



Platinum Plus!

Fiftyrow | 2017 'Alice Block' Cabernet Sauvignon Napa Valley

Founded by business executive Paul Johnson and his partner, legendary 100-Point Napa Valley winemaker Gary Galleron in 2002, Fiftyrow Vineyards has become an under-the-radar favorite in homes and restaurants across the country. The winery began by exclusively crafting Cabernet Sauvignon from the highly prized Rutherford AVA of Napa Valley, and it has grown to include several single-vineyard wines from Napa Valley and the surrounding area.

Since he can remember, it had been Paul Johnson's lifelong dream to make wine. After living half of his life in Europe and owning a wine shop for several years, he decided it was finally time to do something about it - and to do it before he turned fifty (hence, the name 'Fiftyrow'). Paul's wife, Marion, was born and raised in the Rheingau region of Germany where wine is deeply rooted in the culture, and it was this European lifestyle of food and wine that first brought the couple to Napa Valley in 1998. During their visit, they immediately knew this was the perfect place to pursue their passion.

Paul and Marion sought out friend and winemaker Gary Galleron and together started Fiftyrow Vineyards. Their first release, a Rutherford Cabernet Sauvignon, came in 2005. For years, this was the only wine Fiftyrow Vineyards produced. It consistently displayed that magical 'Rutherford Dust' characteristic the area is so intrinsically known for; some describe it as a specific flavor (cocoa powder, chocolate, or coffee), while others describe it with regard to texture - the unique dusty feeling of tannins that only a Rutherford Cabernet Sauvignon can achieve. Whatever the 'it' factor is that makes Rutherford Dust so special, it is certainly a distinctive quality that makes these Cabernets so desirable.

Over the years, they introduced other varietals, including Petite Sirah, Merlot, and Cabernet Franc, but the focus remained on producing single-vineyard wines to show the unique terroir and voice of each special site. The winemaking roles also changed at Fiftyrow. From the beginning, Paul had told Gary, "do not make the wine, teach me to make the wine." After years of on-the-job training, Paul and Gary switched roles in 2011 with Paul taking the lead as winemaker. Gary is now in semi-retirement and Paul has brought on another Gary Galleron protégé, young winemaker and up-and-coming star, Jake Stuessy, to work with him. They have proven to be a great team, but they still reach out to Gary for his decades of wisdom.

It is the goal at Fiftyrow Vineyards to search out the best vineyards that are sustainably grown and combine that with a great winemaking team to create top-quality wines at reasonable price-points. With several awards to their name and a collection of wines that can compete with their very famous neighbors, it's safe to say they are doing something right. Enjoy!



Accolades & Tasting Notes

96 Points -North Coast Wine Challenge

Fiftyrow's 2017 Cabernet Sauvignon comes from the Alice Block vineyard in the Rutherford AVA of Napa Valley - a site that is starting to rival the best vineyards in the Valley. This wine has the typical desirable expression of the area and is instantly recognized with its distinctive 'Rutherford dust.' Deep purple in color, the nose offers tons of high-tone fruit and influences of cinnamon and clove. The palate is big and lush with flavors of blackberry, graphite, tobacco, and dark chocolate, all concluding with a lengthy mocha finish. Aged 21 months in French oak. 100% Cabernet Sauvignon. Enjoy!



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