

PINOT NOIR PRESS

GOLD MEDAL
WINE CLUB'S

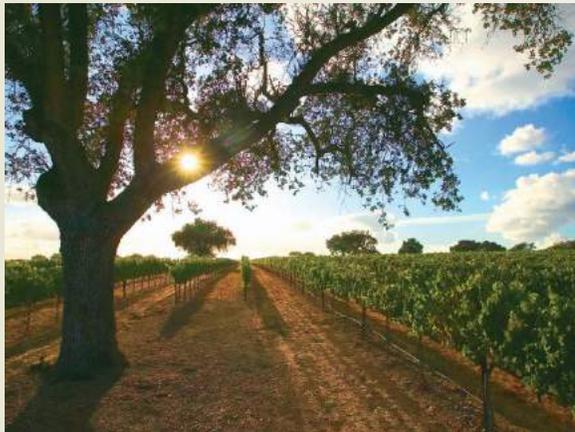


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FESS PARKER WINERY & VINEYARD

The star of television's famous Davy Crockett series leaves Hollywood behind to build a stunning family winery in the heart of Foxen Canyon in the Santa Ynez Valley.



Fess Parker Winery and Vineyard is one of the great award-winning family wineries of Santa Barbara County. Located on the pastoral Foxen Canyon Wine Trail in the Santa Ynez Valley, the winery and family vineyard are situated on a picturesque 714-acre estate surrounded by rolling hills, vast meadows, and pristine landscapes as far as the eye can see. This peaceful environment is what enticed the late Fess Parker into purchasing the property back in 1988. The winery has since become a great success and it still follows the standards and vision originally set forth by its memorable founder.

Originally from Texas, Fess Parker grew up with a love of history and acting. Following his tour of duty in the U.S. Navy during WWII, Fess attended the University of Texas, earning a degree in history, and the University of Southern California, earning a Masters degree in drama. He began acting professionally in 1951 and landed the role of his life in 1954 when he was cast in the title role of Davy Crockett, King of the Wild Frontier. Fess then went on to star in the network television series, Daniel Boone, which was one of the highest rated shows on television. His portrayal of these men impacted

millions of young viewers and he was known by many as an American icon.

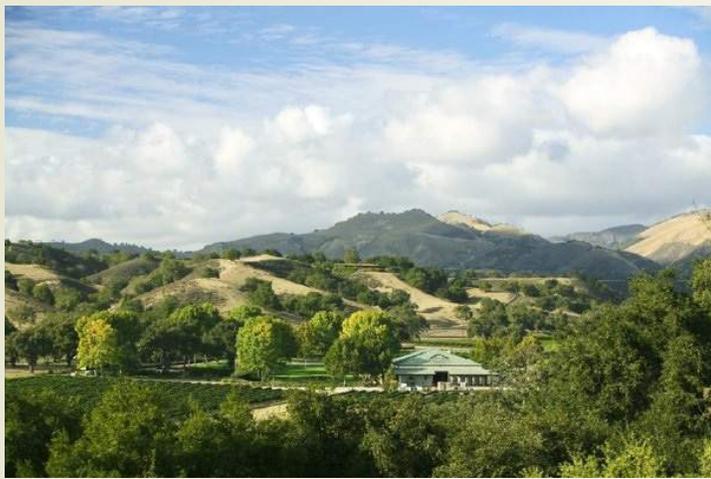
Fess decided to leave Hollywood in the early 1970's and moved into his second career as a real estate developer. Blending his gracious Texas manner and a tremendous eye for real estate, Fess opened his first resort hotel in Santa Barbara, California in 1986. Set on 23.5 ocean front acres, The Fess Parker, a Doubletree by Hilton, is situated in the heart of Santa Barbara's waterfront and is a favorite destination for visitors to the area.

While in Santa Barbara, Fess realized its potential as a premium grape-growing region and set his sights inland in the Foxen Canyon in Santa Ynez Valley. There, he discovered his next adventure - a 714-acre ranch where he initially planned to run cattle, plant a few grapes to sell to other vintners, and establish a small winery. Fess had dreamed of one day starting a family business that he could pass on to future generations and this picturesque Foxen Canyon property was bursting with potential. He had a specific vision and knew he could achieve it.

It was 1989 and Fess, his son Eli, and daughter Ashley, came together to plant an experimental 5-acre Riesling vineyard on the property. It was no

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Fess Parker's estate vineyard surrounds the winery and is scattered with oak trees; The late Fess Parker; Fess Parker as Davy Crockett in the 1950's; The Parker family continues the vision set forth by Fess; The tasting room is loosely designed after an Australian sheep station and offers a beautiful location to enjoy Fess Parker wines.



