It’s hard to believe that it's been almost a year since Dad passed away. We miss him every day in so many ways, but choose to remember him very much as you see him in the cover photo.

He loved nothing more than to visit with folks at his winery, creating new friendships and simply enjoying the beauty of the place.

~ Ashley Parker Snider

12th Annual Release Day BBQ

Friday – Sunday April 29th – May 1st

Invitations for Release Day will be mailed out March 7th. With an overwhelming request from members to bring guests, this year we are going to allow their attendance at $25 per person, after Wine Club members have registered. Wine Club registration will begin March 28th, 2011, followed by guest registration, which will begin on April 4th, 2011, until all spots are filled.

(Guests can attend on Friday and Sunday only, and will receive the $10 off coupon toward any purchase.)
**RECENT press**

**Wine enthusiast**

Fess Parker
2008
Bien Nacido Vineyard
Chardonnay
Ranked #2 on *Wine Enthusiast’s* “Most Coveted Wines of 2010.”

**Not Forgotten**

Even though Fess has been gone almost a year now the family has been repeatedly heartened by correspondence such as the following…

On behalf of the Institute of Texan Cultures in San Antonio, Texas, please extend to the Parker family our condolences on the passing of Mr. Fess Parker in March.

The staff and patrons have enjoyed Mr. Parker’s boots that we displayed on our *Texans: Footprints and Imprints* exhibit.

I have attached a photo of the boots on display for you to see.

It seems that the exhibit will be expanded to include headwear and outfits, and the exhibit will be entitled *Texans: Head to Foot*. We are trying to decide what to loan them. We’ll keep you posted.
2010 started out with prolific rainfall in our area that continued well into the spring. With such a wet soil profile, and having come off three years of below-average yields, initially the vines developed a much larger crop. Summer was fairly mild with very few days in the 90s and only a handful of 100s. Then came the most extreme heat spike I have seen in my entire career, with temperatures hitting records statewide and 115 degrees here locally. And then there was the rain! It consistently rained every weekend for five weeks, beginning the first week in October and continuing into November. We were well over double our average rainfall for October. Luckily we had two weeks of sunshine in mid November to finish out the season. It seemed that everything ripened two to three weeks later than usual this year, but fortunately we managed to get most of the pinot noir in prior to the heat spike, as well as riding out the rain without detrimental impact on quality. The yields ended up being below average (1–3 tons per acre) with great color, flavor, concentration and depth.

The guys in the cellar lucked out, because all of the pinot was pressed off and barreled down before the syrah was ready to be harvested. The Rhone whites and chardonnay were also two to three weeks late and were influenced by the rains with more than usual botrytis and much heavier crop loads (4–6 tons per acre). The final wines in both the Rhone whites and chardonnay categories are nice, with lower than typical alcohols, good acidity and perfumy aromas.

The syrah and other red Rhone varietals took a long time to ripen this year, with the flavors we were looking for developing very late in the season. These grapes also went through five weeks of rain, so their skins became very fragile. I spent a lot more time in the vineyard in October and November to assess damage and canopy management to facilitate ripening for this challenging vintage. We pressed the wines off early so as to not macerate the skins with pumpovers and punch downs. Color and concentration ended up being very good, but, as always, it will take some time to see how these wines are going to develop in barrel.

Overall, I think this was the most difficult vintage of my career, as well as the most extreme, with cool weather, record-breaking heat spikes and excessive rainfall.

It is nice to see this harvest in my rearview mirror!

Blair Fox
Renovations Are Underway!

The fabrics, fixtures and furnishings have been ordered and demolition has begun. The long-awaited upgrading of the bathrooms and redecorating of the guest rooms is underway on the west side of the Wine Country Inn. It is expected that those ten rooms will be off the market from February 15th through March 1st.

Working with local interior designer Shannon Scott, new tile and bathroom fixtures, cabinetry and carpet are all in the mix. When the west wing of the Inn comes back on line, the east side (main building) will receive the same treatment.

We are all very excited about the new look. With any luck, the entire project will be ready for Release Day Weekend 2011.
Prices subject to change. All of the wines listed below are available through our website at 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, MI, MN, MO, NC, NE, NH, NV, NY, NM, ND, OH, OR, SC, TN, TX, VA, WA, WI, WV and WY.

