

# Fess Parker

WINERY & VINEYARD



A view from the top of Rodney's Vineyard,  
which was recently SIP Certified (Sustainable in Practice)!

Photo by Tom Aijian



Recent Press ♦ The World of Parker  
 Notes from the Head Winemaker ♦ Wine Club  
 Private Virtual Tastings ♦ Drive-Thru Celebration



# Recent Press & What's New

## food & home

### Food & Home Magazine – Fall 2020 Issue

Our 2017 Ashley's Pinot Noir was featured in their article "Let's Toast - Five wines on our radar this fall"

Aromas of dark cherry, clove, and forest floor carry through to a nuanced, savory mid-palate, which finishes with sumptuous richness. Enjoy over the next five years.

## Wine Spectator

### Insider Weekly – September 23, 2020

92pts – Addendum 2016 Napa Valley  
Cabernet Sauvignon

Intense, with dark loam and fig notes leading off, working in unison as they drive through, picking up tobacco, black currant, sage and roasted juniper accents along the way. Muscular style.

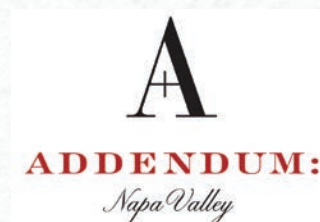
## Wine & Spirits

93pts – Addendum 2017 Rutherford Napa Valley  
The Hills Block 6 Cabernet Sauvignon

It's a fragrant cabernet, with stamina and shapely richness. Its dark, smoky intensity comes with fruit and earthy tannins, their soft rose and herb notes creating a sagey pillow.

For the plump fruit. Lovely as a young wine, this is balanced to age with grace.

91pts – Addendum 2017 Rutherford Napa Valley  
Skellenger Lane Cabernet Sauvignon



## We're Excited to Announce...

### that Rodney's Vineyard is now SIP Certified (Sustainable in Practice)

**SIP Certified** is a rigorous sustainable vineyard, winery and wine certification with strict, non-negotiable standards based on science and expert input, independent verification, transparency and absence of conflict of interest. Certification addresses the 3 P's of Sustainability – People, Planet, Prosperity – ensuring that both natural and human resources are protected. The rules, called Standards, require a measurable, holistic set of practices addressing habitat, water, energy, soil, recycling,



air quality, packaging, pest management, social equity, and business management. Practices verified through independent records and on-site inspections, and receive final approval from an independent advisory board. "Above all else, we're pursuing balance. The restoration of natural systems puts less burden on the caretakers, allows us to focus on growing the healthiest grapes, and produce the highest quality wines we possibly can."

– Blair Fox, Head Winemaker



# The World of Parker

**W**ell, Mother Nature and Santa saved the best for last as far as holidays gifts go. We received more than an inch of much-needed rain here in Santa Barbara County between Christmas and New Year's Eve. Given that we haven't received any measurable rain since last April, it really was a blessing. Other holiday blessings included the fact that our pandemic puppy, Violet Crawley, didn't pull the Christmas tree down on top of us either! It wasn't for lack of trying though!

California is still in shutdown mode due to low ICU capacity so the winery tasting room is closed until those levels hit 15% or higher. We will miss seeing you, but keep in mind we are open for to-go purchases and can ship whatever you might be interested in for a \$10 flat rate. When we are finally able to reopen, we plan to extend our offer of complimentary tastings for nurses, teachers, EMT's and firefighters who bring in their credentials



Violet Crawley

and book through Tock. This offer is good through the end of March, 2021.

For those of you who are really missing seeing your favorite tasting room consultants (James, Adriana, Dana and Katie), you can schedule a virtual tasting with them.\* Tim and I have done a number of these over the last year, and while Tim and the wines always show well, the truth is that I am not the most photogenic member of my family. Eli and Whitney may have partially solved that problem for me however, by gifting me with

a Ring Light. I am trying to overlook the fact that it's also frequently called a "diva light." Oh well, whatever works!

Stay healthy, and Happy New Year everyone!

Ashley

\*See details in the *Happenings* section of this newsletter

## GREETINGS FROM LOS OLIVOS!



# Head Winemaker

It feels like the 2020 harvest was finished months ago! Coming off of the two beautiful prior vintages of 2018 and 2019, 2020 was an entirely different experience! With four long, record-breaking heat waves, the grapes were pushed into maturity and the vintage came to an abrupt end by late October. Luckily we were able to avoid the smoke and crop loss in Santa Barbara County that consumed the majority of the state from a number of enormous forest fires. The red grapes resulted in wines with excellent color, rich, ripe flavors and lower acidities. The white wines possess better bright, fresh acidity and were able to be picked earlier at lower sugars. While it was a difficult vintage to manage, I think the wines turned out very well and will be thoroughly enjoyed!

