**FARM Napa Valley releases Pinot Noir
2017 FARM Napa Valley by John Anthony Pinot Noir to be released October 3, 2019 in select U.S. markets**

October 3, 2019 Napa, CA – FARM Napa Valley by John Anthony, a part of John Anthony Family of Wines, is pleased to present the newest addition to its wine portfolio 2017 FARM Pinot Noir. Crafted from Los Carneros Napa Valley grapes, this is a 100% pinot noir and is complex expression with notes of cherry, strawberry and spice with a finish of baking spices and lush tannins. FARM Pinot Noir will be released October 3rd direct to consumer and in a few select markets across the country.

FARM Napa Valley wines celebrate the unsung role of the farmer in making great wines. We let the vines speak for themselves when deciding on the perfect ripeness for picking—always in the coolness of night and with careful hands. With a suggested retail of $30 FARM Napa Valley Pinot Noir is an exceptional extension of the collection, showing how great wines grow in the farmer’s shadow. All FARM Napa Valley wines by John Anthony are made with grapes grown in the hidden-gem vineyard sites we farm for others.

“This release of FARM Napa Valley Pinot Noir has special relevance, as one of my early childhood memories was sourcing pinot noir budwood with my father Tony. I specifically remember one late fall day going to the home of Joseph Swan and collecting cuttings from his vineyard to be used for grafting vines in the upcoming spring,” said John Anthony Truchard, Founder and CEO. “Several years ago, I took over farming a beautiful, southwestern-facing vineyard in the southern part of the Napa Valley planted to pinot noir. The site is well-drained with views of the San Francisco Bay and where we also source our FARM Napa Valley Chardonnay. The warm days and cool nights in Los Carneros make the perfect environment for both pinot noir and chardonnay. The 2017 FARM Pinot Noir is a small 300 case lot that embraces the cool-climate elegance of pinot noir from the Napa Valley—a style which both Michele and I fell in love with” added John.

**About FARM Napa Valley**

FARM Napa Valley was originally started as a farming company in the Napa Valley by John Anthony Truchard. John realized he was farming some of the best sites in the Napa Valley and decided to produce wine from several of the small hand-farmed lots under the label FARM Napa Valley by John Anthony. These wines are inspired from the simple philosophy that the best grapes are grown in the farmer’s shadow. For more information, please visit JohnAnthonyFamilyofWines.com or contact Mackenzie O’Toole at 707.320.8846.

**About John Anthony Family of Wines**

John Anthony Family of Wines includes **John Anthony Vineyards**, **FARM Napa Valley**, **Serial**, and **JaM Cellars**. **John Anthony Vineyards** produces exclusive wines created from small vineyard sites in Oak Knoll District, Carneros and Coombsville regions, all available in the winery’s downtown Napa tasting lounge. **FARM Napa Valley** was started by John Truchard as a farming company growing Napa Valley grapes for others. Realizing that he was farming some of the best land in region, John decided to make wine from several of the small hand-farmed lots in the name of the farming company. The FARM Napa Valley label is inspired from the simple philosophy that *“great wines are grown in the farmer’s shadow”.* **Serial** is a collection of red blends—deep, plush and vibrant wines made from Paso Robles. The name and the labels are provocative, inspired from hand-selected artists and named solely with cryptic numbers left for you to discover the meaning. **JaM Cellars** was founded in 2009 in response to the downturn in the economy and experienced triple-digit growth in its early years, by offering wines made in the tradition of great California winemaking at accessible sub $20 price points. Today Butter Chardonnay from JaM Cellars is the #2 selling chardonnay above $12 (source: Nielsen scan data 2019).

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