

# WAYFARER



CLEO PAHLMAYER

Proprietor

---

Inheriting her father's vision and verve, Cleo Pahlmeyer is the new generation of Pahlmeyer and Wayfarer.

Raised in Napa, her education took her east where she received her BA in Art History from the University of Virginia and went on to earn a Master's Degree in Connoisseurship of Fine and Decorative Art at Sotheby's Institute of Art in London.

Returning to the family winery after working in the international art world, she has worked closely with her father since 2008 to learn every aspect of the family business. Jayson explains, "One of my proudest moments as a vintner and father was when my very talented daughter came to me and said, 'When it comes to the future of Pahlmeyer, I am all in!'"

When it came time to realize Wayfarer's own label, it was obvious who would bring the energy and expertise needed.

Cleo has taken on Wayfarer as her own — sharing the passion, introducing the wines and telling the story. "I must be my father's daughter," she explains, "because like him, I have naturally gravitated to Pinot Noir. Wayfarer is a very special place for me personally. It has a soul that can only be felt by breathing in its air, walking on its soil, feeling its warmth. Now, we can begin to share this extraordinary vineyard through our Wayfarer wines. It is a very exciting time."