With an early end to harvest, it gave us plenty of time to barrel all of the new wines down and spend time cleaning up the



Blair Fox

winery. We are cleaning and polishing the tanks, floors and equipment and preparing to bottle some of our early release wines like riesling and rosé. The 2019 reserve pinot noir has been resting in barrel for almost 16 months and will be bottled in the next few weeks as well. These wines are gorgeous and will be sure to impress the pinot lovers out there!

I know the holiday season was different for most of us, but hopefully 2021 will bring us back to a time where we can see your smiling faces and invite you back to enjoy the winery and Los Olivos. As always, it is a pleasure making wine for your enjoyment.

Cheers!

A handwritten signature in blue ink, appearing to read 'BF', which is the signature of Blair Fox.

Blair Fox, Head Winemaker



## THE INNSIDE SCOOP

### Spring Travel GIFT CERTIFICATES

Gift certificates to the Fess Parker Wine Country Inn make a wonderful present and something to look forward to in 2021.

Treat your friend or loved one to an unforgettable wine country experience by gifting them a certificate in any denomination good toward their future stay at the inn.

To purchase a gift certificate, contact the inn at [reservations@fessparker.com](mailto:reservations@fessparker.com) or (800) 446-2455

  
*Fess Parker*  
WINE COUNTRY INN  
LOS OLIVOS, CA



Available Now



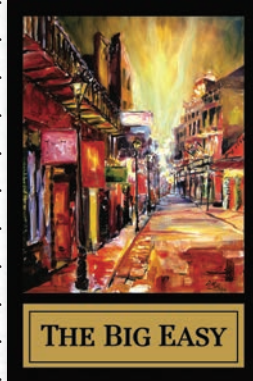
Prices subject to change. All of the wines listed below are available through our website at [www.fessparker.com](http://www.fessparker.com)

or for you traditionalists out there, through our tasting room at 800-841-1104.

Shipping is available to the following states only:

AK, AZ, CA, CO, CT, DC, FL, GA, HI, ID, IL, IA, KS, MD, ME, MI, MN, MO, NC, NE, NH, NJ, NV, NY, NM, ND, OH, OR, SC, SD, TN, TX, VA, VT, WA, WI, WV and WY

	RETAIL Bottle/Case	WINE CLUB Bottle/Case
2019 CHARDONNAY "Santa Barbara County".....	\$19 / \$205.20.....	\$15.20 / \$182.40
2017 CHARDONNAY "Ashley's" .....	\$40 / \$432.00.....	\$32.00 / \$384.00
2017 CHARDONNAY "Bien Nacido Vineyard".....	\$40 / \$432.00.....	\$32.00 / \$384.00
2017 CHARDONNAY "Sierra Madre Vineyard".....	\$40 / \$432.00.....	\$32.00 / \$384.00
2018 CHARDONNAY "Sanford & Benedict" .....	\$40 / \$432.00.....	\$32.00 / \$384.00
2018 CHARDONNAY "Parker West Vineyard".....	\$40 / \$432.00.....	\$32.00 / \$384.00
2018 DRY RIESLING "Rodney's Vineyard".....	\$25 / \$270.00.....	\$20.00 / \$240.00
2019 RIESLING "Santa Barbara County".....	\$15 / \$162.00.....	\$12.00 / \$144.00
2018 MARCELLA'S "Santa Barbara County".....	\$20 / \$216.00.....	\$16.00 / \$192.00
2018 VIOGNIER "Santa Barbara County".....	\$28 / \$302.40.....	\$22.40 / \$268.80
2017 VIOGNIER "Rodney's Vineyard".....	\$37 / \$399.60.....	\$29.60 / \$355.20
2019 PINOT NOIR "Sta. Rita Hills" .....	\$30 / \$324.00.....	\$24.00 / \$288.00
2018 PINOT NOIR "Ashley's".....	\$60 / \$648.00.....	\$48.00 / \$576.00
2017 PINOT NOIR "Bien Nacido Vineyard".....	\$60 / \$648.00.....	\$48.00 / \$576.00
2018 PINOT NOIR "Clone 115" .....	\$60 / \$648.00.....	\$48.00 / \$576.00
2018 PINOT NOIR "Fiddlestix".....	\$60 / \$648.00.....	\$48.00 / \$576.00
2017 PINOT NOIR "Older Barrel".....	\$60 / \$648.00.....	\$48.00 / \$576.00
2017 PINOT NOIR "Parker West Vineyard".....	\$60 / \$648.00.....	\$48.00 / \$576.00
2018 PINOT NOIR "Pommard Clone" .....	\$60 / \$648.00.....	\$48.00 / \$576.00
2018 PINOT NOIR "Sanford & Benedict Vineyard".....	\$60 / \$648.00.....	\$48.00 / \$576.00
2018 PINOT NOIR "1971, Sanford & Benedict Vineyard".....	\$70 / \$756.00.....	\$56.00 / \$672.00
2018 SYRAH "Santa Barbara County".....	\$30 / \$324.00.....	\$24.00 / \$288.00
2017 SYRAH "Rodney's Vineyard" .....	\$54 / \$583.20.....	\$43.20 / \$518.40
2018 "THE BIG EASY" .....	\$35 / \$378.00.....	\$28.00 / \$336.00
2018 AMERICAN TRADITION RESERVE Red Wine.....	\$40 / \$432.00.....	\$32.00 / \$384.00
2017 CROCKETT "Rodney's Vineyard".....		SOLD OUT
FRONTIER RED "Lot 201" .....	\$15 / \$162.00.....	\$12.00 / \$144.00
TRADITIONS "Port style wine" (500mL).....	\$24 / \$259.20.....	\$19.20 / \$230.40
2009 FINALE "Sauternes style" (375mL) .....	\$30 / \$324.00.....	\$24.00 / \$288.00



