

OFFERING MEMORANDUM

Volcan Mountain Winery

1255 Julian Orchards Drive
Julian, CA 92036

BOUTIQUE WINERY OPPORTUNITY

\$2.85M

PRICE

Terri Lee Delhamer

951-252-7889 (Direct)
terri@grecre.com



GRE Land & Commercial Real Estate, Inc
999 N. Pacific St. D23
Oceanside, CA
951-252-7889
grecre.com



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1255 Julian Orchards Drive

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\$2,850,000

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PRESENTED BY



Terri Lee Delhamer

951-252-7889

terri@grecre.com

Lic # 02065749

**GRE Land &
Commercial Real
Estate, Inc**

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Executive Summary

1255 Julian Orchards Drive


\$2,850,000
ASKING PRICE


2006
YEAR BUILT

PROPERTY DATA

Building SqFt	4200
Year Built	2006
Lot Size (Acres)	9.380
Parcel ID	250-272-07-00
Zoning	AGRICULTURE / FARMING
County	San Diego
Units	2 Buildings +vines+trees
Building Sizes	TR 1200sf Prod. 3000sf

Volcan Mountain Winery is a rare, destination-driven winery established in 2006 and located in the scenic Julian mountain region of San Diego County. The recently remodeled tasting room, loyal 700+ member wine club, and strong tourism traffic create a compelling foundation for growth. Operating with a Major Use Permit, the property offers valuable entitlements supporting growing winery visitors.

PROPERTY FACILITIES

- Production Building: ±3,000 SF fully equipped winemaking facility
- Includes break room and apartment-style loft
- Tasting Room: ±1,200 SF, recently remodeled with updated finishes and layout
- Outdoor tasting and seating areas integrated with natural surroundings
- Orchard and vineyard infrastructure in place

AGRICULTURAL PROFILE

- ~1 acre planted in wine grapes + ~8 acres planted in apple orchards
- On-site production of wine, apple wine, and apple port
- Unique product diversification not commonly found in traditional wineries
- Strong alignment with Julian's well-known apple-growing heritage
- Opportunity to expand branded product lines and direct-to-consumer sales

SITE ENTITLEMENTS & PERMITTED USES

- Winery production, storage, and bottling operations
- On-site tasting room with direct-to-consumer sales
- Outdoor tasting areas surrounded by vineyards and orchards

Investment Highlights

Volcan Mountain Winery represents a rare opportunity to acquire a fully operational, destination-driven winery in the highly desirable Julian mountain region of San Diego County. Established in 2015, the 10± acre property offers a unique dual agricultural profile with estate wine production complemented by an 8-acre apple orchard, supporting the production of apple wine and apple port—distinctive offerings that differentiate the brand in the Southern California market.

The property includes a ±3,000 SF production facility with an integrated loft and a recently remodeled ±1,200 SF tasting room designed to enhance the guest experience. With over 700 wine club members, strong Google and Yelp ratings, and an established presence among Julian's steady tourism base, the winery benefits from consistent direct-to-consumer revenue and repeat visitation.

A key investment highlight is that the winery operates under a Major Use Permit—one of a limited number of wineries within San Diego County with this level of entitlement. These permits are increasingly difficult, time-consuming, and costly to obtain, particularly in rural and environmentally sensitive areas such as Julian. The Major Use Permit provides a significant barrier to entry and allows for established winery operations and visitor-serving uses, creating both immediate operational certainty and long-term value protection for future ownership.

UPSIDE OPPORTUNITIES

- Expand event programming with weddings, private events, and seasonal festivals
- Leverage apple harvest season for high-traffic experiential events
- Increase wine club membership and direct-to-consumer sales
- Develop premium tasting experiences and VIP offerings
- Introduce food truck service or curated partnerships
- Enhance marketing to capture San Diego, Orange County, and destination travelers
- Utilize apartment loft for on-site management/owner's quarters
- Expand outdoor seating, fire pits, and guest experience areas
- Build brand around "Elevated Wines. Elevated Experience"


\$2,850,000

ASKING PRICE


2006
YEAR BUILT

Location Highlights



LOCATION	
Address	1255 Julian Orchards Drive
City	Julian
State	California
Zip Code	92036
County	San Diego
APN / Parcel #	250-272-07-00
Coordinates	33.104843,-116.603288

AREA OVERVIEW – JULIAN

Nestled in the Cuyamaca Mountains, Julian is one of Southern California’s most beloved destination towns, known for its historic charm, seasonal tourism, and natural beauty. Located just over an hour from San Diego, Julian attracts visitors year-round for apple harvest festivals, mountain recreation, boutique shopping, and wine tasting.

