

# ST. AMANT

## SPRING 2024

## MOHR-FRY RANCHES

“So God Made a Farmer” was radio personality Paul Harvey’s 1978 speech brought to life in Ram Truck’s memorable 2013 Superbowl commercial. Harvey suggests, “And on the 8th day, God looked down on his planned paradise and said, ‘I need a caretaker’ - so God made a Farmer.” He goes on to describe the resilience, hard work, caring and character that define farmers. He writes, “It had to be somebody who’d plow deep and straight and not cut corners.” That speech, and that commercial stuck with me. It tells the story of the foundational role farmers play in our country’s character, a role that is often overlooked and taken for granted. It tells the story of people I know; it tells the story of Jerry and Bruce Fry.

Their family has been farming in California for over 150 years, and their vineyards are the source of our most popular wine – Mohr-Fry Ranches Old Vine Zinfandel. Their home ranch sits directly south of the city of Lodi, on a beautiful 225-acre ranch comprised of 9 separate blocks of own-rooted Old Vine Zinfandel dating back to 1901. We source grapes from multiple vineyard blocks planted between 1901 and 1944. All of them are head-trained and planted on their own roots in very sandy soils. In our opinion, these vineyards produce some of California’s best Zinfandel wines, consistently ripening beautiful grapes.

When we moved our winery to Lodi in 1996, our own vineyard was dying of phylloxera, and we had no grapes to make wine. My father worked out a deal with the Lodi Winegrape Commission – if a grower brought us 2 tons of grapes, we would make the wine, and give them 25 cases, and keep the balance for ourselves. At this point in time, there were only a handful of Lodi wineries, and very few “Lodi” labeled wines in the market. The vast majority of Lodi grapes were being blended away in big tanks at large wineries, and growers really had no sense of how the wine from their vineyards tasted.

Jerry Fry showed up with 7 tons of beautiful Old Vine Zinfandel grapes. My father didn’t know what to do. We didn’t have the money to pay for the grapes, and we had no idea how the wine would turn out. Jerry told him not to worry about it, that we would work it out later. We ended up bottling 450 cases of that first vintage. It won a bunch of awards, sold out quickly, and has since grown to be our most popular wine.

The above story epitomizes our relationship with Mohr-Fry Ranch. To this day, we don’t have a contract, but a relationship sealed with a handshake and a glass of Zinfandel. It’s this type of partnership that helps us succeed, propels Lodi to new heights, and makes business fun.

This spring’s wine club takes a deep dive into Mohr-Fry Ranches featuring four wines that come exclusively from their home ranch. Marian’s Vineyard Zinfandel Reserve, Petite Sirah, Alicante Bouschet, and a new Mohr-Fry Ranch Heritage Red blend. They are all delicious wines that I hope you will enjoy, and all feature our new packaging.



**WINEMAKER**

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MOHR-FRY RANCHES

## PETITE SIRAH \* 2022

MOHR-FRY RANCHES {Lodi}

Renowned for its exceptional depth of color and robust flavors, Petite Sirah has remained a well-kept secret in many of California's top red wines. In the sandy soils and climate of Lodi, the fruit thrives, harmoniously balancing Petite Sirah's bold and opulent nature. The result is a delicious wine.

254 cases, \$24

## ALICANTE BOUSCHET \* 2022

MOHR-FRY RANCHES {Lodi}

This heirloom variety was popular during Prohibition for its ease of shipping due to its thick skin, loose cluster, and dark color. This unusual, red-fleshed grape has been farmed at Mohr-Fry Ranch since 1922 and has played a significant role in Lodi and California wine history.

129 cases, \$24

## HERITAGE RED \* 2022

MOHR-FRY RANCHES {Lodi}

Our Heritage Red celebrates the historic varieties of Mohr-Fry Ranches. Zinfandel, Petite Sirah, and Alicante Bouschet come together to create a classic Lodi red wine that celebrates the beautiful sandy soils and vibrant Lodi sun. Spicy with pretty fruit flavors and delicious!

112 cases, \$26

## ZINFANDEL RESERVE \* 2022

MARIAN'S VINEYARD {Lodi}

Marian's Vineyard is a revered 8.3-acre own-rooted vineyard planted in 1901 at Mohr-Fry Ranch and named for Marian Mohr Fry Zimmerman, the Fry family matriarch. Marian's deep sandy loam soil is extremely well drained producing low yields of exceptional quality fruit. The vineyard is meticulously farmed by Jerry and Bruce Fry of Mohr-Fry Ranch. Winemaking follows the Lodi Native approach utilizing minimal intervention, beginning with native yeast, no new oak, and a natural approach designed to highlight the distinct attributes of this historic vineyard.

216 cases, \$40