



Parallel Napa Valley History, Timeline, Milestones

Year	Activity
1970-80s	Four couples meet in Park City, Utah, become life-long friends
1999	Friends decided to become partners and begin serious discussions of creating a winery together
1999	Partnership created named Cab4Ten LLC and concept for wine
1999	Milestone Event - Purchased first vineyard on Maple Lane in Calistoga
1999	Hired Jim Barbour as vineyard manager
2001	Milestone Event - Hired Philippe Melka as winemaker
2003	Partners Mike and Toni Doilney become full-time residents of St Helena
2003	Parallel began crush, cave relationship with Fantesca
2003	First vintage wine – 2003 Parallel Napa Valley Cabernet Sauvignon - barreled
2004	Partners decided on Parallel Napa Valley Name
2004	Second vintage wine -2004 Parallel Napa Valley Cabernet Sauvignon - barreled
2005	First vintage - 2003 Parallel Napa Valley Cabernet Sauvignon - bottled
2005	Milestone Event - Parallel winemaker, Philippe Melka, named 2005 Winemaker of the Year by <i>Food & Wine Magazine</i>
2005	Purchased new Parallel Estate vineyard and home on Greenfield Road, high above Lake Hennessey and sold Maple Lane
2005	Milestone Event – First vintage, 2003 Parallel Napa Valley Cabernet Sauvignon released 945 of the 750mls an inaugural release party at Deer Valley in Park City, UT and via niche public relations efforts
2005	Began support of charities near and dear to the Partners via donation of auction wines
2005	Distribution and sales efforts began, secured retail and on-premise sales in key markets in UT, CA, NY, NJ and Rocky Mountain states
2006	Continued support of charities via donation of auction wines and trips to the vineyard home and Park City
2006	Participated in first Jackson Hole Wine Auction and first Sun Valley Wine Auction
2006	Participated in first Family Winemaker's Tastings in Pasadena and San Francisco
2006	Milestone Event - CF Napa won national and international design awards for Parallel label – 2005 Beverage Packaging Global Design – Best of Show, 2006 American graphic Design Awards – Excellence Award
2006	Second vintage - 2004 Parallel Napa Valley Cabernet Sauvignon - released via Park City launch party and public relations
2006	Parallel initiated an ongoing fundraising and awareness partnership with the US Skiing and snowboard Team Foundation, generates funds and creates awareness of the brand and 2004 release via tastings at “ski balls”
2006	Milestone Event - Parallel celebrated milestone of raising \$100,000 for more than 20 charities via auction of wines and “Parallel trips to Park City and Napa Valley”
2007	Participated in the Napa Valley Wine Auction - 10 cases of '06 Parallel fetched \$19,000 at the barrel auction.
2007	Quarterly Wine Review's exhaustive blind tasting of CA Cabernet Sauvignon wines rated Parallel as one of only eleven FIVE STAR wines in its “Best of the Best”
2007	Third vintage released - 2005 Parallel Napa Valley Cabernet Sauvignon
2008	Milestone Event - Participated in <i>Premier Napa Valley</i> raising \$20,000 with the auction of five cases of 2006 Estate Cabernet Sauvignon
2008	Milestone Event – Parallel winemaker, Philippe Melka named “One of the nine most influential winemakers in the world” by <i>Food & Wine Magazine</i>
2008	Milestone Event - Participated in the Napa Valley Wine Auction raising \$33,900 at the barrel auction for the Parallel 07 Estate Cabernet Sauvignon
2008	Fourth vintage - 2006 Parallel Napa Valley Cabernet Sauvignon – to be released in November 2008
2009	Milestone Event – Parallel to release its first Estate wine, a 2006 Cabernet Sauvignon reserve

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