



FAQ Parallel Napa Valley 2008

Q. What is Parallel?

A. Parallel Napa Valley is a winery that produces a top quality, Napa Valley designated Cabernet Sauvignon created by *Food & Wine's* 2005 winemaker of the year, Philippe Melka and viticulturalist Jim Barbour of Barbour Vineyards. (Bios are on our website at www.parallelwines.com).

Our first release – the 2003 Parallel Napa Valley Cabernet Sauvignon– received a warm welcome and was a huge success. This limited production wine of 1,000 cases quickly sold out. Our 2004 Parallel Napa Valley Cabernet Sauvignon, which also sold out, was released in November 2006. The 2005 Parallel Napa Valley Cabernet Sauvignon, was released in November 2007 after increasing production to 2,300 cases.

Parallel's current release, the 2006 Parallel Napa Valley Cabernet Sauvignon, will be released in November 2008, while our first premium Estate wine, also a 2006, will be released in 2009.

Q. What does the name Parallel mean?

A. We like to think that our name and logo are intriguing and allow everyone plenty of interpretive latitude as they enjoy the wine. That said, we started the naming and logo design process with the idea that these should reflect the partners' parallel lives and should connect us to our lives in the ski mountains of Park City and the vineyards above St. Helena. We often say that the name Parallel describes the lines carved by skis on the first run of the day, reflects the commonalities between Napa Valley and Deer Valley.

Q. Where can people find Parallel Wines?

A. It can be found in high-end restaurants and fine wine shops in 20 states throughout the U.S., with a focus in California and the Rocky Mountain states, New York and New Jersey, and Nevada (Las Vegas). We also sell through our online wine store at www.parallelwines.com.

Q. What is the price of the wine?

A. The 2006 vintage retails for \$55 per 750 ml. Half bottles and magnums are made in every vintage.

Q. Aren't Melka wines usually higher-end and higher priced?

A. Yes, Philippe Melka is known for producing high-end wines that command a premium price, and Parallel Wine is an exceptional value. Our goal in partnering with Philippe was to create a fairly priced wine that reflects his expertise and the unique expression of the Napa Valley AVAs.

Q. Will Parallel Wines continue to produce only Cabernet Sauvignon, and will they all be moderately priced?

A. Our partnership group happens to have a particular passion for "Cabs," so yes, we will focus on Cabernet Sauvignon in the years to come. In fact, we are very excited about our 2006 vintage and estate wines. That said, we are also anticipating our first white wine in the near future.

Our mountainside soil is particularly ideal for growing the highest quality Cabernet grapes. As for price, we will endeavor to continue to offer high quality wines at reasonable prices. We always want demand to exceed supply.

Q. Do you buy your grapes from others or are they estate grown?

A. Philippe Melka chose to purchase fruit from his proprietary sources in Howell Mountain and Calistoga for our first release. Since then, we have been able to use Parallel estate vineyard grown fruit, as well as fruit from Howell Mountain, St. Helena, Mt. Veeder and Conn Valley.

Q. What is your production?

A. Our initial production was 1000 cases. In 2004 our production was 1300 cases and in 2005 it was 2300 cases. For our fourth vintage, the 2006, we produced 1600 cases.

Q. Where is Parallel Wines located?

A. The Parallel Estate home and vineyard is located at the top of Conn Valley in the hills above Lake Hennessey, between Howell Mountain and Pritchard Hill.

Parallel is custom crushed and cave barrel-aged, and bottled at the Fantasca Winery on Spring Mountain Road in St. Helena. Our offices are in St. Helena and in Salt Lake City, Utah.

Q. Do you have a tasting room at the Vineyard?

A. We do not have a retail sale or tasting room at the vineyard, however, the public can taste Parallel Napa Valley at the Vintners Collective, 1245 Main Street in Napa, CA, www.vintnerscollective.com. On a very limited basis, the trade may arrange to visit our vineyard, our barrel room, and taste our wine.

Q. Why is the Parallel business office in Utah – a state not usually known for wine and spirits?

A. We are incorporated in California as an LLC and our owner partnership is from Utah. We maintain offices in St. Helena and in Salt Lake City. The St. Helena office is primarily focused on property issues, vineyard management and wine production. The Salt Lake City business office focuses on finances, accounting, contracts, distributor relations and inventory control. It is located in Salt Lake City because the Parallel partner acting as our business manager lives there. And besides, Park City and Deer Valley offer some of the finest restaurants in the country, with wine lists to match. Many of them have been recognized in the *Wine Spectator's* annual awards issue.

Q. Where do the partners live?

A. All of us are working “parallel” lives between Napa and Salt Lake/Park City. We are active working partners with roles that fit our related business experience – from hospitality and events to sales and marketing to finance and operations. We all take part in planting and harvesting, wholeheartedly. Some partners live primarily in Napa in order to oversee the vineyard and the growing and production processes, while others are overseeing marketing and distribution from their home base in Utah. Sales and marketing functions are being performed in both California and Utah, with the help of Charles Communications Associates headquartered in San Francisco.

Q. Who are the partners in Parallel Wines?

A. Parallel's primary investors and active working partners are: Steve and Val Chin, Mike and Toni Doilney, Mac and Ann MacQuoid, Joe and Paula Sargetakis. Our bios are posted on our website.

Q. Do any of the partners have a wine background or experience in the wine business?

A. We all are successful business people, and dedicated philanthropists. Our group collectively has experience in the sales, hotel and restaurant, real estate, finance, accounting, and education fields, with many of us entrepreneurs and business owners. All of us have a deep love of wines. As business people, we also know when to hire the experts, so, we hired Philippe Melka as our winemaker, Jim Barbour of Barbour Vineyards as our vineyard manager and wine industry insider Kimberly Charles and Charles Communications Associates for our marketing communications efforts.

Q. What are the best contact numbers for Parallel Wines?

A. For the Napa office, please call 707.486.1100, for Utah please call 801.355.7636, and for any marketing or press questions, please call Charles Communications at 415.701.9463 or visit www.charlescomm.com. You can also buy wine and learn more about Parallel Wines at our website, www.parallelwines.com.