



GARY FARRELL

VINEYARDS & WINERY

Russian River Valley, Sonoma County

Brand Overview



A Journey of Exploration in Every Glass

Since 1982, Gary Farrell Vineyards & Winery has been a leader in producing Pinot Noir and Chardonnay from the Russian River Valley. Our wines are driven by site, guided by intention, and crafted with restraint. Capturing the subtle nuances of Sonoma County's most expressive vineyards.

We are not chasing trends. We are honoring time, terroir, and tradition while continually exploring new ways to elevate the experience of wine. Every bottle is an invitation to slow down and savor the details.



Gary Farrell Winery, Russian River Valley

Our Home in the Russian River Valley



Hallberg Vineyard, Russian River Valley

Where Fog Meets Fine Wine

Our winery is perched on a hillside overlooking the Russian River Valley. An iconic AVA shaped by morning fog, cool breezes, and Goldridge soils. These conditions create the perfect environment for growing world-class Pinot Noir and Chardonnay.

We don't own estate vineyards. Instead, we've built long-standing relationships with many of Sonoma County's most celebrated growers. This gives us access to a wide range of vineyard expressions, allowing us to produce wines that are diverse, dynamic, and deeply rooted in place.

Meet the Winemaker



Brent McKoy

Brent's love for wine began under the stars in the high desert of New Mexico, where a simple bottle of wine by the campfire opened his eyes to the power of a shared moment.

Today, as Winemaker at Gary Farrell, Brent brings a rare combination of technical precision, grounded humility, and deep respect for the land. His approach is guided by one central belief: great wines come from great vineyards and from teams that work together with intention and care.

Brent's style is marked by balance and restraint, allowing the fruit to speak for itself. He is hands-on in every part of the process, from fermentation to blending to bottling, never losing sight of the small details that make all the difference.



"Great wine doesn't happen alone. It's the result of trust, precision, and people who care deeply about what they do."

– Brent McKoy, Winemaker

The People Behind the Wines



Peter Treleven, Cellar Master
Meaghan Hodge, Assistant Winemaker
Brent McKoy, Winemaker

Rooted in Teamwork, Elevated by Talent

At Gary Farrell, winemaking is a deeply collaborative process. While Brent McKoy serves as our Winemaker and creative guide, every bottle we produce is the result of a passionate, hard-working team committed to excellence at every stage. We believe the best wines are made when everyone has a voice. It's this spirit of collaboration, curiosity, and shared purpose that makes Gary Farrell truly unique.

From vineyard to bottle our team all play a vital role in shaping the final wine. Their dedication, precision, and respect for the craft are woven into every vintage. For our team here at Gary Farrell, it's not just about crafting exceptional wines; it's about honoring the magic of those shared moments.

Our Signature Varietals

Pinot Noir & Chardonnay, Reimagined Through Restraint

Pinot Noir and Chardonnay are at the heart of everything we do. We produce both appellation blends and single vineyard expressions that celebrate the nuance and complexity of each site.

