

# Zarpara Vineyard – Turnkey Business

Zarpara Vineyard is a turnkey business that encompasses all aspects of grape growing, wine making, and wine sales, located in Cochise County in southeast Arizona a few miles from the City of Willcox.

## Vineyard

- 20 acre parcel on the Willcox Bench
- 4200 ft elevation, all sandy loam soil
- 7 acres planted
- 7 varieties: Sangiovese, Tempranillo, Syrah, Monastrell, Graciano, Sauvignon Blanc, Viognier
- 2 wells: 500' (6") and 800' (8")
- Drip irrigation
- Farm equipment included

## Winery

- 800sf with covered crush pad
- Winery equipment included
- Award winning wines
- Warehouse shelving for case storage

## Tasting Room

- On the Willcox Wine Trail
- Rapidly growing Willcox Bench area
- 25 feet of bar space
- Inside seating and covered patio
- Amazing mountain views
- Intimate music and event venue
- ADA compliant

## Living Quarters

- Studio apartment, ¾ bath, office space
- Tasting room doubles as living, kitchen

## Sales

- Retail
- Wholesale (self-distribution)
- Wine club
- Online shopping

**Price: \$825,000**

**Wine inventory available by separate agreement.**

**Call 520.253.3108 or email [forsale@zarpara.com](mailto:forsale@zarpara.com).**



## Vineyard

Zarpara Vineyard sits on a 20 acre parcel at 4200 feet elevation on the Willcox Bench, a premier winegrowing region located about 15 miles southeast of Willcox. The vineyard is in the Willcox American Viticultural Area (AVA).

Location	6777 S Zarpara Ln, Willcox, AZ 85643
Parcel number	305-32-019R
PLSS	Section 20, Township 15S, Range 26E
Legal	S 1/2 SW 1/4 NW 1/4, S20 T15S R26E

The parcel is 96% Sonoita Sandy Loam soil and 4% Comoro Sandy Loam soil.

Wine grape development benefits from the climate in this area which provides plentiful sunlight, low humidity, and wide diurnal swings in temperature of typically 40 degrees or more during the growing season.

There are 7 acres in actual vines occupying a bit over half of the 20 acre parcel. There are 5640 vines, 94 rows of 60 vines each.

- 18 rows (1080 vines) each Sangiovese, Tempranillo, and Syrah.
- 10 rows (600 vines) each Monastrell, Viognier, and Sauvignon Blanc.
- 10 rows (600 vines) Graciano (4 rows producing, 6 rows will produce in 2025).

The vineyard will produce 2-5 tons per acre depending on grape variety and how it is farmed and managed. Wine production potential is 1000 or more cases per year.

Each variety is irrigated on its own circuit. The irrigation system includes a micro-filter and fertigation system.

There are two wells:

1. Drilled 2009, 6" diameter, depth 500ft, 10hp pump with VLT, operating at ~50gpm.
2. Drilled 2022, 8" diameter, depth 800ft, 20hp pump with VLT, operating at ~85gpm.

There is one building on the property that houses the tasting room, winery, and living quarters. It is a 1600 sq ft building with 12 foot ceilings throughout.

The building sits on a square foundation. Divide that into 4 roughly equal squares. The two squares on the west side are the winery - a cold room and an "operations" room. The two squares on the east side are the living area, one square for the bedroom/office, the other for a living room/kitchen which also doubles as the tasting room. There is a public restroom and also a private "full" bath (no tub). There is attic storage above the bathrooms.

There is also a 12x20 shed on the property to hold various and sundry items including fertilizer and chemicals, parts and pieces, etc.

## **Winery**

Zarpara wines have won multiple awards over the years including a recent gold medal at the San Francisco Chronical Wine Competition for our 2022 Tempranillo and a silver for our 2023 Viognier.

The winery occupies the west half of the building, about 800sf, and is made up of a cold room and an operations room. An overhead door on the north side of the operations room leads to a covered crush pad.

Zarpara produces about 400-600 cases of estate wine in its winery each year. (The vineyard can produce more, so a portion of the grapes are sold).

The cold room will hold approximately 1000 cases of wine, 30 barrels, and several tanks. During harvest, fermentation bins also occupy floor space. There is one wall of warehouse shelving for case pallet storage, etc.

The operations room is used for empty barrel and equipment storage, winery office/desk, and wine making operations.

