Transferring red fruit into hopper where it is then hand-sorted, picking out any undesirable fruit and leaves that may have been missed while hand picking. Sorted fruit then travels to the crusher/de-stemmer. Small lot hand-punch downs are made 2–3 times daily for cap management.
We had a pleasant surprise in the tasting room recently when Marcy Parker dropped in for a visit. Marcy, pictured here with son-in-law Tim Snider and grandson Kris Parker, took advantage of the opportunity to enjoy lunch and say “hello” to several of the guests that day. We’re hoping her visits increase again; it’s always nice to have multiple generations of the family in the tasting room!

We just finished bottling and the grapes are knocking on the door! This has been a tremendous growing season with ample spring rains and long warm days. We also have a nice healthy crop, which is nice to see after a few consecutive years plagued by frost. With the extended, warm weather patterns, all of the grape varieties are ripening quickly and uniformly. We seem to be about a week or two ahead of last year, and the quality of this harvest is excellent. There are great flavors, phenolic development, soft tannins and moderate sugar levels. We have already harvested Pinot Noir from the Santa Rita Hills, Chardonnay from the Santa Maria Valley and a small amount of Viognier and Syrah from the Santa Ynez Valley. It is looking like this will be a fast and furious harvest with a lot of long nights and plenty of dinners being enjoyed at the winery. This is the most exciting and exhausting time of the year, but all of our hard work pays off and shows in the quality of the final wines. Thank you for enjoying our wines, and wish us luck for another successful harvest! I better get back out to the sorting table and make sure only the best and most pristine fruit makes it into the tank.

It’s nice to see that everyone is thoroughly enjoying the new furniture! Come by and relax, but be careful … we’ve had more than one visitor take a snooze or two!

Cheers!

Blair Fox
**recent EVENTS**

**A New Name for the Doubletree Santa Barbara**

We’re pleased to share with you a photo that represents the first step in the re-positioning of our beachfront hotel in Santa Barbara to “The Fess Parker.” We, along with our partners at Hilton, are excited about bringing more of Fess’ style, character and hospitality into the experience of staying at the property. The re-branding will roll out over the next 18 – 24 months … but it will be worth the wait!

For more information visit: doubletree.hilton.com/SantaBarbara

**The People of San Martin Chiquito**

by Ashley Parker-Snider

Greer, Henry and I embarked on an adventure with purpose this summer when we, along with seven other families from Santa Barbara, signed up to participate in a volunteer vacation in Guatemala. Our guide was an amazing woman named Leslie Baer, who twenty years ago formed a non-profit aid organization called Xela Aid, which provides access to medical care, educational opportunities and business opportunities to the people of San Martin Chiquito. Guatemala is the poorest of Central American countries, with 80% unemployment and children (mostly male) attending school for only two or three years at best. The lack of infrastructure is shocking, and the cycle of poverty and illiteracy is almost impossible to break. Undaunted, Xela Aid has built a clinic that sees 10,000 patients a year, opened several schools and launched a weaving cooperative to help give the villagers the tools they need to help themselves improve their lives.

It was an eye-opening trip for all of us. Definitely outside our “comfort zone,” you might say. To see village after village with no running water and minimal electricity where the women build fires to cook every meal was a bit like going back in time. It was a privilege to meet these people and work side by side with them. We returned home inspired by the strength of spirit we witnessed in the people of San Martin Chiquito, and more than a little grateful to have been born in the United States. We adopted four young men who were in dire need of continuing their educations, and look forward to keeping in touch and monitoring their progress over the next several years.

For more information on Xela Aid please visit www.xelaaid.org

**The WINE ADVOCATE**

91 points - 2010 Sierra Madre Vineyard Chardonnay  
90 points - 2010 Bien Nacido Vineyard Chardonnay  
90 points - 2010 Clone 115 Pinot Noir  
89 points - 2010 Pommard Clone Pinot Noir  
88 points - 2011 Rodney’s Vineyard Dry Riesling
New Happenings at Fess Parker Wine Country Inn & Spa

Fess Parker Wine Country Inn is one of only 23 resorts, inns, and hotels in wine country or feeder markets located nationwide to achieve Gold Medal Accommodation status in the recently released Summer/Fall 2012 issue of Touring & Tasting magazine. Known as the nation’s premier guide to wine country, Touring & Tasting presents only highly-acclaimed accommodations to its discerning readers.