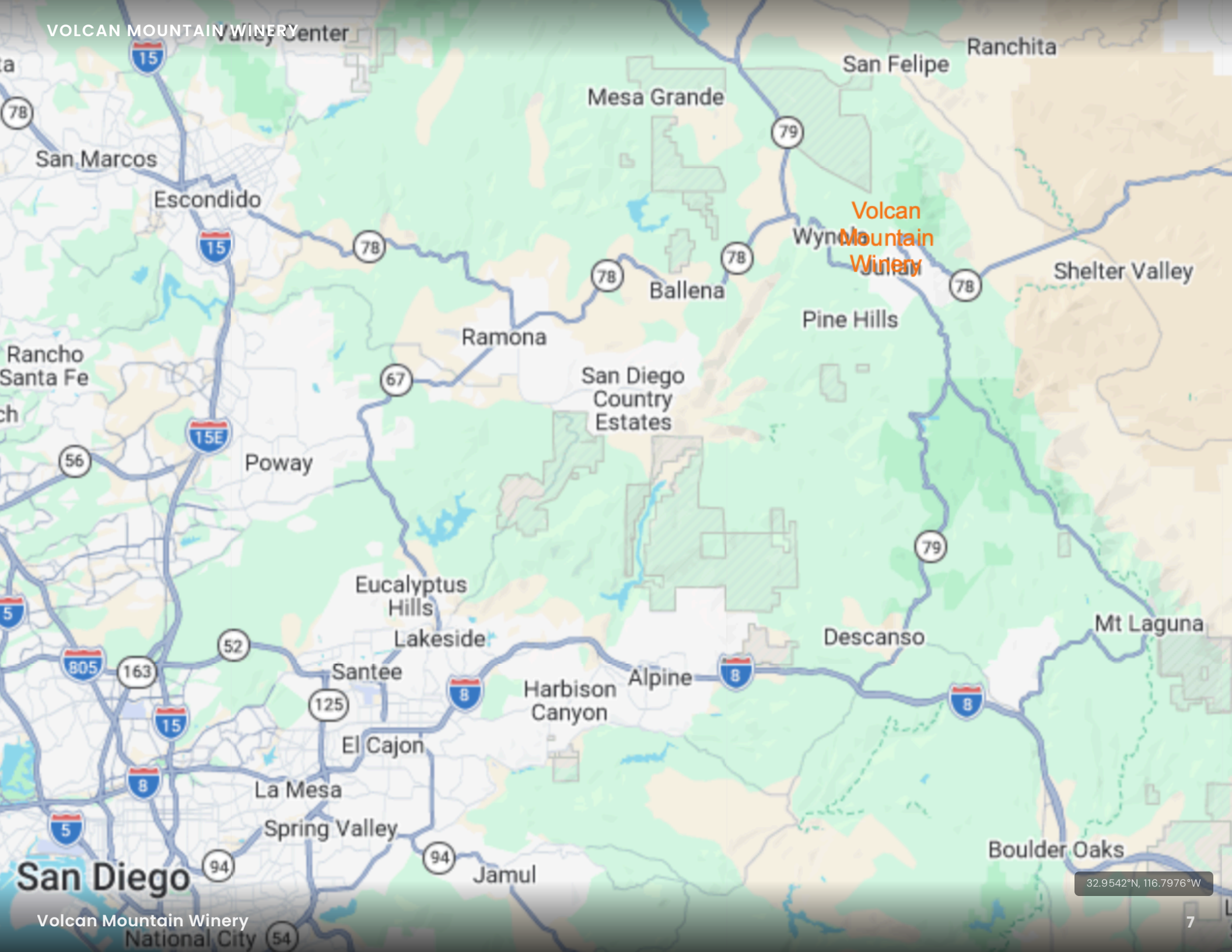
The Julian wine region is an emerging boutique wine destination distinguished by its higher elevation and cooler climate, offering a unique alternative to more commercialized wine regions. Visitors are drawn to its authenticity, relaxed atmosphere, and experiential appeal—making it particularly attractive for hospitality-driven winery operations.

