

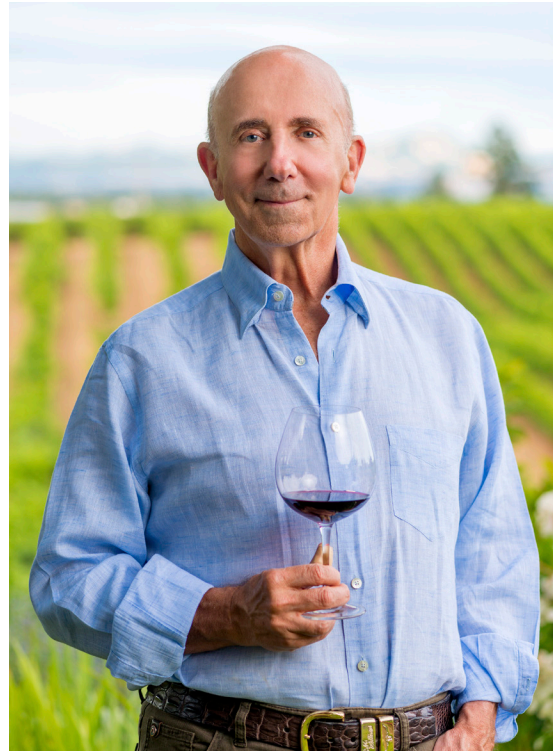
# LYNMAR ESTATE

*Russian River Valley*

## LYNN FRITZ

### PROPRIETOR

Lynn Fritz purchased Quail Hill Ranch back in 1980, envisioning the Russian River property as a rural retreat from a hectic international corporate life. This bucolic vineyard home was an oasis away from a busy life as CEO of Fritz Companies, a global logistics organization with a presence in 120 countries. “Back then, I enjoyed Quail Hill as a retreat,” Lynn says, “but I saw it as a side project. I would enjoy the property, but others would run the business of winegrowing.” But as the years passed, and Lynn spent more time in the vineyard during his visits to the estate, he realized that serendipity had handed him a rare gift: he had been given stewardship over a truly remarkable piece of land – one that stood out as something of a prodigy in the Russian River Valley. Since the original purchase, Lynn had added six contiguous pieces of land around Quail Hill, creating what is now the 100-acre Lynmar Estate property.



In 2001, Lynn shifted professional gears, as UPS acquired Fritz Companies and he founded Fritz Institute, a group dedicated to assisting humanitarian organizations with the complicated logistics of global disaster relief. Simultaneously, he oversaw the intricate replanting of many parts of the vineyard resulting in a stunning array of distinct clonal selections of Pinot Noir and Chardonnay. He also spearheaded the construction of a state of the art winery and caves as well as an airy, welcoming tasting room, both completed in 2005.

“Once I really realized what we had here, the only logical choice was to push the boundaries of the estate to bring it to its full potential,” he explains. “If you had a child who was a prodigy in music, you would devote everything you had to helping that child reach his or her full potential. That’s how we feel about Quail Hill.”

In 2008, Lynn and his wife Anisya made Lynmar Estate their permanent home, transforming themselves from absentee owners to resident proprietors. With an astonishing amount of business acumen, Lynn then set about crafting an entirely new model for artisan winemaking at Lynmar.

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“Our goal at Lynmar is to have absolute control over every facet of winemaking – from vine to cellar to bottle to pouring out the glass for visitors who have discovered us by word of mouth.”

What does this really mean at Lynmar? It means capping production to just 12,000 cases, establishing a fulltime onsite vineyard management team, fostering a unique ethos and focusing nearly all the effort on selling wine directly to consumers.

This ethos was not for everyone, Lynn admits. “We found that once this new discipline was put into place, not all our existing employees could embrace it. But a wonderful evolution occurred: word got out and it attracted people who were looking for exactly what we had created ... somewhere to hone their craft – whether in the cellar or in the accounting office.”

Lynn has orchestrated a unique symbiotic relationship between winemaker Pete Soergel and Vineyard Manager Jason Saling; Pete carefully defining what he wants from each vine and each block and Jason pulling forth the extraordinary from the soil. The two work with 53 individual vineyard blocks and 19 different clones that they mutually transform into 90 separate lots of wine in the cellar.

As part of the overall vision of the estate, Lynn felt that food could simply not be ignored. “The primordial pull of wine is its relationship with food – so food had to be part of the equation. It’s the ultimate acid test – literally and figuratively.” The lush gardens of Lynmar and Executive Chef David Frakes are all a key part of the overall vision, primarily spearheaded by Anisya Fritz.

After a long career travelling the globe, Lynn has truly come home – partnering with Anisya to create a unique community experience where wine and food are beautifully paired with friends and a breathtaking venue. The complex components of Lynn’s vision of a new artisan winery model are whirring along in perfect harmony – and the gorgeous wines that are being produced are testament to the prodigy that is Quail Hill Vineyard.