

WAYFARER



JAYSON PAHLMAYER

Proprietor

Jayson Pahlmeyer crafted his first wine in 1986. His aim was to achieve a “California Mouton,” and straight-from-the-source clones were – in his mind – a necessary component. Over the course of three years, working with viticulture professors at the University of Bordeaux, Jayson obtained vine cuttings of the most ideal Bordeaux varieties to produce the greatest intensity of flavor and complexity of character. The prize vine cuttings were smuggled into California and planted in 1981. Several years later, Jayson wowed the wine world with his debut vintage of Pahlmeyer Proprietary Red. In 1993, Jayson recruited the great Helen Turley to make his consistently award-winning wines.

Vintage after vintage, Pahlmeyer continues to live up to Jayson’s audacious dream – producing phenomenal wines of power and finesse. Along the way, Jayson fell head-over-heels in love with Pinot Noir. “Every oenophile eventually gravitates to the wines of Burgundy,” he confesses.

Helen Turley discovered Wayfarer for sale in 1998, then an organic farm on the remote Sonoma Coast. When she brought Jayson to the secluded property, he instantly sensed it had all the essential elements to produce world-class Pinot Noir and Chardonnay, and claimed the land for his own.

Jayson recruited David Abreu to plant Wayfarer, completed in 2002, and in 2005, Jayson started bottling Wayfarer Pinot Noir and Chardonnay – blended with fruit from Russian River vineyards – under the Pahlmeyer moniker. By 2012, the vineyard’s exceptional fruit presented an irrefutable case for a namesake label. Working closely with his daughter Cleo, Jayson is thrilled to see his vision for this remarkable vineyard become a reality.