

WAYFARER



ABOUT WAYFARER VINEYARD

Wayfarer is the manifestation of a remarkable place, masterful winemaking, and the drive to go to extremes to create something truly exceptional.

After nearly 30 years as an acclaimed Napa Valley vintner, Jayson Pahlmeyer became increasingly entranced by the wines of Burgundy. In the early 1990s, he began seeking out the finest Pinot Noir and Chardonnay vineyards in the world. When Dave and Dorothy Davis listed their organic farm for sale in 1998, winemaker Helen Turley quickly took notice. Her vineyard, Marcassin, was just down the road and Helen understood well the extraordinary character of fruit this land could yield. She also knew that it was her good friend and fellow vintner Jayson Pahlmeyer who possessed the vision and tenacity needed to transform the rugged landscape into a world-class vineyard.

When Jayson first visited the site, it was an epiphany: the cool sea air tempering the brilliant sun, the Goldridge soil casting a dusty glow on the dirt road, and the weathered bones of wooden fences marking off the undulating fields – a thick forest of redwoods to the east and fog-blanketed bluffs to the west. Jayson instantly sensed that this secluded place held all the essential elements to produce exceptional Pinot Noir and Chardonnay. Helen declared it destined to be “the La Tache of California,” as Jayson claimed the land for his own.

Wayfarer vineyard was planted by David Abreu in 2002 and, in 2005, Jayson started blending Wayfarer Pinot Noir and Chardonnay with fruit from Russian River vineyards and bottling it under the Pahlmeyer moniker. By 2012, the vineyard’s exceptional fruit presented an irrefutable case for a namesake label. With Jayson’s daughter, Cleo Pahlmeyer, at the helm, Wayfarer is an endeavor of true passion – an experiment that pushes the exactitude of winegrowing and winemaking to the farthest limits.



WINEGROWING

Wayfarer vineyard is extraordinary and unforgiving – 30 undulating acres hidden beyond rising fog and redwoods on a remote reach of the Sonoma Coast. This distant landscape is the provenance of wildly beautiful wines born of risk, rigor and mastery; small-lot Pinot Noir and Chardonnay from the Pacific's most dramatic appellation.

At our winery, we believe it is impossible to separate the process of growing grapes from the process of making wine; it is ultimately a seamless continuum. As our winegrower is also our winemaker, each decision made in our vineyard is intricately connected to each made in our cellar. Overseeing 30 acres — not 300, not 3,000 — affords us an intimate relationship with each vineyard block and the ability to respond and refine at every level.

Individual vineyard blocks are dedicated to specially-selected clones, allowing our vineyard team to farm each vine according to its particular needs and cultivate each cluster according to its full potential as realized in our distinctive growing environment. By cross-referencing terroir and clone character, we are able to produce a vibrant, multifaceted spectrum of single-vineyard fruit. With such an expressive palette to work with, we can choose to blend particular clones to achieve a wine of total wholeness and harmony, or we may find a single clone expression to be so extraordinary that we bottle it as an unforgettable solo presentation.

The vineyard is regarded as a perpetually evolving system and we refine the management of each block daily. We understand the truly world-class character of the site and never stop pushing to improve the quality of each cluster.



WINEMAKING

Wine is a captured expression of its fruit, a summation of its life on the vine. Once our fruit has achieved its optimal character and maturity, we continue the practice of observation and exactitude. The grapes are hand-harvested block by block in the cool, pre-dawn hours. The clusters are hand-sorted and, once de-stemmed, the berries are hand-sorted once more before delivery to tank.

For our Pinot Noir, we allow four to five days of pre-fermentation cold maceration in small open-top fermenters before bringing the fruit to a temperature that initiates 100% native yeast fermentation. After two to three weeks, the Pinot Noir is then gently pressed and moved to barrel where it completes both primary and secondary (malolactic) fermentations.

