



### **FRED YOUNG**

Founder of Robert Young Estate Winery

As founder of Robert Young Estate Winery, Fred Young's purpose is to provide future generations of the Young family a lifestyle that reflects reverence for the land. "The land means so much to us. We want our children and grandchildren to have the same opportunities that we have had in caring for this land," explained Fred. Fred Young clearly understands opportunity. "Growing up on this property, I have come to appreciate the freedom we enjoy as the result of living here," said Fred, who has traversed every inch of the land in work and in play. This perception of the opportunity and the courage to pursue it defines him as an entrepreneur.

Energetic and spontaneous, with a strong will that drives his ambition, Fred believes that anything is possible. "I set goals and work hard to achieve them," said Fred, a certified pilot, scuba diver, and skilled mechanic, who designs and builds what he needs when it is not commercially available or is financially out of reach. In his 20s, Fred became a certified pilot and then learned to fly helicopters. Using his knowledge of mechanics and love of water sports Fred, with his good friend Floyd E. Fleming, developed a state-of-the-art high speed gear reduction box that adapts a jet engine to a marine design. This gear reduction box can withstand 5,000 horsepower for 10,000 hours. With this same spirit of ingenuity, Fred has constructed family homes on the property, using prime materials and a design that is built to last. "We're going to live in these houses forever, passing them on from one generation to the next."

Initiating the Robert Young Estate Winery is the endeavor of his lifetime. The winery is a natural progression of four generations farming the same land and nearly forty-years of grape growing heritage.

"As one of the oldest farming families in the Alexander Valley, we respect tradition as a reference point, then decide what is best for our land. We complement tradition with innovation and always strive to find a better way," said Fred.

Fred is guided by a freedom of spirit. This quest for freedom was ignited as a child, when Fred would saddle a horse and roam the 8,000-acre neighboring ranch. Horses were traded for an enthusiasm for travel, as Fred grew more sophisticated in his exploration of the world. His discoveries brought Fred full-cycle to where he began.

"How many people in life can say that they, their children, and their father's father were born on the same land?" said Fred, who takes great pride in his family heritage. "Throughout childhood, working hard on the ranch after-school and on weekends was expected of me. It wasn't until later that I appreciated why." Fred intends to convey this feeling of oneness to the next generation - to his son Robbie, daughter Nikki and the many nieces and nephews who are being raised to cherish the property.

In speaking with a visiting German friend, Fred realized that they shared the same sense of history. The German family had been in the wine business on the same land for 400 years. "Our family was a pioneer in settling the Alexander Valley in the mid-1800s, which represents the beginning of California history."

Fred demands the best and with his siblings will achieve it. Taking the leadership role in creating the Robert Young Estate Winery allows Fred the opportunity to integrate his entrepreneurial talents with the family business of winegrowing.

Fred Young - Founder of Robert Young Estate Winery