

Fazeli Cellars Winery

37320 De Portola Road, Temecula, California



Offered at \$14,400,000 (Real Estate Only)

The proposed sale of the property is subject to court approval and overbid. The transaction will be structured and consummated in accordance with court approved Chapter 11 sale procedures.

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GRE LAND & COMMERCIAL

This offering memorandum is not an offer to sell any business assets, licenses, or operational interests. Any such assets may only be transferred pursuant to a separate written agreement.

The information contained herein has been obtained from sources deemed reliable; however, no warranty or representation is made as to its accuracy. All information should be independently verified by prospective purchasers and their advisors through due diligence.

Executive Summary

GRE Land & Commercial Real Estate, Inc. is pleased to present the opportunity to acquire the real estate and improvements comprising the iconic Fazeli Cellars Winery property, located on the renowned De Portola Wine Trail in Temecula Valley Wine Country.

This offering includes approximately eleven (11) gross acres improved with a premier, fully entitled winery, hospitality, and event facility, featuring over 24,000 square feet of enclosed improvements and approximately 15,500 square feet of covered patios, along with vineyard plantings, expansive event spaces, commercial kitchens, tasting room, banquet hall, and supporting infrastructure.

The offering price reflects the real estate only.

The operating winery business, including but not limited to FF&E, wine inventory, branding, goodwill, and ABC liquor licenses, is not included in the purchase price but may be available for purchase through separate negotiation with a related entity.

The property is ideally suited for a wide range of buyer profiles, including:

- High-net-worth owner-users
- Investors seeking a destination hospitality asset
- Event venue or winery operators
- Family offices seeking legacy or lifestyle real estate
- Third-party operators under lease or management agreements



This is a rare opportunity to acquire a fully built-out, irreplaceable hospitality compound in Southern California's most established wine region.

Property Overview

37320 DE PORTOLA ROAD, TEMECULA, CA

OFFERING PRICE \$14,400,000 (Real Estate Only)

PROPERTY TYPE Winery, Event Venue & Hospitality Facility

SITE AREA Approximately 11 gross acres

APN 927-640-004

IMPROVEMENTS

- ±24,000 SF of enclosed buildings
- ±15,500 SF of covered patios and outdoor venues
- Eight (8) acres planted with approximately 6,000 vines
- Extensive on-site parking and internal circulation

ZONING / ENTITLEMENTS

Fully entitled winery, tasting room, banquet hall, and event venue (see Facilities & Entitlements)



This offering is for the real estate and improvements only.

The following items are expressly excluded from the offering price but may be available for separate negotiation with a related entity:

- Furniture, Fixtures & Equipment (FF&E)
- Wine inventory - bottled and bulk
- Winery operations and business goodwill
- Trade name, branding, and intellectual property
- Customer lists, wine clubs, and memberships
- ABC Type 02 (Winery) and Type 47 (Full Liquor) licenses

No representation is made that any business assets or licenses will be transferred with the real estate. Any such transfer would be subject to separate agreement.



Property Highlights

- One of the most architecturally distinctive winery and hospitality facilities in Southern California
- Striking modern Moorish and California contemporary design
- Prominent location on the De Portola Wine Trail
- Purpose-built event, tasting, and hospitality infrastructure
- Large-scale commercial kitchens suitable for catering and events
- Multiple indoor and outdoor venues allowing concurrent uses
- Vineyard acreage enhancing aesthetics and long-term land value
- Fully entitled facility significantly reducing development risk
- Strong replacement-cost and barrier-to-entry characteristics



History & Design Context

The property was developed by visionary owner Bizhan (BJ) Fazeli as a culturally inspired winery and hospitality destination integrating Persian architectural influences with California wine country aesthetics.

All references to the Fazeli Cellars name, history, awards, and recognition are for descriptive and marketing context only.

No representation is made that the trade name, brand, or business operations are included in the offering.

Upside & Alternative Use Potential

The property offers significant flexibility and upside for future ownership, including:

- Continued operation as a winery or tasting venue under new ownership and management
- Event-driven revenue through weddings, public concerts, and private functions
- Lease to third-party winery, event or hospitality operators
- Corporate retreat, private club, or brand experience destination
- Cultural, lifestyle, or legacy estate for private ownership
- Potential structured investment strategies

The fully entitled nature of the property and scale of improvements provide a strong foundation for multiple operational and investment strategies.

Facilities & Entitlements

The property features a comprehensive and highly flexible layout designed to accommodate multiple simultaneous activities:

- Wine tasting room with bar and retail space
- Restaurant and bistro-style dining areas
- Large banquet hall with stage, bar, and seating
- Multiple commercial kitchens designed for high-volume catering
- Private dining rooms, meeting rooms, and lounges
- Bride and groom suites and private preparation rooms
- Landscaped ceremony and event venues
- Multiple covered and open-air patios with vineyard views
- Production, storage, and support areas adaptable to alternative uses
- Fazeli Cellars Winery is one among only four of the more than fifty wineries in the Temecula Wine Country to have a dedicated indoor banquet facility and catering size kitchen

The scale and configuration of the improvements allow for exceptional flexibility across hospitality, events, and private or leased operations.

Entitlements

The property benefits from favorable entitlements granted by Riverside County, including:

- Winery and tasting room use
- Special occasion and banquet hall use
- Approved hours for special events (10:00 AM – 10:00 PM)
- Up to 104 special occasion events per year
- Up to 200 guests per special occasion event
- Unlimited wine club or private events

These entitlements materially enhance the property's value and reduce regulatory risk for future owners.



Area Overview - Temecula Valley Wine Country



Temecula Valley is one of Southern California's premier lifestyle and tourism destinations, benefiting from:

- Strong regional population growth
- Proximity to Los Angeles, Orange County, and San Diego
- High household incomes and tourism spending
- Established wine country branding and visitation
- Access via Interstate 15 and regional arterials

The City of Temecula is currently home to over 110,000 residents and along with the surrounding cities of Murrieta, Wildomar, Lake Elsinore and Menifee total approximately 550,000 in population. The City ranks in the top 13% Sales Tax Per Capita in all of California and is ranked the 8th Safest City in California. Temecula's median household income rose in 2023 to to \$121,000 a 5% increase year over year. Tourism spending in Temecula Valley also grew in 2024 by 10% to \$1.1 billion dollars and the annual visitors also rose over 6% to 3.4 million. Temecula's popular Wine Country has been named by USA Today and Wine Enthusiast as one of their Top Best Wine Regions.



Temecula Valley is a wine-plus spirited destination inspired by the vine with several distinct pillars: Southern California Wine Country, outdoor recreation and entertainment, small-town atmosphere, an evolving culinary scene, and its community of Makers. The destination is made up of curious mavericks, a behind-the-scenes tour reveals the source of their contagious energy. Visitors are intrigued by these accomplished and passionate people. It's how they work together in the fields, tanks, and kitchens that are setting them apart.

It doesn't take long for visitors to unwind and relax. The genuine welcome that is felt is endearing to travelers when they discover this unexpected gem and it always leaves them with a hope to return. Three to five days gives enough time to fill up on discoveries.

The De Portola Wine Trail remains one of the most desirable corridors within the region.



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