**ATTENTION!** Not home during the day to sign for packages or don't have an alternate location to ship to? There are now over 8000 Walgreens locations that will accept FedEx packages for customers. Check with your local Walgreens to see if they are participating in this service or search for a convenient location using the Walgreens website. Then give us a call and we will update your shipping address. [www.walgreens.com/topic/promotion/fedex.jsp](http://www.walgreens.com/topic/promotion/fedex.jsp)



# In this Shipment

## WINTER 2021 Wine Club

### CHARTER CLUB

1 Red + 1 White

Viognier,  
Rodney's Vineyard, 2019 - \$39

Pinot Noir,  
Ashley's, 2018 - \$60

Retail Price: \$99

Club Price: \$74.25

### HERITAGE WHITE CLUB

2 Whites

Viognier,  
Rodney's Vineyard, 2019 - \$39

Chardonnay,  
Sanford & Benedict Vineyard, 2019 - \$40

Retail Price: \$79

Club Price: \$59.25

### HERITAGE RED CLUB

2 Reds

Red Wine,  
American Tradition Reserve, 2018 - \$40

Pinot Noir,  
Ashley's, 2018 - \$60

Retail Price: \$100

Club Price: \$75

### AUTOGRAPH CLUB

2 Reds + 2 Whites

Viognier,  
Rodney's Vineyard, 2019 - \$39

Chardonnay,  
Sanford & Benedict Vineyard, 2019 - \$40

Red Wine,  
American Tradition Reserve, 2018 - \$40

Pinot Noir,  
Ashley's, 2018 - \$60

Retail Price: \$179

Club Price: \$134.25

Prices are subject to change and do not include shipping or taxes required by each state. If you are not receiving emails regarding shipping dates, tracking information, or special offers please email [wineclub@fessparker.com](mailto:wineclub@fessparker.com) and let us know.

### 2018 Ashley's

#### Pinot Noir

Sta. Rita Hills

93 pts - Jeb Dunnuck

93 pts - Vinous

Vineyard Source: 100% from Ashley's Vineyard located in the Sta. Rita Hills appellation

Blocks: I, W, 8B, T, 4A

Clone Selection: Pommard, 115, 777, 667, 114

Composition: 100% Pinot Noir

Harvest Date: 9/8/18 - 9/19/18

Harvest Brix: 21.5 - 25.5

Barrel Aging: Aged 17 months in 100% French oak, of which 46% is new

Cooperage: Ermitage, Mercurey, François Frères, Gillet, Atelier

Alcohol: 14.1% alcohol by volume

pH: 3.65

T.A.: 0.551g/100ml

Production: 1,154 cases

<b>Color:</b>	Forest floor	Vanilla	Tarragon
Ruby garnet	Cigar box	<b>Flavors:</b>	Vanilla
<b>Aromas:</b>	Red plum	Black cherry	Clove
Black cherry	Boysenberry	Red plum	Nutmeg
Sage	Cinnamon	Baker's	
Lavender	stick	chocolate	