THE EXPERIENCE

Volcan Mountain Winery offers something increasingly rare in Southern California—a true escape. Set among apple orchards and rolling mountain terrain, the property delivers a guest experience that feels worlds away from the city, yet remains easily accessible from San Diego and surrounding coastal communities. Visitors are drawn not only to the wine, but to the seasonal beauty, fresh air, and authentic charm that define Julian. This unique combination creates a powerful foundation for both lifestyle ownership and hospitality-driven revenue.

TRANSIT	
Washington St & Hwy 78	1.8 mi
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AIRPORTS	
Gillespie Field	28.9 mi
Ramona Airport	18.4 mi
Borrego Valley Airport	19.2 mi



VOLCAN MOUNTAIN WINERY

Volcan Mountain Winery

32.9542°N, 116.7976°W

Volcan Mountain Winery
National City

Market Overview



POPULATION 1,502	AREA 7.9 sq mi
ELEVATION 4,226 ft	TIME ZONE Pacific Time Zone
COUNTY San Diego County	STATE California

Market Overview: Julian, CA

Julian is a census-designated place (CDP) in San Diego County, California which developed as a classic gold rush boomtown in the 1870s after gold was discovered by Fred Coleman, attracting miners, a tent city, rapid growth with saloons and stores, and discussions of becoming a county seat, before transitioning into a more stable community with agriculture and tourism. As of the 2020 census, the population was 1,768, up from 1,502 at the time of the 2010 census.

Julian is an official California Historical Landmark (No. 412). The Julian townsite and surrounding area is defined by the San Diego County Zoning Ordinance Section 5749 as the Julian Historic District. This designation requires that development adhere to certain guidelines administered by the Architectural Review Board of the Julian Historic District, which is appointed by the San Diego County Board of Supervisors.

Julian was named an International Dark Sky Community by the International Dark-Sky Association in May 2021. It was the 30th such designation and the second in California.

DEMOGRAPHIC SNAPSHOT

1-MILE RADIUS		3-MILE RADIUS		5-MILE RADIUS	
Population	19	Population	1,517	Population	2,962
Median HH Income	\$137,500	Median HH Income	\$80,532	Median HH Income	\$83,148
Households	9	Households	649	Households	1,308

