compromises made," Harry says.

But his strong, diligent nature is betrayed as his calm green eyes show him for the deep thinker he is. The thing he loves about the Montaluce project is the natural, untouched beauty of the land they found for it and the challenge to keep it as pristine as possible.

"What we love about Montaluce is that with the land we got the raw product," Harry muses. "Our goal is to leave the property two-thirds completely natural. We don't cut down that amazing old tree just because it's in the way, we work around it so we can leave it there. That's our overall ethic here is not to just take it easy on ourselves, but to work with the land and see what we can do with it."

BOBBY GREENWAY

Bobby Greenway is a partner and principal individual investor in Montaluce Winery and Estates. He also helps as a development consultant, throwing his expertise in with the already considerable talent at work on the project. Greenway is a real estate developer and builder in the Atlanta area with a background in hands-on site work from his family's masonry business.

Greenway was introduced to the Beechams through his brother, a friend of the family. A project the size of Montaluce takes money, to be sure, but it also takes a partner savvy enough to see the vision and experienced enough to help it along. Greenway was just that man.

"I have to be honest, when I saw the plans, I thought it was crazy," Greenway recalls. "No one had built a community around a winery before, not around here. But these guys had such a clear plan and a strong vision for what this thing was gonna become, all it took for me was to get started."

Greenway hasn't regretted his decision to sign on for a second since.

"I'm amazed how much further along we are than I expected," Greenway enthuses. "In this housing market, it's kind of remarkable, but that just shows you how well executed this thing is."

Greenway shares with the Montaluce team the love of fine food and wine.

"I don't collect wine or anything, but I love drinking it," Greenway chuckles. "This is a truly new idea and I'm very excited to see the winery open. You have people up here drinking wine and eating and enjoying themselves, with the leaves turning and this beautiful property up here, they're just gonna fall in love with it."

PAUL WHITE

Paul White is the general manager of Le Vigne Restaurant and M Vineyards at Montaluce. Though his responsibilities could be considered the broadest and most challenging of anyone on the Montaluce team, his vast experience in a wide variety of fields makes him well suited to take on just about anything.

But that's not to say the New York native is on any kind of learning curve with his Montaluce duties. White has earned his stripes in winemaking and winery management with some of the best small winery operations in the country. White started back in 1996 helping a gentleman from Singapore start a Sonoma vineyard project. The man was a great mentor to White, and saw in him the ability to do pretty much anything White set his mind to. The two traveled together extensively in South Asia while Paul gathered some of his major life experiences.

After helping the man to establish his winery, Paul was hired by Coturri, one of the pioneering organic wineries in Sonoma, as their general manager. The Coturri job suited him well and kept him in the Northern California he loved.

It was family pressure that finally led Paul to Georgia. They both loved their life in Northern California, Paul and his wife decided their children should be raised closer to their family. Though the two met in California, Paul's wife is originally from Atlanta and her parents and other family still live there.

It's a whole new experience for him living in the South, but he finds that Montaluce's setup eases the transition of moving. At Coturri, he worked with the third generation of an Italian winemaking family, and his winemaking experience is similar at Montaluce, where he is alongside Stefano Salvini, Montaluce's master winemaker, imported from Italy.

But Paul's winemaking chops are only a facet of his résumé. He actually left a successful law practice to learn about vineyards and wine, taking a significant pay cut but finally being involved in something he really loves to do.

Paul's pragmatic, businesslike manner belies a true warmth and zest for life. He is a true renaissance man and adds a fascinating character to the Montaluce cast.

CHEF STEVE HEWINS

In Italy, the proportions and technique that create a dish are only as important as the heart that goes into it. Italian cookery is an exquisite alchemy, the measure of which is not knowledge so much as it is experience. It can be compared, perhaps, to learning how to park in New York. A driver learns by feel, perhaps bumping a car or three in the process, much as an Italian chef learns how to precisely slice vegetables straight into a pot or blend spices perfectly by taste not from formulas, but from practice.

In other words, unlike many other cuisines, the quality Italian food is as dependent upon the heart of the chef as it is on his skill.

That's a handy thing for Le Vigne at Montaluce Vineyards in Dahlonga. The way anointed Executive Chef Steve Hewins sees it, heart is everything.

"It all comes down to passion for great food and great wine," Hewins observes, "and the people I work with have that in spades."

