



## **FAQ Parallel Napa Valley 2012**

**Q. What is Parallel**

A. Parallel Napa Valley is a winery that produces two top quality, Napa Valley designated Cabernet Sauvignon wines created by Food & Wine's 2005 Winemaker of the Year Philippe Melka and viticulturalists Jim Barbour and Nate George of Barbour Vineyards. (Bios are on our website at [www.parallelwines.com](http://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.

Parallel's current releases are the 2009 Parallel Napa Valley Cabernet Sauvignon (1,255 cases) and the 2008 Estate Cabernet Sauvignon (175 cases), and exclusively for Premier Parallel members we offer the allocated 2010 Russian River Chardonnay (525 cases).

**Q. What does the name Parallel mean?**

A. The name Parallel describes the lines carved by skis on the first run of the day in fresh Utah powder, reflects the commonalities between Napa Valley and Deer Valley, and describes the path of the lives of the partners who as friends have had many personal and professional parallels.

**Q. Where can people find Parallel Napa Valley?**

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 Las Vegas Nevada. We also sell through our online wine store ([www.parallelwines.com](http://www.parallelwines.com)) and are in Denmark, the Bahamas, Canada, Germany and Turkey.

**Q. What is the price of the wine?**

A. The 2009 vintage retails for \$60 per 750 ml. Half bottles and magnums are made in every vintage. The 2008 Estate Cabernet Sauvignon is \$125 and the 2010 Russian River Chardonnay is \$50.

**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 Napa Valley 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 Napa Valley 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 continue to focus on Cabernet Sauvignon in the years to come. The 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. For our Premier Parallel wine club, we make the highly allocated Russian River Chardonnay.

**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 source fruit from Coombsville, St. Helena, Mt. Veeder and Conn Valley (all mountainside fruit) and the Russian River. Our Estate Cabernet Sauvignon is single vineyard, estate grown.

**Q. What is your production?**

A. Our initial production was 1000 cases. In 2011 our total production was 2,115 cases.

**Q. Where is Parallel Napa Valley located?**

A. Parallel is custom crushed and cave barrel-aged, and bottled at the Hunnicutt Cave at 3524 Silverado Trail in St. Helena. Our business office is in Napa at 1339 Pearl Street. Our partners all maintain homes in Park City where we met.

**Q. Do you have a tasting room?**

A. We have tastings and sell our wines retail by appointment at the Hunnicutt Cave in St. Helena as well as at the Vintner's Collective at 1245 Main Street in Napa, CA., [www.vintnerscollective.com](http://www.vintnerscollective.com). Appointments can be made with Lindsay Faith Weinhold, our Manager of Business Development at 707-486-1100.

**Q. Where do the partners live?**

A. All of us are working “parallel” lives between Napa and 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 have all taken part in planting and harvesting, wholeheartedly. Some partners live primarily in Napa in order to oversee the production processes and the day to day business of wine, 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 Napa Valley?**

A. Parallel's primary investors and active working partners are: Steve and Val Chin, Mike and Toni Doilney, Mac and Ann MacQuoid and Bulent and Mary Pulak. 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 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 (years before our first harvest), Jim Barbour and Nate George of Barbour Vineyards as our vineyard managers and wine industry insider Kimberly Charles and Charles Communications Associates for our marketing communications efforts. However, over the last thirteen years of being involved in every aspect of the wine industry, the partners have gained

invaluable knowledge and experience which has allowed us to have a profound influence on the direction Parallel has taken. We are directly responsible for the ultimate outcome of our collaborative efforts – what one finds in a bottle of Parallel!

**Q. What are the best contact numbers for Parallel Napa Valley?**

A. For the Napa office, please call 707-363-8600, to schedule a tasting call 707-486-1100 and for any marketing or press questions, please call Charles Communications at 415-701-9463 or visit [www.charlescomm.com](http://www.charlescomm.com). You can also buy wine and learn more about Parallel Napa Valley at our website, [www.parallelwines.com](http://www.parallelwines.com).