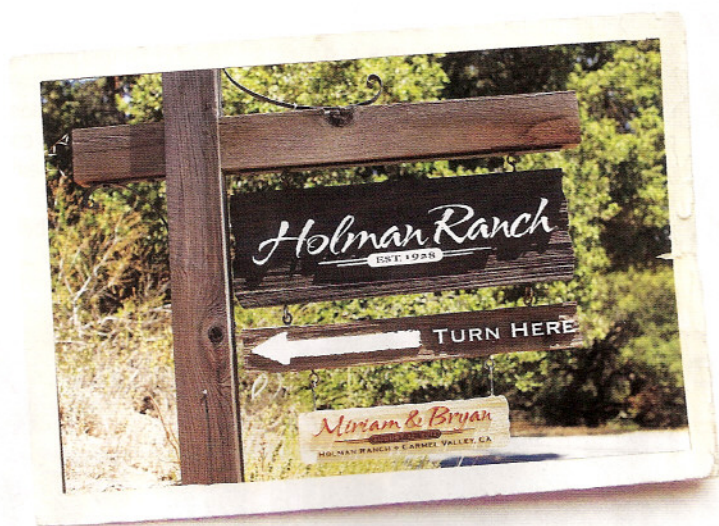


BY PATRICIA KUTZA

HOLMAN

Ranch

Sampling Vintage
Carmel at its Best



Visitors flock to the city of Carmel for its upscale restaurants, inns, and some of the best ocean views in the region. But when they want to immerse themselves in the vintage Carmel Valley of yesteryear, with its signature oak trees, rolling hills, and fragrant air, they are drawn to the Holman Ranch. Nestled high in the Valley, the Ranch blends the spaciousness of four hundred acres with the intimacy of a private family estate. Celebrating its eighty-fourth annual anniversary with the Fiesta de los Amigos, Holman Ranch retains its unique ambiance thanks to family ownership that lovingly keeps its heritage alive.

The Vibe....

Strolling through the passageways of its hacienda or sinking into its cushioned sofas in the art-lined Great Room, it's easy to visualize Clark Gable and Charlie Chaplin gathered in front of the grand fireplace, gazing at its hand-carved oak beam ceilings, swapping tales about their film exploits. Back in the day, Gable, Chaplin, and their cronies hung out at the Holman. They considered it their exclusive hideaway, earning it the nickname of "La Casa Escondida," or "Hidden House."

Throughout its storied history, which hearkens back to the time when its lands were owned by Spain, the Holman Ranch has contributed prominently to Carmel Valley's heritage. It was once a working ranch with valuable white-faced Hereford cattle that its owners at the time drove to market in Salinas. Whether attracting Hollywood's elite to its secluded grandeur or catering to the neighboring community who gathered at the Holman's rodeo arena, the only one in the Valley at that time, the Holman Ranch has always been the kind of place where guests want to celebrate the most important moments of their lives with the folks they treasure the most.

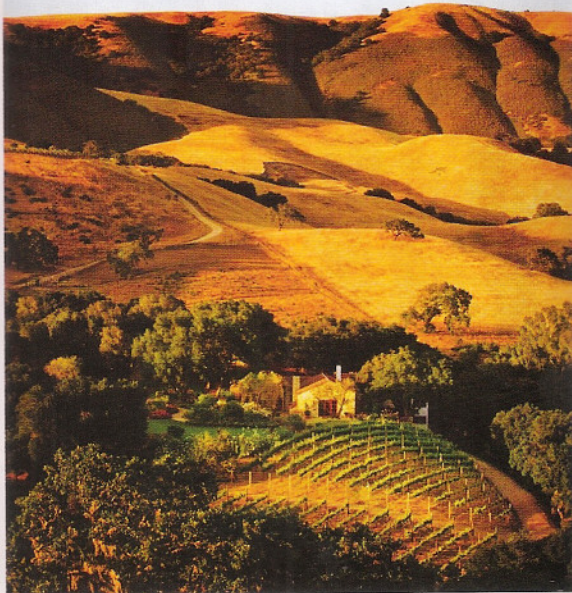
Some of the best examples of indigenous use of native (Carmel) stone and oak in the Carmel Valley can be found around the Ranch's facilities. As well as the main Spanish-style hacienda property—that includes guest rooms and such common areas as a chapel and rose patio—the guest bungalows, stables, and the pool area are all maintained to enhance and extend present owners Thomas and Jarman Lowder's mission to make each guest's visit at Holman Ranch unforgettable.

STEEPED IN THE
Past
FIRMLY ROOTED IN THE
Present

Family-owned Holman Ranch may have deep roots in the past, but it is definitely not stuck there. The Lowders are also making inroads into the wine industry with the seven varietals they grow on nineteen acres of their Ranch property that are a part of the Carmel Valley Appellation. Their wines—Pinot Noir, Pinot Gris, Chardonnay, Sauvignon Blanc, and Rosé of Pinot Noir—can all be sampled in the Holman Ranch tasting room located just a few minutes away from the Ranch.

Carmel Valley's temperate climate has also made it possible for the Lowders to pursue another passion—olive growing. They nurture a grove of one hundred trees that include the Frantoio, Leccino, Mission, Coratina, Pendolino, and Picholine cultivars. All six olive varietals are blended to produce the Lowders' Tuscan style Holman Ranch Olive Oil, which is also sold in their tasting room.

The Lowders offer optional Holman Ranch wines and Holman ranch Olive Oil gift selections for wedding party favors. They also include them as complimentary "thank you" items for guests who chose their extended stay packages.



Mixing Business with Pleasure

With its bocce ball court, horseshoes, swimming pool, barbecue pits, indoor game rooms, fitness center, and stables, the Ranch is a natural fit for other special events like family reunions, company picnics, and mixers. Fully-appointed business facilities, including drop down screens, projectors, conference phones, wi-fi access, and audio-visual equipment make it possible for companies to mix business with pleasure.

Holman guests often remark that they feel gloriously far away from the stress, hustle and bustle of the city, yet the Ranch's four hundred acres of vineyards, pasture, and event grounds are only a thirty minute drive from the Monterey Airport and one hour away from San Jose Airport. The Monterey Bay Peninsula—where ocean lovers can dig their toes into the sand, golfers test their mettle at Pebble Beach and hikers explore Garland Ranch Park—is just twelve miles away by car.



"I Do!"

Under the skillful management of daughter Hunter Lowder, Holman Ranch has earned the reputation for providing unique and flexible wedding packages that range from intimate bride/groom twosomes to large-scale wedding extravaganzas. Because the Ranch only holds one event at a time on the property, they are able to better leverage all the property's potential, such as being able to host an al fresco wedding dinner with the stunning backdrop of the Santa Lucia Mountains or give a wedding party the opportunity to exclusively occupy the Ranch for an entire week.