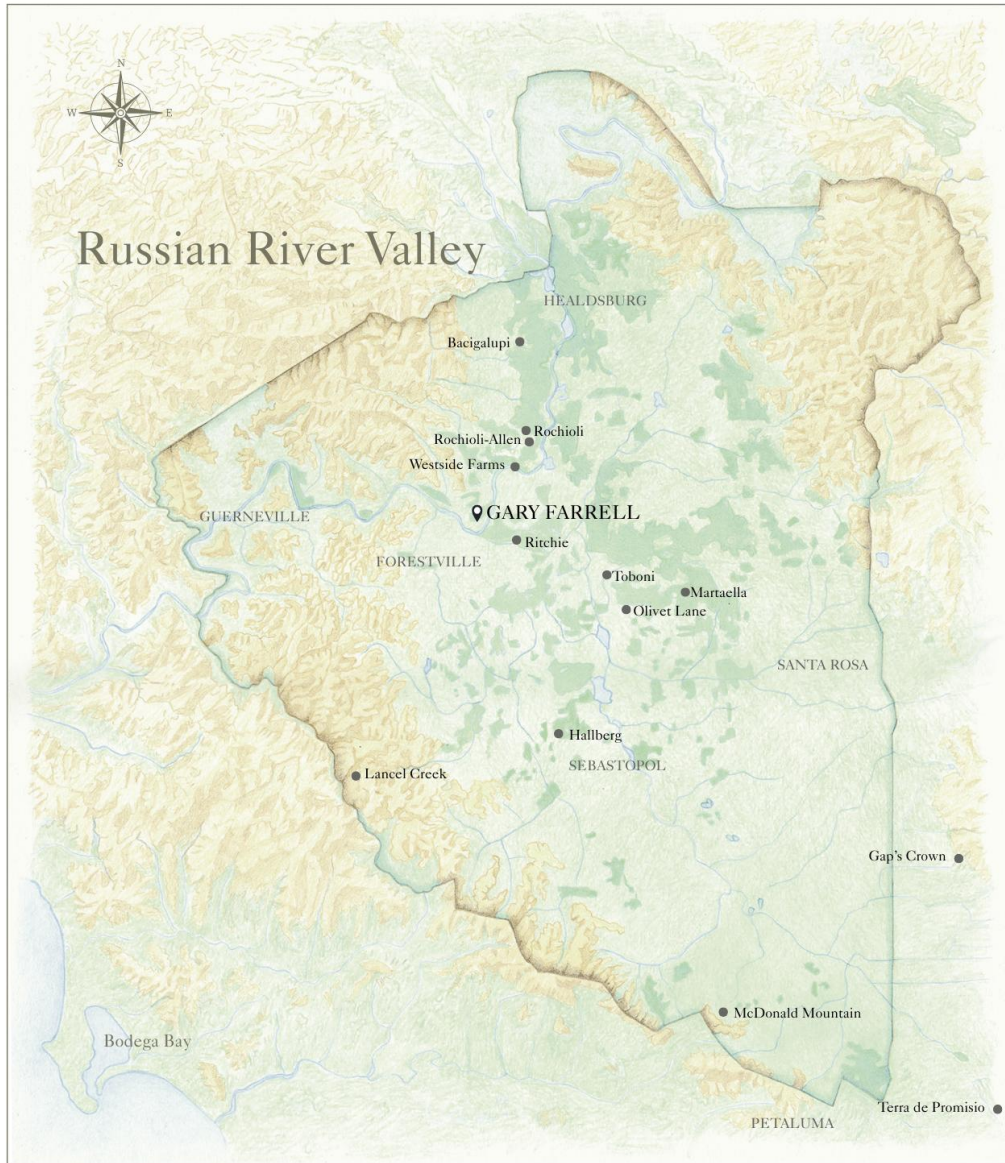
Pinot Noir – Bright acidity, layered red fruit, and elegant structure. From silky and perfumed to dark and brooding.

Chardonnay – Tension, texture, and energy. Focused and vibrant, with citrus, white flowers, and a mineral core.

We pick early to preserve freshness, ferment in small lots, and age with care in French oak—just enough to frame the wine without overshadowing it.



Exceptional Vineyard Partners



Relationships Rooted in Respect

Our grower relationships span decades and form the foundation of our winemaking. These are some of the most iconic names in Sonoma County. Each vineyard chosen for its distinct expression and exceptional farming.

- **Rochioli** – Legendary Pinot Noir from a true RRV icon
- **Hallberg** – Layered, elegant, and sustainably farmed
- **Gap's Crown** – Bold structure from the windswept Petaluma Gap
- **Ritchie** – One of California's top Chardonnay sites
- **Martaella, McDonald Mountain, Fort Ross, Olivet Lane** – Just a few more of the standout names in our portfolio

We work closely with our growers each season, walking the rows and making collaborative decisions that result in wines of authenticity and place.

Wholesale Wines – Appellation Series



A Broader Lens on Sonoma County's Finest Regions

Our appellation wines are composed from a mosaic of exceptional vineyard sites, blended to capture the essence of each region. These wines are vibrant, balanced, and beautifully versatile. Ideal for restaurants, retail, and by-the-glass programs.

- 2023 Russian River Valley Chardonnay
- 2023 Russian River Valley Pinot Noir
- 2023 Sonoma Coast Pinot Noir

Appellation Blends



2023 Russian River Valley Chardonnay

Always an aromatic treat, this 2023 Russian River Valley Chardonnay entices with fresh baked apples, golden pears, and warm spices. The medium bodied palate is layered with orchard fruits, citrus zest, and a hint of brioche. Slight creaminess rounds of the edges into a satisfying finish.

