

WAYFARER

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FOR IMMEDIATE RELEASE

Cleo Pahlmeyer of Wayfarer Vineyard to Open Winery and Tasting Room in Downtown Healdsburg

*Wayfarer will open a winery and tasting room for its Fort Ross-Seaview estate
Chardonnays and Pinot Noirs in July 2024*

HEALDSBURG, CALIF. (July 11, 2023): Cleo Pahlmeyer, proprietor of Wayfarer Vineyard, located in the Fort Ross-Seaview AVA, will open a winery and tasting room in Healdsburg, Calif. in July 2024. Located on Grove Street, the building will be renovated to house Wayfarer's winemaking and hospitality for its estate-grown Chardonnays and Pinot Noirs.

"We are thrilled to have a new home for our wine production that offers an authentic experience of our wines," said Pahlmeyer, proprietor of Wayfarer Vineyard. "This acquisition allows us to further refine our winemaking, connect in a meaningful way with our clients, and serves as an important step forward towards the future of Wayfarer."

Cleo Pahlmeyer started Wayfarer more than a decade ago, following her father Jayson Pahlmeyer's initial vision for the vineyard in 1998. Nestled beyond a ridgeline towering 1,200 feet above the Pacific Ocean, Wayfarer Vineyard is an oasis in a remote landscape of redwood forests and winding mountain roads. Wayfarer Chardonnays and Pinot Noirs hail from this estate-grown single vineyard in Fort Ross-Seaview, the West Sonoma Coast's most dramatic appellation.

For future news and updates about Wayfarer, as well as the opening of the winery and tasting room, visit www.wayfarervineyard.com to join the mailing list.

ABOUT WAYFARER VINEYARD

Located in Cazadero, Calif., Wayfarer was established in 1998 by vintner Jayson Pahlmeyer and is stewarded now by his daughter Cleo Pahlmeyer. Jayson Pahlmeyer purchased the land in 1998 after being introduced to it by winemaker Helen Turley. Renowned vineyard developer David Abreu designed the vineyard as 30 one-acre blocks, each dedicated to an individual clonal selection. The vineyard was completed in 2002, but it wasn't until ten years later that Cleo Pahlmeyer, Jayson's daughter, introduced the first Wayfarer estate wines. Todd Kohn joined the Pahlmeyers as assistant winemaker in 2013. In 2017, Cleo Pahlmeyer took the helm of her family's business and appointed Todd Kohn winemaker. Wayfarer has become known for their estate-grown Chardonnays and Pinot Noirs under winemaker Todd Kohn.

Wayfarer thoughtfully incorporates organic and sustainable viticulture, recognizing that the highest quality fruit comes from vineyards farmed for the long-term health of the land. Produced in limited quantities, Wayfarer wines are vibrant upon release and cellar beautifully for years to come.

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Wayfarer is currently available in 31 markets internationally, as well as online at www.wayfarer-vineyard.obtainwine.com/collection/wines. To learn more about Wayfarer or to access information about wholesale and distribution, visit www.wayfarervineyard.

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