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Rack & Riddle opens a 135,000-square-foot sparkling wine complex in Healdsburg

The site centralizes bottle-fermented, Charmat and low-alcohol production for clients seeking faster launches without building their own facilities

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Rack & Riddle, a custom sparkling wine producer, said Monday, November 16, that it has opened a new Sparkling Innovation Park in Healdsburg, California, bringing several of its sparkling wine production technologies together at one Sonoma County site.

The company described the new complex as a consolidation of key operations intended to speed product development, increase scale and strengthen its base in Sonoma County. Rack & Riddle said the site combines production for traditional bottle-fermented sparkling wine, Charmat-style sparkling wine and its CALSECCO product line, along with flavored, low-alcohol and alcohol-removed sparkling wine programs.

According to the company, the facility covers 135,000 square feet and includes 1.4 million gallons of cooperage. Tank capacity ranges from 500 gallons to 100,000 gallons. Rack & Riddle said the site is designed to handle annual production of 1 million cases of Méthode Champenoise sparkling wine, 1.3 million cases of Charmat sparkling wine and 1.5 million cases of still wine bottling through four automated packaging lines.

Jeff Tuttle, the company’s chief executive, said in a statement that the project is meant to give winery and retail clients a single place to develop and scale multiple sparkling wine styles. He said the company is combining production assets, winemaking techniques and cooperage at the Healdsburg location as part of a broader commitment to Sonoma County.

The opening is significant for the broader beverage business because Rack & Riddle operates as a custom producer for other wineries and for retailer-owned brands rather than only for its own label. By concentrating several production methods and packaging capabilities at one site, the company could expand contract options for wine brands that want to enter or grow in sparkling wine without building their own facilities. That may be especially relevant for producers looking to move across categories such as traditional sparkling wine, tank-fermented sparkling wine and lower-alcohol or alcohol-removed products, which have drawn rising attention across the beverage market.

Rack & Riddle said the Healdsburg site is intended to let sparkling wine ideas move more quickly from development to commercial production. In practical terms, that means the same facility can support different styles and formats, including canned and bottled products, depending on client demand. The company said the park also offers

clients the ability to use the “Healdsburg” bottling location designation on product labels, a detail that may carry marketing value for some brands.

The project adds scale in a part of the wine business where outside production plays a large role. Many wineries, particularly smaller brands and newer entrants, use custom crush and contract bottling partners to avoid the costs of owning specialized equipment. Sparkling wine is often more equipment-intensive than still wine because different methods require separate tanks, bottling lines, storage and handling systems. A site that can support both bottle-fermented and tank-fermented sparkling wine, as well as flavored and reduced-alcohol products, may give clients more flexibility in product planning and pricing.

Rack & Riddle said the facility supports both wineries and retailer custom brands. That matters in the current drinks market, where private-label and exclusive retail products have remained an important route to market in wine and other alcohol categories. A larger centralized operation can also affect supply conditions for third-party buyers by expanding access to packaging lines, specialized fermentation systems and production slots that might otherwise be limited.

The company said members of the trade and media have been invited to a grand opening event on Wednesday, November 18, featuring guided tours and tastings across its sparkling portfolio.

Rack & Riddle describes itself as the largest custom sparkling wine producer in the United States. Founded in 2007, the company says it provides turnkey sparkling wine services to wineries of different sizes as well as retailer private-label programs. In addition to traditional sparkling wine and Charmat-style products, it produces flavored sparkling wine and low- and alcohol-removed wines in different bottle and can formats. The company said its production now spans three Sonoma County facilities.

The new park comes as wine producers continue to look for ways to widen their product mix while controlling capital costs. Sparkling wine, flavored products and lower-alcohol alternatives have become areas of experimentation for both established wineries and newer brands seeking growth outside traditional still wine segments. A facility built around multiple production technologies gives contract clients a way to test those

segments with less upfront investment, though the commercial results will depend on consumer demand and retailer support.

Healdsburg and the broader Sonoma County area remain central to California wine production, but projects like this also reflect a shift in how parts of the industry are organized. Instead of every brand investing in its own full production chain, more companies are relying on specialized partners for fermentation, bottling and packaging. For sparkling wine in particular, where method and scale can heavily shape cost, access to a high-capacity custom producer can influence how quickly a brand launches new products and how broadly it can distribute them.

Rack & Riddle did not announce financial terms for the project in its statement. It framed the opening as an operational realignment rather than a separate new brand launch, with the main change being the concentration of production assets at the Healdsburg site.