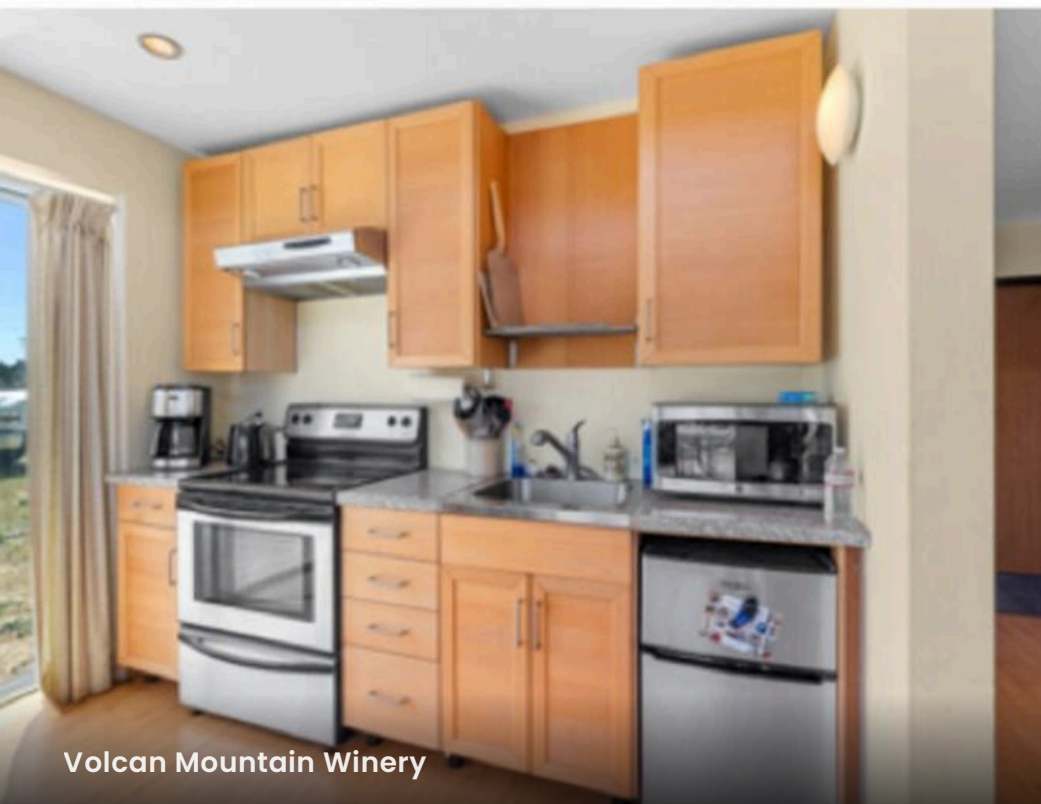
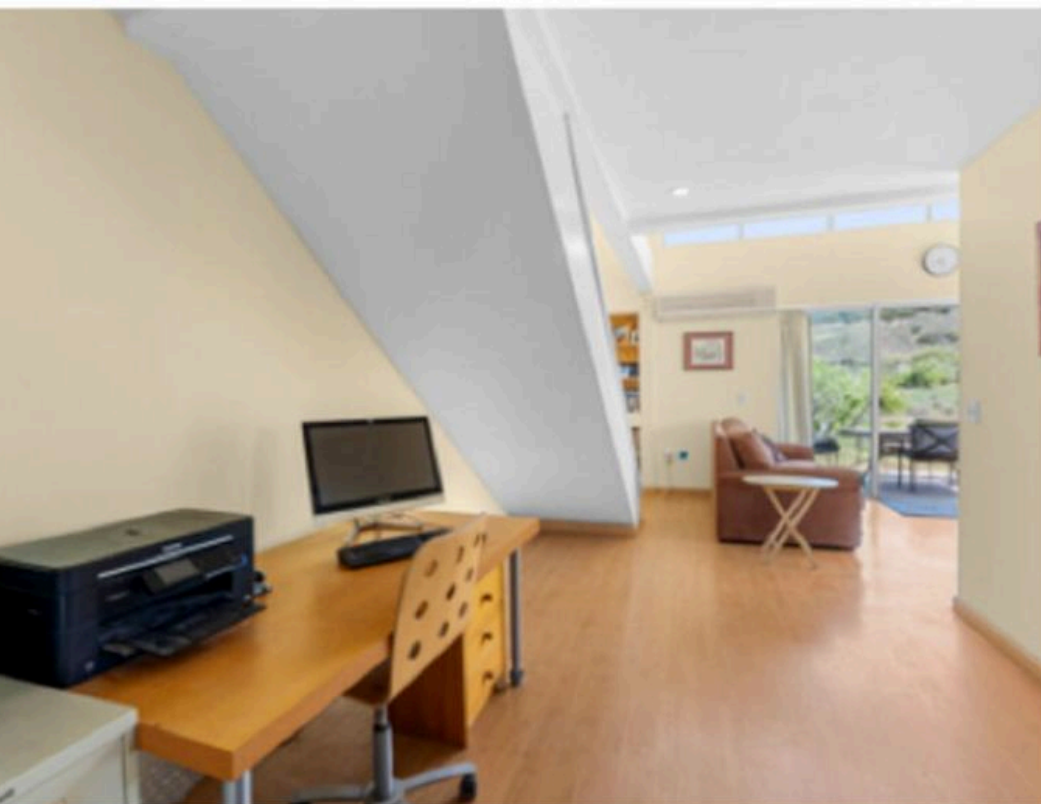
Source: ESRI / ArcGIS Business Analyst



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