**Appellation:**

Russian River Valley

Fermentation & Aging:

10 months, 30% new
French oak

Alcohol: 13.6%

pH: 3.30

T.A: 6.40 gm/L

Production: 5,736 cases

93
points

WINE ENTHUSIAST



2023 Russian River Selection Pinot Noir

A true representation of the stunning Russian River Valley, our 2023 Pinot Noir opens up with vibrant aromas of succulent red cherries with a swirl of baking spices and a touch of cedar. The board, medium-bodies palate delivers ripe red fruits, blood orange, and savory earth notes, all supported by zesty acidity, fine tannins, and a long, spicy finish.



Appellation:

Russian River Valley

Fermentation & Aging:

9 months, 35% new
French oak

Alcohol: 13.9%

pH: 3.40

T.A: 6.50 gm/L

Production: 10,303 cases

92
points

WINE ENTHUSIAST



2023 Sonoma Coast Pinot Noir

Expanding the Legacy of Exceptional Winemaking

Our Sonoma Coast Pinot Noir explores the majesty of this rugged, fog-shrouded appellation through the lens of Gary Farrell Winery's commitment to capturing a sense of place in every bottle. The wine highlights select sites from our storied portfolio of exceptional vineyards, unified by the cool, continuous coastal winds that produce tiny berries and thick skins, driving deep, brooding concentration and structure.



Appellation:
Sonoma Coast

Fermentation & Aging:
10 months, 35% new
French oak

Alcohol: 13.6%
pH: 3.43
T.A: 6.8gm/L

Production: 2,860 cases

91
points

WINE ENTHUSIAST



Wholesale Wines – Single Vineyard



Distinct Sites. Singular Expressions.

Our single vineyard wines highlight the nuances of place. Each bottle a tribute to the vineyard that grew it. These are limited-production, site-specific wines with layered complexity and age-worthy structure.

- 2022 Olivet Lane Vineyard Chardonnay
- 2022 Hallberg Vineyard Pinot Noir

Single Vineyard



2021 Olivet Lane Vineyard Chardonnay

The 2021 Olivet Lane Vineyard Chardonnay is a stunning balance of power and finesse, showcasing vibrant cool-climate character with impeccable acidity, layered citrus and orchard fruit, and a beautifully textured, lingering finish.

**Appellation:**

Russian River Valley

Fermentation & Aging:

10 months, 35% new
French oak

Alcohol: 13.5%

pH: 3.23

T.A: 7.3 gm/L

Production: 376 cases

93
points

Wine Spectator



2021 Hallberg Vineyard Pinot Noir

The 2021 Hallberg Vineyard Pinot Noir showcases the elegance of Green Valley with deep, dark fruit, silky tannins, and vibrant acidity. Savory aromas of cassis and cherry blossom lead to layers of black tea, Olallieberry, and blood orange, finishing with refined spice and a long, velvety texture.

**Appellation:**

Russian River Valley

Fermentation & Aging:

15 months, 40% new
French oak

Alcohol: 13.8%

pH: 3.35

T.A: 6.9gm/L

Production: 1,104 cases

93
points

WINE ENTHUSIAST

92
points

Wine Spectator



Evolving with Purpose – Our New Design



Modernizing Our Look, Honoring Our Legacy

We've refreshed our label to enhance brand presence while staying true to the timeless elegance Gary Farrell is known for. The updated design brings a cleaner, more contemporary feel to the bottle, reflecting both where we've been and where we're headed.

- **Elevated Shelf Presence**
Modern typography and simplified lines create a more premium, design-forward look.
- **Sustainable by Design**
We've eliminated the capsule, and starting with vintage 2024, we'll transition to lighter-weight glass to further reduce our environmental impact.
- **Staying True to Our Roots**
The new design maintains the core elements of our identity—refined, understated, and rooted in Sonoma County.
- **Telling Our Story**
This update invites consumers to rediscover our brand through thoughtful packaging that speaks to quality, craftsmanship, and sustainability.

First release: 2023 Sonoma Coast Pinot Noir

All 2023 vintage wines have been bottled with the new label

This refresh reflects not only how our wines are made, with care and precision, but also how we envision the future: elegant, intentional, and ever evolving.