The picturesque Fess Parker Winery; Eli Parker, CEO; Ashley Parker-Snider with her father Fess; Tim Snider, President; The beautifully rustic tasting room in Foxen Canyon.

ABOUT THE VINEYARD



The Fess Parker 2010 'Ashley's' Pinot Noir was produced from Ashley's Vineyard, located in the Santa Rita Hills appellation. The vineyard was originally planted by Fess Parker in 1997 and was named after his daughter. Ashley's Vineyard has since been sold to Foley Winery, where it is known as Rancho Las Hermanas Vineyard, but Fess Parker continues to source

FESS PARKER WINERY & VINEYARD, *Continued from Page 1*

surprise to anyone involved that this small vineyard project quickly became something much larger. As Fess's daughter Ashley explains it, "Fess is from Texas, so he can't do anything small." The Parker family now runs a cutting edge winery and tasting room and farms over 700 acres on four vineyards throughout Santa Barbara County.

Right from the start, Eli Parker expressed a great interest in winemaking and began in the family business as assistant winemaker in 1989. After several years of learning the craft at the side of renowned and accomplished winemakers, he took the reins as winemaker himself with the 1995 vintage. In 1996, he assumed the title and responsibilities of President, and today is the Chief Executive Officer. Eli has proven to be an exceptional leader of the Fess Parker Winery and Vineyard and continues to oversee further expansion and exciting new winemaking ventures for the winery.

Ashley Parker-Snider has been involved in all facets of the sales and marketing operations of the winery and frequently travels to trade events around the country to represent the winery. Her husband, Tim Snider, joined the Fess Parker Winery in 1999 and worked his way through marketing roles to finally being named President of the winery in 2010. Prior to working in the family business, Tim was a successful brand marketing and sales manager for E&J Gallo Winery in northern California.

The Parker family's whole-hearted dedication to the family business has made Fess Parker Winery and Vineyard into the award-winning winery it is today. Since Fess Parker passed away in 2010, his children have made it their mission to uphold his original vision. The winery continues to garner awards for producing some of the region's finest wines and the Parkers are very proud of their accomplishments.

The grand tasting room serves as the perfect setting to enjoy Fess Parker's premium Santa Barbara County wines. The Australian sheep station - style building is filled with photos and memorabilia of Fess Parker, celebrating his roles not only as an actor, but also as the founder of one of Santa Barbara's most renowned family wineries.

fruit from the location and keeps the designation as 'Ashley's'.

Ashley's Vineyard property covers a total of 213 planted acres and is the western-most property in the Santa Rita Hills AVA. The site thus benefits from the cooling influence of the Pacific Ocean. Ashley's Vineyard is planted on over six different soil types and a range of slope exposures, creating an ideal microclimate for each varietal to express their full potential.

The Santa Rita Hills AVA was established in 2001 and overall is a very unique, ultra-cool climate growing area that is perfectly suited to the Burgundian varietals of Pinot Noir and Chardonnay.

ABOUT THE WINEMAKER



Blair Fox assumed head winemaking duties at Fess Parker Winery and Vineyard in 2005, bringing with him an extraordinarily diverse background and incredible winemaking experience.

Graduating from U.C. Davis in 1999 with a combined degree in Viticulture and Enology, Blair has held winemaking positions at Sunstone Winery in the Santa Ynez Valley, at Haselgrove

Winery (a custom-crush winery in McLaren Vale, Australia), and at his own namesake winery, Blair Fox Cellars, where he

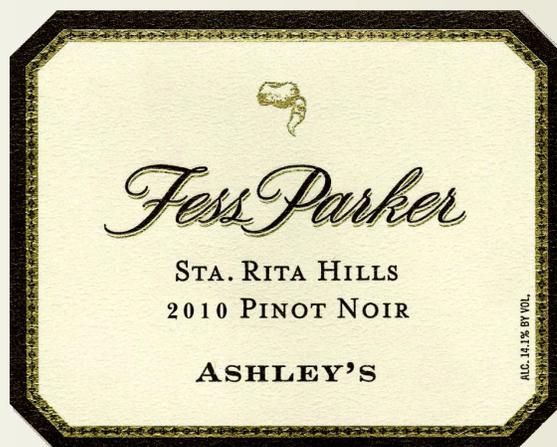
focuses on Rhone-style wines. He has traveled extensively through France, and continues to be inspired by the country's exquisite wines.

