



## Jeriko Estate Vineyard

### Beginnings: Fetzer Vineyards

Fetzer is one of the great success stories of California wine. Lumberman Barney Fetzer began growing grapes in Mendocino County in the 1960s, and the family released its first wine in 1968. With the help of the 10 kids, Fetzer became one of California's fastest-growing and most valuable wineries in the 1980s.

Although Fetzer Vineyards carries the family name, the Fetzers sold the Mendocino-based winery in 1992 to Brown-Forman Corp. for a reported \$82 million. For the past decade, the Fetzers have kept a low profile, but now that their no-competition agreement with Brown-Forman has expired, they are reentering the wine business in a big way. "It (was) kind of nice being out of the industry for a while," said John Fetzer, 55, one of the Fetzer boys. "Taking a sabbatical allowed us to take a look at the industry from the outside."

After the 1992 sale, the Fetzers went back to their grape growing roots. Organic farming, which they first explored while they owned Fetzer Vineyards, became a passion. They all concentrated on the vineyards. Of the six Fetzer boys, only one decided to remain out of the business. When they sold the brand, the Fetzers retained about 1,000 acres of vineyards and a large winemaking facility in Mendocino. While the family continues to sell grapes to Brown-Forman, the sons have divvied up the winery for their own individual projects.

### Daniel Fetzer: Proprietor and Winemaker

Daniel was introduced to winemaking and viticulture when he was five years old by his father, Barney Fetzer. The year was 1968 and they had just converted the horse barn into a small boutique winery at the ranch in Mendocino County. Growing grapes and making wine became his way of life from then on.

Years passed and the small boutique winery evolved into a well respected American wine brand. In 1992,



the family label was sold allowing Daniel to devote more time to his true passion, the vineyards. The estate, which he named Jeriko in 1997, is now his home and life's work. Designing and building the winery has given him the opportunity to fulfill some of his

creative dreams as an artist. Caretaking the land with organic and biodynamic techniques continues to enrich his spirit and honor timeless traditions.



## Jeriko Estate

Daniel's project, Jeriko Estate, is a panoramic display of early California and Mediterranean-style architecture. It is surrounded by 180 acres of vineyards, trees and foothills that has been part of the family estate for over twenty years. The original estate residence was built in 1898 by a San Francisco Judge Sturtevant. It was extensively redesigned and remodeled exactly a century later by Linda and Daniel Fetzer. Jeriko Estate is considered an environmental showcase that is the culmination of more than ten years of planning, planting and patience. Inspired by the ancient oasis community of Jericho, a destination for travelers and a pioneer in progressive agricultural techniques, the goal of Jeriko Estate and Winery is to provide a welcoming and educational setting in which to appreciate their innovative but traditionally crafted wines.

The new Jeriko emerged in 1997 when Linda and Daniel began to replant the entire ranch with modern grape rootstocks and newly available clones of Pinot Noir, Chardonnay, Syrah, Merlot, Sauvignon Blanc and Sangiovese. The vineyards were laid out using high-density spacing in order to force the roots to go deeper into the gravely loam soil to optimize terroir and intensify fruit flavors. . "At Jeriko we use only estate grown fruit, organically and biodynamically produced for our Estates wines", says winemaker, Daniel Fetzer.

### Organic & Biodynamic Farming

Key to Jeriko's philosophy is the use of biodynamic and organic farming practices to promote plant diversity such as cover crops, and encourage soil balance with the use of synthetic chemical fertilizers, pesticides and fungicides. The fundamentals of

organic and biodynamic farming lie within the soil structure by creating natural balance within. "Look at how nature works, nature doesn't create a monoculture. You want a little bit of everything in your vineyard. If you are going to be a biodynamic farmer you need to view your farm as a living organism. The goal is to become as self sufficient as possible," states Daniel. Therefore at Jeriko, Daniel grows a multitude of cover crops such as legumes, mint leaf, mustard and clover. These crops, along with natural fertilizers, are nitrogen fixers for the soil as well as homes for specific insects that are beneficial for the vineyard.



And it's good for animal life. It's common to see chickens, goats, and sheep roaming Jeriko's vineyards and hillsides which in turn help to fertilize and enrich the soil. Wines

grown in this organic manner have more natural structural balance than fruit grown using synthetic fertilizers. If you start with a fruit that is in balance with the natural process then it is easier to make a wine that remains in balance. It is this philosophy that is embodied in all of Jeriko Estate's award-winning wines.

Daniel Fetzer follows the strictest guidelines and his wines are certified organic by the USDA and CCOF (California Certified Organic Farmers). He also maintains the practices of biodynamic farming. Utilizing the latest in winegrowing technology while respecting ancient cultural practices, "a tread gently upon the earth philosophy" is practiced at Jeriko Estates Vineyards.