## **Tasting Room / Retail Sales**

The tasting room occupies the northeast corner of the building with adjacent covered patio. The tasting room has over 25 feet of bar space, including 3 feet that is wheelchair accessible.

The tasting room opened to the public in January 2012.

It features handicap accessibility, including a signed handicapped parking place on concrete, a concrete sidewalk to the tasting room door, a wheelchair level countertop at the bar, and a handicapped accessible restroom.

The outdoor patio is adjacent to the crush pad, all covered, and it makes a great venue for live music.

Marketing and revenue generation:

- Zarpara has a loyal and growing wine club which generates a significant portion of revenues.
- Zarpara maintains an active social media presence, up-to-date website, email marketing, as well as marketing through Willcox Wine Country and Arizona Wine Growers organizations.
- Zarpara attends or has attended several wine festival events throughout the year and also sets up at a farmers market on a regular basis.
- Zarpara has established relationships with several retail outlets and restaurants.

The Willcox Bench location, about 15 miles south of Willcox, is rapidly growing. There are currently 6 tasting rooms, a wine bar/restaurant, several AirBNBs, and also a micro-brewery/restaurant close by.

## Living Quarters

The southeast corner of the building houses a studio apartment with 3/4 bath and with space for an office area. The tasting room doubles as the living room and kitchen.

## Room for Growth

- **Vineyard.** There is room for an additional 6 or so acres of vines on the 20 acre parcel. Irrigation is also run to 5 additional potential vine blocks. This would add up to about 13 or more acres of vines in total in the vineyard. Expansion of the vineyard is dependent on rules of the Willcox Basin AMA.

The vines can be managed to produce larger yields of 5 or even more tons per acre.

Grapes can be purchased from other vineyards in Arizona (or from out-of-state eg California).

- **Winery.** The winery was designed so that the west wall could be pushed back to expand wine making capacity. There is plenty of room for an entirely new winery building. Custom crush wineries are also in the area.
- **Tasting Room.** The middle wall between the current tasting room and studio apartment was designed to come down to expand the tasting room. The apartment's bathroom can be converted into a second public restroom or else a private restroom for staff.
- **Off-site Tasting Room.** The Series 13 Farm Winery liquor license allows for two additional off-site tasting rooms (Series 19 license) located anywhere in Arizona. For instance, there are clusters of tasting rooms in Scottsdale and Jerome.

## Willcox

Zarpara Vineyard is located in southeast Arizona, 15 miles south of Willcox, tucked under the Dos Cabezas Mountains in southeastern Arizona. The mountains serve as a beautiful backdrop for the estate vineyard and tasting room.

Zarpara Vineyard is in the heart of the Willcox AVA, (American Viticultural Area), a unique and rapidly growing Arizona wine region that accounts for approximately 75% of all the wine grape production in Arizona.

The vineyard sits at 4,200 feet elevation on a 20 acre parcel in the wine growing area known as the Willcox Bench. There are currently 15 or more vineyards planted on the Willcox Bench with more on the way.

Since the Zarpara tasting room opened in 2012, the Willcox Bench area has seen multiple new tasting rooms open (6 tasting rooms now and counting); as well a microbrewery (Tirrito Farm), restaurant (Olive's Café), and several AirBNBs in the immediate neighborhood. There are also several wine tasting rooms in downtown Willcox and others around the valley.

The Willcox area is emerging as a wine tourism destination, conveniently located on Interstate 10 about an hour from Tucson, with a range of hotels, B&Bs, and restaurants. The area also offers numerous other recreational activities such as the Chiricahua National Monument, Willcox Playa Important Birding Area, (IBA), Tombstone, Bisbee, Kartchner Caverns, U-Pick farms, hiking, biking, nature preserves, Old West history, and more.

The City of Willcox is a farming community with plenty of agricultural support for the area vineyards, farms, and ranches.

### **Owners Story**

Owners Mark and Rhona left their corporate jobs in Phoenix to semi-retire but also start their own business as farmers and vintners. The vineyard was planted out for the most part in 2010, with additional plantings in 2011, 2014, and 2023. They started producing estate wines in 2013.

They came up with the name Zarpara because it was an appropriate metaphor for their new adventure. The Spanish word means "set sail" or "weigh anchor".

Mark and Rhona wanted a lifestyle together with a business that they could operate pretty much on their own with few to zero employees. They wanted to work the vines themselves, make the wine, and personally engage with customers.

The business is now at the point where it could be taken to the next level.

Mark and Rhona are thinking it is time to retire again, this time for real!