In the case of our Chardonnay, we very gently press whole clusters after double hand-sorting. The juice is allowed to settle overnight before racking to barrel, where it naturally undergoes 100% native yeast barrel fermentation followed by malolactic fermentation.

Every decision is made with the intention of enhancing the unique character of each individual block, ultimately resulting in 30 distinctive wine lots. Our wines are only released when our winemaker determines them ready.



FORT ROSS-SEAVIEW AND WEST SONOMA COAST AVAS

Fort Ross-Seaview is a 27,500-acre sub-appellation on the far northwestern end of the Sonoma Coast AVA. Defined as a distinct appellation in 2011, the extreme landscape is often deemed “the true Sonoma Coast,” as it overlooks the Pacific beaches and receives the cool wind and fog from the frigid California Current flowing down the coast. The entire appellation resides above the fog line at an elevation of 800 feet and higher — above the fog line, allowing ample sunshine for ripening. Situated on a jagged portion of the San Andreas Fault, most of the acreage is unfarmable due its dramatic terrain. A majority of the vineyards are planted on rounded summits cloistered by thick redwood forests along the AVA’s first and second coastal ridges. Access to the site is slow and treacherous on winding mountain roads. A combination of bountiful sunshine, cooling ocean air and fog, and a variety of shallow top soils with underlying rock define the appellation’s extraordinary fruit character.



WAYFARER PORTFOLIO



PINOT NOIR
THE ESTATE



CHARDONNAY
THE ESTATE

WAYFARER PORTFOLIO



PINOT NOIR
THE TRAVELER



PINOT NOIR
PAIGE'S RIDGE



PINOT NOIR
MOTHER ROCK



PINOT NOIR
GOLDEN MEAN

WAYFARER WF2 PORTFOLIO



PINOT NOIR
WF2



CHARDONNAY
WF2



ROSÉ
WF2

ABOUT CLEO PAHLMAYER, PROPRIETOR

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

Raised in Napa, her education took her east where she received a 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, Cleo has worked closely with her father since 2008 to learn every aspect of the family business. Cleo began as a sales assistant, answering the phone and entering orders, and went on to manage direct to consumer sales and marketing, then public relations. In 2017, she was appointed President.

When it came time to realize Wayfarer's estate label, it was obvious who would bring the energy and expertise needed. "The great wines of the world do not come from a blend of various sites; they hail from individual vineyards, specific vineyard blocks," Cleo says. "Wayfarer is no exception, and it has been the opportunity of a lifetime to bring these wines to life."

A mother of three, the vineyard is now beloved by her children too, not to mention her husband, Jamie Watson, who pours his own passion for wine into Wayfarer. "I must be my father's daughter," Cleo 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."



ABOUT TODD KOHN, WINEMAKER

Winemaker Todd Kohn has deep roots in Northern California. He grew up in the town of Redding, just three hours north of Sonoma. Graduating from UC Davis with a degree in Viticulture and Enology, Todd always enjoyed science, and had a strong desire to work with his hands. During his first harvest internship at the California sparkling wine house Schramsberg, he fell in love with wine and the dedicated work of harvest.

Additional internships focused in the vineyard, lab, and cellar, helped develop Todd's thorough knowledge of winegrowing and winemaking. Experience at several premiere Napa Valley wine producers, including Opus One, soon led to an opportunity in Australia at Moorooduc Estate. Working in the Mornington Peninsula region of Australia gave Todd invaluable insight into growing and crafting world class Pinot Noir and Chardonnay — great preparation for his role at Wayfarer.

Todd joined Wayfarer in the beginning of 2013 as Assistant to the Winemaker. Over the next five years, he worked hand in hand with the Consulting Winemaker to define Wayfarer's vineyard practices and winemaking techniques before taking the helm as Winemaker in December 2017.



A scenic landscape featuring a rustic wooden post-and-rail fence in the foreground, with a large rock formation and a view of the ocean in the background under a clear blue sky.

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