



presents...

Habit

with **JEFF FISCHER**

SATURDAY, JULY 30, 2022 • 11:30AM - 2:30PM



Jeff Fischer is the proprietor and winemaker for Habit Wine Company. You might know him as the voice of interplanetary stoner boyfriend extraordinaire Jeff Fischer on TV's *American Dad*, but the real Jeff Fischer is a vineyard living, grape picking, seriously committed winemaker.

He founded Habit in Los Olivos in 2008 after years of making wine in his garage in Los Angeles. Jeff's first vintage was just three barrels of the Red Blend. Today, Habit now produces seven different wines from seven different vineyards in Santa Barbara County. Jeff's wines focus on high acidity, lower alcohol, and strive to showcase distinct varietal characteristics.

All the vineyards the Jeff works with are managed by Coastal Vineyard Care Association (CVCA), which has a strong commitment to farming using sustainable, organic and biodynamic practices. CVCA has worked with organic farms since 1980. Fermentations take place with both native and indigenous yeasts. Reductive winemaking techniques, punchdowns by hand and extended lees contact up until bottling keep the wines bright, fresh, and clean.

Please join us for this SPECIAL SATURDAY TASTING, where Jeff will present a flight featuring five of his 2021 vintage current releases.

THE WINES ARE SERVED AS 2-OUNCE POURS AND 5-OUNCE GLASSES.

\$25 PER PERSON OR \$21 FOR WINE CLUB MEMBERS

- **2021 Habit *Watch Hill Vineyard* Grenache Rosé, Alisos Canyon**
Retail: \$25.00, \$11.75/glass
- **2021 Habit *McGinley Vineyard* Sauvignon Blanc, Happy Canyon**
Retail: \$28.50, \$12.75/glass
- **2021 Habit Red Blend, Santa Ynez Valley**
Retail: \$28.50, \$12.75/glass
- **2021 Habit *Rock Hill Vineyard* Grenache Noir, Santa Ynez Valley**
Retail: \$31.50, \$13.50/glass
- **2021 Habit *Coquelicot Vineyard* Cabernet Franc, Santa Ynez Valley**
Retail: \$31.50, \$13.50/glass

IF QUANTITIES ALLOW, THE FLIGHT WINES
WILL BE ON SALE FOR THE DAY AT 15% OFF RETAIL
TO THOSE WHO PURCHASE A FLIGHT.

These wines and many others can be found on our website: www.fpwm.com