

LYNMAR ESTATE

Russian River Valley

ANISYA FRITZ

PROPRIETOR & DIRECTOR OF CONSUMER EXPERIENCE

In 2008, Anisya Fritz was on hiatus from a demanding international career as an academic and CEO in the humanitarian relief field when her husband arrived home with an interesting proposition. “Lynn was managing Lynmar Estate directly for the first time,” Anisya recalls, “and he realized the direct to consumer portion of the business was going to be crucial to the winery’s success.”

The couple had made the decision to make the Quail Hill estate their permanent residence just a few months before, but already their acute business senses were responding to their new surroundings, identifying areas to expand and improve and formulating new ideas and approaches to take Lynmar Estate to the highest level.



Determined to create a multi-sensory experience for guests, Anisya took on the role of Director of Consumer Experience, and assembled a vibrant new team. “We wanted to create a real sense of place for our guests,” Anisya shared, “so they could explore beyond their palate and immerse themselves in the experience – visually & aromatically – through the food, the wine, the scenery and the overall vibe of the estate.” Over the years, Anisya has directed the expansion of the gardens at Lynmar, the remodeling of the Tasting Room, the creation of a full private event program and the evolution of an entirely new wine & food tasting experience that continues to expand under the expert hands of Executive Chef David Frakes.

Once living on the estate, Lynn and Anisya began to experience the deep magnetic pull of the Quail Hill property, and their goal is to share that visceral connection with visitors. Lynmar has grown into a shared community of aficionados. “It’s an interesting circle,” Anisya mused. “Nearly everyone who arrives at our doors has been personally referred by a friend.”

Alongside her role at the estate, Anisya continues to teach Wine Business courses at nearby Sonoma State University, consult with several global humanitarian relief organizations and lecture worldwide on humanitarian logistics. While she thrives on her challenging and varied professional life, Anisya has come home in every sense of the word. “After being a nomad by choice, for all of my life, before I came to Quail Hill, I finally feel at home and firmly rooted.”