



## BLAIR FOX: AN EMERGING WINNER



Blair Fox, a native of Santa Barbara, California, started his winemaking career in Santa Barbara County after his graduation from the University of California at Davis with a degree in Viticulture and Enology. At U.C. Davis, Blair realized that he had a passion for Rhone varietal wines, with a special fondness for Syrah and Viognier. Upon his return to Santa Barbara

he found Santa Barbara County to be widely planted in Syrah, Viognier and other Rhone varietals. The area was also gaining a significant amount of praise and recognition from wine writers and consumers alike. It was a natural fit and Blair was immediately employed as Winemaker for Sunstone Winery, a small family run winery in the Santa Ynez Valley.

After over three years of making award-winning wines for Sunstone, Blair left and traveled to the Rhone region of France for further investigation into these extraordinary wines. He found the regions of Cote Rotie, L'Hermitage and Condrieu to be of most interest. There he tasted some of the best examples of Syrah and Viognier in the world! Following this excursion he returned to Santa Barbara only to be lured away once again. This time he became engulfed in the marvelous Shiraz of Australia. After becoming the Vintage Winemaker for Haselgrove Wines in McLaren Vale, South Australia, he fell in love with the area wines and the people of Australia. This is where he learned to believe in "terroir" and taste the earth in the wine. After his international winemaking experience, Blair felt it was time once again to return home where he found employment with Fess Parker Winery as the Rhone Varietal Winemaker. After three vintages at Fess Parker Winery he was promoted to Head Winemaker in 2005. Today he continues to craft superb Rhone varietal wines for his Blair Fox Cellars label.



*Blair Fox was the recipient of the Andre Tchelistcheff Winemaker of the Year Award at the 2008 San Francisco International Wine Competition!*

## The Exceptional Organic Vineyards of Santa Barbara County.



All Blair Fox Cellars wines are small, limited production wines of high quality. Blair pursues a hands-on winemaking approach to his wines and demonstrates the quality of the grapes and the unique profiles of individual vineyards.

Blair Fox Cellars sources the grapes from only the most exceptional organic vineyards in Santa Barbara County, which can compare to the best vineyards of France and Australia. Blair selects the most interesting and well-maintained vineyards that produce only Syrah and Viognier. With meticulous canopy and crop management, these vineyards create excellent quality grapes

that can be bottled under independent vineyards designations such as Paradise Road Vineyard; Purisima Mountain Vineyard; Thompson Vineyard and Tierra Alta Vineyard. Each vineyard is located in a different part of Santa Barbara County many microclimates.

**Paradise Road Vineyard** is the eastern most vineyard. It experiences a much warmer climate than most Santa Barbara County vineyards and is similar to Australia in its iron rich, nutrient deprived soils. The results are tiny berries, small clusters and very concentrated flavors for both the Syrah and the Viognier varietals grown there.

**The Purisima Mountain Vineyard** produces some of the best Rhone varietals in Santa Barbara County. Most of this vineyard is grown on hillsides, in a Biodynamic manner, so a great amount effort and expense is put forth to make sure the fruit is of the absolute highest quality.

**Thompson Vineyard** produces some of the most beautiful and concentrated fruit that Blair has ever used. His grapes come from the mature vines of the old section of the vineyard.

*Taste these vineyards in Blair Fox wines!*



## WINE AND HEALTH



Alcohol was frequently prescribed by family doctors as a remedy or tonic until well into the 20th century. In the 1950's and early 1960's, alcohol was even available in some British hospitals. More recently, scientists have been researching the specific health benefits of wine.

**Coronary Artery Disease** is caused by the build-up of cholesterol in the arteries supplying blood to the heart. If the arteries are partially blocked, the heart cannot get enough oxygen, and the pain of angina is the result. If an artery is blocked completely, a heart attack occurs.

The cholesterol that blocks arteries is low-density lipoprotein cholesterol (LDL). This is cleared from the blood by high-density lipoprotein cholesterol (HDL). Both are carried in the blood. Moderate alcohol consumption can produce a better balance between the two. In addition, wine has an anticoagulant effect which makes blood less likely to clot. Grapes and other fruits are packed with substances such as resveratrol and other antioxidant compounds. These compounds have been shown to reduce artery-clogging properties and seem to be important in the cardioprotective effects of wine.

**Wine and Alzheimer's** research has shown strong evidence that regular moderate wine consumption can reduce the risk of developing Alzheimer's Disease. Wine also appears to have the effect of slowing mental decline in elderly people, although this is not regarded as proven.

The relationship between **Wine and Strokes** has been studied by a group of Spanish scientists. They found that consumption of less than 30 grams of alcohol per day brought about a 42 percent reduction in the risk of stroke. This study declared that alcohol protected against all cerebral infarction and cortical infarction, and was "borderline protective" against deep cerebral infarction. The researchers concluded that low amounts of alcohol do not have a protective effect for hemorrhagic stroke.

However extremely promising these studies have been, continued research needs to be conducted to find more definitive explanations for the health benefits of wine.

## WINE TERMS

**Biodynamic Farming:** Expansive organic vineyard management practices that rely on close attention to the natural interrelation of the farm's parts (i.e. fertility management, water management, pest control, etc.), rather than solely on isolation, and concentrates on its individual parts.

**Canopy Management:** The practice of maneuvering the grape leaves and fruit into the best position for a given vineyard. Canopy refers to the "umbrella" formed by the leaves and shoots of the grapevine. Left untended, grapevines would grow along the ground, up trees, wherever they could take hold. Canopy management involves attaching the shoots of vines to wires or trellises in a systematic pattern. The purpose of training the vine is to position the grape bunches so that they'll get the right amount of sun and ripen well.

**Old Vines:** Old grape vines, generally forty years old or older, produce a very small quantity of fruit compared to younger vines. The quality of their grapes and of the resulting wine is considered to be very good.

**Terrior:** French term for the sum entity and effect (no single word exists in English) of a vineyard's soil, slope, orientation to the sun, and elevation, plus every nuance of climate: rainfall, wine velocity, frequency of fog, cumulative hours of sunshine, average high temperatures, average low temperatures, and so on. Each vineyard has its own "terroir" which lends to the flavor of its grapes.

## MEMORABLE QUOTES



"Drinking wine is just a part of life, like eating food." - *Francis Ford Coppola, Moviemaker and Wine Collector.*



"Wine is a living thing. It is made, not only of grapes and yeasts, but of skill and patience. When drinking it remember that to the making of that wine has gone, not only the labor and care of years, but the experience of centuries." - *Allan Sichel.*