The Beecham family behind the Montaluce winery and development sought a chef with skill, knowledge and love of Italian food and culture and, most importantly, one who loves what he does as much as they do. So when they found

Hewins, they knew they had the right chef to make their restaurant as big as their dreams.

Hewins has the skill. He's a graduate of the world-famous Culinary Institute of America in New York and has sharpened his craft in kitchens all over the U.S., the Caribbean and Europe with a wide variety of cuisines and working alongside top chefs. He certainly has the Italian connection, too. His wife, Nunzia, and son, Jordan, are Italian nationals and he lived in Italy with them for the better part of a decade running their family restaurant on the Tyrrhenian coast.

And while the whole crew share the passion for food and wine, it goes beyond that.

"The Beecham family is more than people who share a last name," Hewins explains. "Family is the most important thing in the world to me and we all share the same vision for Le Vigne being a place where family and friends are the same thing—where we can all celebrate one another. What drew me to Italy was the people and their attitude toward family. Twice a day, three generations of a family will sit down together and have a meal and it's really important to them. That's what we want to do here."

Hewins is an Atlanta native who cut his baby teeth at the Ritz-Carlton in Buckhead under Chef Gunther Seeger. After his time there, he found himself hungry for more knowledge and enrolled at CIA (the culinary school, not the Agency, mind).

After graduating from CIA, Hewins landed a job in San Francisco at the renowned Stars Restaurant, working under James Beard Award-winner Jeremiah Tower (who, along with Alice Waters, is credited with creating "California cuisine"), where he spent his four most formative years. Tower's passion for fresh, locally grown ingredients stayed with him even as he moved on to Europe.

That journey began as Hewins was recruited to serve as executive chef at the Hotel Stephanie Bristol in Brussels. His career and reputation truly took off from launch pad Brussels, where he was voted one of the city's 25 best chefs by Paris Match Magazine and often had the honor of cooking for Queen Paola of Belgium.

Hewins' experience in hotel restaurants provided him a windfall when he was hired by a German hotel firm to serve as their corporate executive chef. The firm sent him to Cornell University in New York to study kitchen and restaurant design to help on a project to build a restaurant for a \$70M hotel in Bavaria.

But Hewins felt a strong need to strike out on his own, and so he and Nunzia headed for their beloved Italy, the country that had enchanted Steve's imagination and that Nunzia called home. They opened their own restaurant, La Piazza, on the seacoast south of Rome. The many years they spent there

cemented Steve's deep love of the Italian way of life, which remains with him to this day.

But after the birth of their son, Steve and Nunzia felt it was important for him to grow up closer to his Georgia family. Steve took a job in Ponce, Puerto Rico, developing a dining concept for Costa Caribe Golf and Country Club, a new project for a golf management company owned by the owner of Reebok. Hewins was part of the team that designed and opened Acqua Pazza, Costa Caribe's flagship Italian restaurant. Within a year, Acqua Pazza was rated the number-two restaurant on the whole island and Hewins was featured in Great Chefs of Puerto Rico.

The Hewins family finally found their way back to Georgia when Steve landed the Montaluce job.

"It was an amazing compromise," Steve says of the decision to seek the position at Montaluce. "My wife really wanted to raise our son in the States and have him closer to his Georgia family, but I really missed Italy. But when I looked out at the breathtaking view of the vine-filled rolling hills of Montaluce, I felt like I was back in Italy."

Chef Hewins and his family live in Dahlonga. Steve enjoys spending time with his family, playing golf, and entertaining for friends.

STEFANO SALVINI

Winemaker Stefano Salvini comes to Montaluce from the Campodelsole Winery, in Bertinoro, Italy in the Emilia-Romagna wine-growing region. Montaluce is truly blessed to have Stefano as a part of our team.

After graduating from the Agrarian Technical Institute in Gradisca D'Isonzo, Italy, Salvini served as winemaker and general manager at several wineries across Italy.

In 1999, the Zonin family of Italy brought Stefano to Barboursville Vineyards in Virginia where Stefano plied his skills in winemaking until 2005. Barboursville Vineyards is one of the East Coast's largest and most award-winning wineries.

Upon his return to Italy, Stefano served as general manager and winemaker at Campodelsole Winery, a state-of-the-art, DOCG-class (Italy's highest category) winery.