### 2018 American Tradition Reserve Red Wine

Santa Barbara County

Vineyard Source: 82% Rodney's Vineyard, 16% Camp Four Vineyard, 2% Thompson Vineyard all in the Santa Ynez Valley

Composition: 57% Syrah, 24% Petite Sirah, 19% Grenache

Barrel Aging: Aged 19 months in 10% new French & American oak

Alcohol: 14.9% alcohol by volume

pH: 3.72

T.A.: 0.570g/100ml

Production: 200 cases

<b>Aromas:</b>	Vanilla	<b>Flavors:</b>	Bakers
Black cherry	Baking	Blackberry	chocolate
Boysenberry	spices	Blueberry	Vanilla
Plum		Plum	
Dark		Smoked	
chocolate		meat	

### 2019 Rodney's Vineyard

#### Viognier

Santa Barbara County

Vineyard Source: 100% Rodney's Vineyard from the Fess Parker home ranch in the Santa Ynez Valley

Blocks: K, G & I

Composition: 100% Viognier

Harvest Date: 9/13/19 - 9/27/19

Harvest Brix: 24.4 - 25.7

Barrel Aging: 100% barrel fermented and aged for 8 months in French oak, of which 25% is new

Cooperage: Quintessence, Rousseau, Ermitage

Alcohol: 14.1% alcohol by volume

pH: 3.28

T.A.: 0.706g/100ml

Production: 993 cases

<b>Color:</b>	Baking	<b>Flavors:</b>	Lemon zest
Pale straw	spices	Yellow peach	Vanilla
<b>Aromas:</b>	Graham	White	Roasted
Honeysuckle	cracker	nectarine	almond
Apricot	Vanilla	Apricot	
Peach		Citrus	

### 2019 Sanford & Benedict Vineyard Chardonnay

Sta. Rita Hills

Vineyard Source: 100% Sanford & Benedict Vineyard located in the Sta. Rita Hills appellation

Blocks: T4

Composition: 100% Chardonnay

Harvest Date: 10/4/19 - 10/10/19

Harvest Brix: 23.9 - 25.4

Barrel Aging: 100% barrel fermented and aged for 9 months in French oak, of which 30% is new

Cooperage: Mercurey, François Frères, Sirugue

Alcohol: 14.1% alcohol by volume

pH: 3.26

T.A.: 0.690g/100ml

Production: 488 cases

<b>Color:</b>	Honey	<b>Flavors:</b>	Vanilla
Golden straw	Vanilla	Yellow peach	Toasty oak
<b>Aromas:</b>	Cinnamon	Citrus	
Yellow	Butterscotch	Lemon cream	
apple	Touch of	Green apple	
Pear	oak	Pastry crust	



## Enjoy Private Virtual Tastings from Home

Our team of wine educators is excited to roll out private virtual wine tasting, scheduled at your convenience and delivered online through Zoom. Purchase a selection of packages in the Virtual Tastings section of our online wine shop and then book your session.

The tastings will include stories about the winery, vineyard sourcing, winemaking techniques, and tasting notes on the wines as you enjoy them live together.

*Cheers!*



## Virtual Tastings on Instagram Live

Tune in monthly @fessparkerwinery



*Taste With Us in 2021*  
 **LIVE**  
 ON INSTAGRAM LIVE

We've enjoyed connecting with you all during our live tastings on Instagram.

You'll be seeing much more of us (virtually) in 2021, as we plan to continue with these Instagram Live sessions on a monthly basis. Stay tuned as we build out our schedule. We will be announcing dates and times as we go. You can expect to see some of your favorite wines and Fess Parker team members featured.

If you can't watch the event live, we always save the video to our Instagram handle afterwards, where you can watch at your leisure.

## Holiday Drive-Thru Celebration

Holiday celebrations looked a little different this year. Our Fess Parker Winery Elves helped to spread a little holiday cheer to the crew with a socially-distanced holiday drive-thru. Cheers to a healthy 2021!



Santas Ashley & Tim



Our socially distanced Winery crew



Ashley & Amy



  
*Fess Parker*<sup>®</sup>  
WINERY & VINEYARD  
P.O. Box 908 · 6200 Foxen Canyon Rd.  
Los Olivos, California 93441

PRESORTED  
STANDARD  
U.S. POSTAGE PAID  
SAN LUIS OBISPO, CA  
PERMIT NO. 7

Warning: Drinking distilled spirits,  
beer, coolers, wine and other  
alcoholic beverages during  
pregnancy can cause birth defects.



Printed on recycled paper.