“We seek out properties that show a true understanding and interest in what wine tourists need and want, both in terms of practicality and luxury,” explains Touring & Tasting Managing Partner Dan Fox. Besides providing its guests with suggested wine trails, wineries to visit, restaurants to try, and other fun things to do, Gold Medal Accommodations typically demonstrate a deep commitment to their local wine industry.

The Inn’s General Manager Rhianna Agin said in response to the award, “We are honored to be a part of this elite group. We are looking forward to further sharing our commitment to our guests and members of the wine culture.”

Come experience our luxurious accommodations for yourself. Be sure to ask about our special rates for wine club members. Call our reservationist at 800-446-2455 or visit www.fessparkerinn.com.
Prices subject to change. All of the wines listed below are available through our website at www.fessparkerwines.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, NV, NY, NM, ND, OH, OR, SC, TN, TX, VA, VT, WA, WI, WV and WY.

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<tr>
<th></th>
<th>Retail Bottle/Case</th>
<th>WINE CLUB Bottle/Case</th>
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<tr>
<td>2011 CHARDONNAY “Santa Barbara County”</td>
<td>$19 / $205.20</td>
<td>$15.20 / $182.40</td>
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<tr>
<td>2010 CHARDONNAY “Ashley’s”</td>
<td>$35 / $378.00</td>
<td>$28.00 / $336.00</td>
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<tr>
<td>2010 CHARDONNAY “Bien Nacido Vineyard”</td>
<td>$35 / $378.00</td>
<td>$28.00 / $336.00</td>
</tr>
<tr>
<td>2010 CHARDONNAY “Sierra Madre Vineyard”</td>
<td>$35 / $378.00</td>
<td>$28.00 / $336.00</td>
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<td>2011 RIESLING “Santa Barbara County”</td>
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<td>2011 DRY RIESLING “Rodney’s Vineyard”</td>
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<td>2011 PARKER FAMILY RESERVE WHITE “Rodney’s Vineyard”</td>
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<td>2010 PINOT NOIR “Bien Nacido Vineyard”</td>
<td>$55 / $594.00</td>
<td>$44.00 / $528.00</td>
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<td>2009 PINOT NOIR “Ashley’s”</td>
<td>$50 / $540.00</td>
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<td>2010 PINOT NOIR “Clone 115”</td>
<td>$55 / $594.00</td>
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<td>2010 PINOT NOIR “Pommard Clone”</td>
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<td>2010 SYRAH “Santa Barbara County”</td>
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<td>$22.40 / $268.80</td>
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<tr>
<td>2009 SYRAH “Rodney’s Vineyard”</td>
<td>$49 / $529.20</td>
<td>$39.20 / $470.40</td>
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<td>2009 “THE BIG EASY”</td>
<td>$35 / $378.00</td>
<td>$28.00 / $336.00</td>
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<td>FRONTIER RED “Lot 121”</td>
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<td>TRADITIONS “Port style wine” (500mL)</td>
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</table>
### Winter Newsletter 2012

#### Wine Club

**CHARTER CLUB**
- 1 Red + 1 White
- 2010 Santa Barbara County Viognier $28
- 2010 Bien Nacido Vineyard Pinot Noir $55
- 2010 Parker Station Pinot Noir **BONUS BOTTLE**

**WHITE WINE CLUB**
- 2 Whites
- 2010 Sierra Madre Vineyard Chardonnay $35
- 2010 Santa Barbara County Viognier $28
- 2010 Parker Station Pinot Noir **BONUS BOTTLE**

**REDS ONLY CLUB**
- 2 Reds
- 2010 Santa Barbara County Syrah $28
- 2010 Bien Nacido Vineyard Pinot Noir $55
- 2010 Parker Station Pinot Noir **BONUS BOTTLE**

**QUAD CLUB**
- 2 Reds + 2 Whites
- 2010 Sierra Madre Vineyard Chardonnay $35
- 2010 Santa Barbara County Viognier $28
- 2010 Bien Nacido Vineyard Pinot Noir $55
- 2010 Santa Barbara County Syrah $28

**PARKER’S PINOT CLUB**
- 6 Pinots
- 2010 Sta. Rita Hills Pinot Noir $30
- 2010 Clone 115 Pinot Noir $55
- 2010 Bien Nacido Vineyard Pinot Noir $55

Retail Price: $280
Club Price: $210

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 and let us know.