At Fess Parker Winery and Vineyard, Blair Fox continues the stylistic direction set by Eli Parker when capturing the terroir of the vineyards and he aims to continue raising the bar for the award-winning wines. Blair Fox's wines have garnered countless awards and he has even achieved the great honor of being named the **Andre Tchelistcheff Winemaker of the Year** at the *San Francisco International Wine Competition*. He is widely considered to be one of the Santa Ynez Valley's top winemakers.

FESS PARKER 2010 'ASHLEY'S' PINOT NOIR

Produced from Ashley's Vineyard in the Santa Rita Hills appellation, the Fess Parker 'Ashley's' Pinot Noir is one of the winery's most consistently awarded wines. In fact, the last four vintages have all garnered 91+ Points. Fess Parker's 2010 'Ashley's' Pinot Noir offers aromas of blackberry, black cherry, cedar, forest floor, sage, sandalwood, vanilla and baking spices. On the palate, layers of black cherry, black currant and cranberry mingle with notes of clove, nutmeg, vanilla and just a touch of minerality. This wine is fresh, elegant, and beautifully balanced from the first sip to the long, lingering finish.

Aging: 12 months in oak
Cases Produced: 1,217
Enjoy Now Until: 2018



92 POINTS

- *Wine Spectator*

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- *San Francisco Chronicle Wine Competition*

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Bacon and Mushroom Risotto

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| 8 oz. bacon, cut into 1/2-inch pieces | 6 oz. grated Parmesan cheese |
| 12 oz. Arborio rice | 10 oz. portabello mushrooms, stems removed, cut into 1/4-inch pieces |
| 1 medium white onion, diced | 2 oz. unsalted butter |
| 1 clove garlic, minced | Salt and pepper to taste |
| 2 oz. Chardonnay | |
| 1 quart chicken stock, warmed | |

In large skillet, cook bacon over medium heat, stirring often. Cook until browned and just started to get a little crispy. With slotted spoon, remove bacon and drain on paper towels. Pour off all but 3 Tablespoons of bacon fat from skillet. Add garlic, onions, and mushrooms to skillet and saute 4 to 5 minutes, until onions start to soften. Add Arborio rice, stir until all the rice is coated in bacon fat. Cook until pearly, about 1 minute. Add Chardonnay, stirring often. Cook until the wine is absorbed into the rice. Once absorbed, start adding the chicken stock. Add 1 cup at a time, stirring constantly. When stock is almost absorbed into the rice, add another cup. Continue this process until stock is gone; should take between 20 to 25 minutes. When done adding stock, stir in the cooked bacon, cheese, and butter. Season with salt and pepper to taste. Serve and enjoy! *Recipe provided by Fess Parker Winery & Vineyard.*



Glazed Pork with Asian Slaw

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| 2 pork chops or cutlets | 1 long red chili, de-seeded & finely sliced |
| 1 Tbs ginger, minced | 1 tsp. sesame seeds |
| 2 cloves garlic, crushed | 1 Tbs. rice wine vinegar |
| 2 Tbs. soy sauce | 1/2 tsp. sesame oil |
| 1 Tbs. sweet chili sauce | 1/2 lime |
| 1 Tbs. honey | 1 Tbs. peanuts, finely chopped |
| 1/4 shredded green cabbage | Pinch of sugar |
| 1 small carrot, grated | 2 large potatoes, cleaned & scrubbed |
| 1/4 red onion, finely sliced | |

First, marinate the pork with the ginger, 1 garlic clove, 1 Tbs. soy sauce, sweet chili and honey. Set aside for at least 30 min. In the meantime, heat the BBQ and place the two potatoes (individually wrapped in foil) on the grill. Leave with the lid down. Rotate potatoes after 20 min. The potatoes will need approximately 45 min. all together. For the Asian Slaw dressing, put the rice wine vinegar and pinch of sugar in a small saucepan and heat gently over a low heat on the stove top. Swirl the vinegar around the pan until the sugar has dissolved, remove from heat to cool. Once cool, add the sesame oil, 1 Tbs. soy sauce, juice from 1/2 lime, and 1 crushed garlic clove. Season with salt and pepper and leave aside. In a bowl, combine the shredded cabbage, grated carrot, sliced onion and chili together. Place the sesame seeds and chopped peanuts in a fry pan and cook gently until toasted and golden brown. To cook the pork, place the chops on the BBQ (high heat) and leave for 5 min. Turn and cook for another 5 min. Whilst the pork is resting, toss the cabbage mixture with the dressing and top with the peanuts and sesame seeds. Serve and enjoy! *Recipe sourced from FoodiesAgenda.com.*

Find this recipe and all of your favorites online at GoldMedalWineClub.com/recipes. We have a delicious collection of entrée recipes to pair with your favorite Gold Medal wines!



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