



LYNMAR ESTATE

Russian River Valley

LYNN FRITZ FOUNDER

Lynn Fritz has always believed that an individual doesn't own a piece of land. Instead, he believes that one is granted access to a piece of land for a certain period of time and during this window, it is their responsibility to make a meaningful impact. Lynn has applied this philosophy to his endeavors, especially in the creation of the Lynmar Estate. As "owner" of the 100-acre parcel of land in the Russian River Valley, Lynn has made a commitment to stewardship of the land.

When Lynn first discovered the dynamic property in 1980, he was drawn to the maritime climate and sense of authenticity in the rolling vineyards, expansive gardens and rustic buildings. He relished in the land, mainly as a private retreat from his busy life in San Francisco as the CEO of Fritz Companies, a global logistics organization. He sold grapes from the property's Quail Hill Vineyard to some of the Russian River's best producers for several years, including William Selyem, Merry Edwards and Etude Vineyards.

A self-confessed scotch drinker at the time, the property inspired Lynn to explore wine. He started learning about the remarkable vineyards, and felt he needed to cultivate the property himself to give it the true reverence it deserved. Thus, it was time for the estate to start making its own wine. In 1990, Lynmar Estate was founded following the winemaking belief that great wines are made in the vineyard.

In 2001, Lynn's logistics company was purchased by UPS, and Lynn welcomed the opportunity to create the Fritz Institute, a not-for-profit, disaster preparedness organization. In line with his belief that we all have a duty to make the world a better place, the Fritz Institute was created to strengthen the operations of humanitarian relief organizations worldwide by bringing private sector expertise in logistics and technology.

Seeing significant success at the Fritz Institute, Lynn wanted this same success for the Lynmar Estate, and he refocused his efforts on the property in 2004, building a new, state-of-the-art winemaking facility and hiring the likes of Hugh Chappelle and Paul Hobbs to manage the winemaking on property.

Lynn leads his team at Lynmar with a philosophy that the whole is greater than the sum of its parts, and the synergy between the people, the land and the wine shows. The winery welcomes visitors to enjoy so much more than just wine: It offers gardens, wildlife, redwood groves, gourmet cuisine and places to gather. Lynn envisions the estate as a place for the world's intellectuals to gather for inspiration and to exchange ideas.

Lynn and his wife Anisya have a young son, Adam, which means "red clay" in Latin, a type of soil that is present, and thriving, at Lynmar Estate. The family splits their time between San Francisco and Sonoma and hope to soon make the Lynmar Estate their permanent residence. In his free time, Lynn enjoys reading historical novels and poetry, always looking to gain inspiration for future endeavors.