



Freeman Vineyard: Organic Sonoma Wines with Global Reach

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Dan | September 17, 2025

A Family Story Rooted in Sonoma County

In the heart of West Sonoma's Russian River Valley, [*Freeman Vineyard and Winery*](#) has become a leader in Pinot Noir and Chardonnay production. Founded in 2002 by **Ken Freeman** and his wife, Akiko, the winery began with just 600 cases. Today, Freeman produces approximately 6,000 cases annually and distributes wine worldwide.

Ken and Akiko Freeman

Their story is as much about passion as it is about business. Ken first met Akiko nearly 40 years ago when she was an exchange student from Japan. Despite her Tokyo society background, Akiko embraced vineyard life—working long hours, doing manual punch-downs, and immersing herself in winemaking. Together, they have built one of Sonoma County's top 25 wineries, a recognized name in the international wine industry.



Meeting Challenges in the Wine Industry

While much of the wine industry has faced economic headwinds, Freeman Vineyard has taken a proactive approach. Instead of waiting for trends to shift, Ken Freeman emphasizes creativity and hard work.

- **Direct-to-consumer sales:** Roughly 65% of Freeman's sales come from direct channels, which grew by 7% this year.
- **International markets:** About 25% of sales come from overseas, with strong demand in Japan, Singapore, and across 15 countries.
- **Wholesale:** Although wholesale sales are down 20%, the winery continues to balance this by investing in consumer engagement, winery events, and collaborations with local businesses.

Freeman's strategy demonstrates the importance of storytelling and community in building resilience, even in a challenging market.

Commitment to Organic and Sustainable Practices

Sustainability is a central part of Freeman Vineyard's philosophy. Living among the vines themselves, the Freeman family has long prioritized soil and water health. Fifteen years ago, they stopped using non-organic inputs, and today their estate vineyards are certified organic. Their third vineyard, now newly planted, is also being developed organically.

Recent sustainability milestones include:

- **Organic certification** for two estate vineyards.
- **25% reduction in bottle weight**, allowing more efficient shipping and reducing carbon footprint.
- **Elimination of foil capsules**, cutting unnecessary waste and energy use.

These changes not only benefit the environment but also align with the values of younger, eco-conscious wine consumers.

A Perfect Fit for Today's Food Culture

Freeman wines are crafted to pair with modern, health-conscious cuisine. Their high-acidity Pinot Noir and Chardonnay match well with poultry, seafood, and plant-forward meals. By avoiding overly aggressive pricing, the winery keeps its award-winning wines accessible.

- **Price range:** \$50–\$85 per bottle.

- **Critical acclaim:** Wines consistently receive ratings of 95–96 points.
- **Consumer experience:** Tastings are available seven days a week by appointment, with guests welcomed under redwood trees in a rustic Sonoma setting.

This combination of quality, value, and hospitality makes Freeman a favorite among both longtime wine enthusiasts and new drinkers exploring their first vintages.

Welcoming a New Generation of Wine Drinkers

While some reports suggest millennials and Gen Z are drinking less wine, Ken Freeman sees a different reality. Younger visitors are increasingly joining their wine club and participating in tastings. Freeman Vineyard encourages new consumers to experience wine firsthand, believing that tasting in a winery setting creates lasting connections.

Wine, Ken notes, has always been about bringing people together—a tradition that transcends age demographics.

How to Experience Freeman Vineyard & Winery

For those eager to taste their wines, the best way is to visit or join the Freeman wine club:

- **Wine club benefits:** Six bottles twice a year, \$1 shipping within California, complimentary tastings for members and their guests.
- **Availability:** Select restaurants in San Francisco, Los Angeles, and San Diego.
- **Global reach:** Distribution in 15 countries, including Japan, Singapore, Norway, and Denmark.

Looking Ahead

As Freeman Vineyard and Winery continues to expand its reach, sustainability and accessibility remain at the core of its mission. By keeping pricing fair, investing in eco-friendly practices, and strengthening direct relationships with consumers, the Freemans are shaping a future where quality California wine is both globally respected and locally cherished.

For more information or to plan a visit, head to [Freeman Winery's website](#)