<table>
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<th></th>
<th>RETAIL</th>
<th>WINE CLUB</th>
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<tr>
<td></td>
<td>Bottle/Case</td>
<td>Bottle/Case</td>
</tr>
<tr>
<td>2009 CHARDONNAY “Santa Barbara County”</td>
<td>$18 / $194.40</td>
<td>$14.40 / $172.80</td>
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<tr>
<td>2009 CHARDONNAY “Ashley’s Vineyard”</td>
<td></td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>2008 VIOGNIER “Santa Barbara County”</td>
<td>$24 / $259.20</td>
<td>$19.20 / $230.40</td>
</tr>
<tr>
<td>2008 PINOT NOIR “Santa Barbara County”</td>
<td>$28 / $336.00</td>
<td>$22.40 / $268.80</td>
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<tr>
<td>2008 PINOT NOIR “Pommard Clone”</td>
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<tr>
<td>2007 PINOT NOIR “Bien Nacido Vineyard”</td>
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<td>2008 PINOT NOIR “Clone 115”</td>
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<tr>
<td>2007 PINOT NOIR “American Tradition Reserve”</td>
<td>$40 / $216.00 6pk</td>
<td>$32.00 / $192.00 6pk</td>
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<tr>
<td>2008 SYRAH “Santa Barbara County”</td>
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<td>$20.00 / $240.00</td>
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<tr>
<td>2007 SYRAH “Rodney’s Vineyard”</td>
<td>$45 / $243.00 6pk</td>
<td>$36.00 / $216.00 6pk</td>
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<td>2007 “THE BIG EASY”</td>
<td>$35 / $189.00 6pk</td>
<td>$28.00 / $168.00 6pk</td>
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<td>FRONTIER RED “Lot 102”</td>
<td>$12 / $129.00</td>
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<td>TRADITIONS “Port style wine” (375mL)</td>
<td>$24 / $259.20</td>
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### 2008 Ashley’s Pinot Noir

**Santa Barbara County**

- **Vineyard Source:** 100% from Rancho las Hermanas (formerly Ashley’s Vineyard) in the Santa Rita Hills
- **Blocks:** W, 1A, U, 1
- **Composition:** 100% Pinot Noir
- **Harvest Dates:** 9/26/08–10/9/08
- **Harvest Brix:** 24.4 – 25.7
- **Tons per Acre:** 1.8 – 2.7
- **Barrel Aging:** 16 months in 50% new French oak
- **Cooperage:** Sirugue, François Frères, Boutes, Dargaud & Jaegle, Quintessence and Ermitage
- **Alcohol:** 14.1% alcohol by volume
- **p.H.:** 3.52
- **T.A.:** 0.638g/100ml

**Color:** Dark ruby garnet

**Aromas:**
- Cherry
- Raspberry
- Black tea
- Mineral
- Vanilla
- Baking spices

**Flavors:**
- Black cherry
- Ripe
- Nutmeg
- Wet stone
- Plum
- Integrated oak

**2010 Santa Barbara County Riesling**

**Santa Barbara County**

- **Vineyard Source:** 83% from Camp 4 Vineyard in the Santa Ynez Valley, 17% from Rodney’s Vineyard in the Santa Ynez Valley
- **Composition:** 100% Riesling
- **Harvest Dates:** 10/1/10–10/22/10
- **Harvest Brix:** 21.2 – 23.2
- **Barrel Aging:** 100% Stainless steel tank fermented and aged
- **Alcohol:** 12.0% alcohol by volume
- **p.H.:** 3.11
- **T.A.:** 0.685g/100ml
- **R.S.:** 2.7%

**Color:** Light straw

**Aromas:**
- White flowers
- Lychee nut
- Lemon rind
- Yellow peach
- Passion fruit

**Flavors:**
- White Peach
- Lychee Nut
- Honeydew
- Melon
- Lime
- Mineral

**2009 Santa Barbara County Pinot Noir**

**Santa Barbara County**

- **Vineyard Sources:** 55% from Rancho las Hermanas Vineyard (formerly Ashley’s Vineyard), 22% Río Vista Vineyard in the Sta. Rita Hills, 17% from Bien Nacido Vineyard in Santa Maria Valley, 6% Mormann Vineyard in Santa Rita Hills
- **Composition:** 100% Pinot Noir
- **Barrel Aging:** 1/3 New French Burgundy barrels, aged for 10 months
- **Alcohol:** 14.5% alcohol by volume
- **p.H.:** 3.76
- **T.A.:** 0.565g/100ml
- **Production:** 11,439 cases

**Color:** Crimson

**Aromas:**
- Black cherry
- Black Raspberry
- Forest floor
- Mocha
- Nutmeg
- Vanilla

**Flavors:**
- Black cherry
- Ripe
- Spice
- Black tea
- Nutmeg
- Sandlewood

**2010 Rodney’s Vineyard Dry Riesling**

**Santa Barbara County**

- **Vineyard Source:** 100% Rodney’s Vineyard in the Santa Ynez Valley
- **Block:** B
- **Tons per Acre:** 2.7
- **Composition:** 100% White Riesling
- **Harvest Date:** 10/12/10
- **Harvest Brix:** 21.6
- **Barrel Aging:** Stainless steel fermented and stored in stainless steel
- **Alcohol:** 12.0% alcohol by volume
- **p.H.:** 3.01
- **T.A.:** 0.705g/100ml
- **Production:** 500 cases

**Color:** Light straw

**Aromas:**
- Lime
- Ginger
- Jasmine
- Wet stone
- Talc

**Flavors:**
- Green apple
- Lime
- Mineral
- Citrus
- White melon

**FOR YOUR RECORDS**

Receipts for Wine Club shipments are not included in the package due to time constraints. See cost per shipment under each Club Offering on page 4. The amount will show on your next credit card statement. For further information please call your Wine Club Coordinator, Elaina, directly at her toll free number 888-877-3335.
Warning: Drinking distilled spirits, beer, coolers, wine and other alcoholic beverages during pregnancy can cause birth defects.