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**2010 Santa Barbara County Viognier**

**Vineyard Source:** 59% from Rodney’s Vineyard, 41% from Camp Four Vineyard

**Composition:** 87% Viognier, 8% Grenache Blanc, 5% Marsanne

**Harvest Date:** 9/15/10 – 10/29/10

**Harvest Brix:** 23.4 – 25.6

**Barrel Aging:** 10 months in 70% 1-year and older French oak barrels, 30% stainless steel fermentation

**Alcohol:** 14.5% alcohol by volume

**p.H.:** 3.39

**T.A.:** 0.639 g/100ml

**Production:** 3,768 cases

**Color:** Honeysuckle

**Aromas:** Vanilla

**Flavors:** Citrus

**Touch of oak**

**Bright acidity**

**Flavors:** Citrus

**Harvest Dates:** 9/22/10 – 9/23/10

**Harvest Brix:** 24.6 – 24.9

**Barrel Aging:** 10 months in 66% new French oak, 34% 1-year-old French oak

**Cooperage:** Mercurie

**Alcohol:** 14.1% alcohol by volume

**p.H.:** 3.18

**T.A.:** 0.702 g/100ml

**Production:** 114 cases

**Color:** Lemon

**Cream**

**Aromas:** Quince

**Flavors:** Citrus

**Lemon zest**

**Red apple**

**Nutmeg**

**Nutmeg/spice**

**Alcohol:** 14.9% alcohol by volume

**p.H.:** 3.75

**T.A.:** 0.604 g/100ml

**Production:** 2,572 cases

**Color:** Iodine

**Blueberry**

**Spices**

**Black cherry**

**Graham cracker**

**Vanilla**

**Espresso**

**Flavors:** Black cherry

**Blackberry**

**Dark chocolate**

**Clove**

**Smoked meat**

**Vanilla**

**Espresso**

For further information please call your Wine Club Coordinator, Elaina, directly at her toll free number 888-877-3335. Receipts for Wine Club shipments are not included in the package due to time constraints. See cost per shipment under each Club Offering at left. The amount will show on your next credit card statement.
Wine Blends – Embrace the Mystery

Ray Isle (@islewine on Twitter) is Food & Wine’s executive wine editor. We trust his every cork pop and decant – and the man can sniff out a bargain to boot. Take it away, Ray!

It’s easy, with wine, to drown in the details. Most of us want to know what grape a wine is made from – Cabernet Sauvignon, say – and where it’s from. Knowing the vintage doesn’t hurt either. And before buying a wine, people usually would just as soon have some idea of whether it’s any good.

But beyond that, there’s a hyperabundance of information that is fascinating to the few (wine writers, for example) and mind-numbing for almost everyone else. Try saying, “You know, it’s kind of amazing, but the grapes for this Central Coast Syrah were grown on a combination of decomposed granite and sandy loam soils!” to someone you’re on a first date with. You’ll definitely be watching TV later, alone.

But how much do you really need to know? Here are a few good reds that simply leave out some of the information we usually expect, skipping the vintage, shrugging at origin, blowing off what grapes are inside. It’s a rather devil-may-care approach, but that’s kind of refreshing when it comes to wine.

Fess Parker – Frontier Red Lot #122 ($14)

It’s red, and if you turn the bottle around you’ll find that it’s a kitchen sink of varieties – Syrah, Grenache, Petite Sirah, Mourvèdre, Cinsault, Carignane – but winemaker Blair Fox isn’t telling what vintages went into the 122nd edition of this brambly, berry-rich Central Coast blend.

To see the article in its entirety on Eatocracy, please go to http://eatocracy.cnn.com/2012/09/10/wine-blends-embrace-the-mystery
Warning: Drinking distilled spirits, beer, coolers, wine and other alcoholic beverages during pregnancy can cause birth defects.