



***Fred L. Holloway***  
***Vice President,***  
***Director of Production & Winemaking***

**Fred has been a successful winemaker for more than 20 years. He has worked with big, medium and small wineries, Mom and Pop to corporate, from hands on experience to supervising over 800 people. He believes that “truly great wines come from the people you work with.” His career began on the Central Coast shortly after receiving his Enology degree from Fresno State University. Until the mid 1990’s he worked in San Luis Obispo and Santa Barbara counties initially building a small boutique winery and then supervising production at one of the largest wineries in the state. Subsequently, he moved to the North Coast where he collaborated in producing the award winning Artisan Series for the Jess Jackson Family of Wines. There from 1996 –1998, he worked with the brand winemakers of Lokoya, Cardinale, Verite, Stonestreet, Hartford Court, La Crema, Robert Pepi and Edmeades in consistently producing 19 wines rated 90-95 by Robert M. Parker Jr. and 15 wines scoring 90-98 by the Wine Spectator.**

**He returned to the Central Coast in 1999 as Winemaker at Cambria Winery. There he continued to distinguish himself with high recognition from industry pundits. Parker rated 5 of his wines 90-93 and Wine and Spirits Magazine placed him on their list of Estate Wineries of the Year naming 2 of his wines to their Top Ten wines of the Year list.**

**“The Central Coast has long been a breeding ground for excellence in winemaking. We were pleased that we did not have to go outside to attract such a highly talented and experienced individual,” said Deborah Baldwin co-proprietor for JUSTIN.**

**Justin Baldwin, co-proprietor of JUSTIN Winery states that, “Fred brings a wealth of experience in both winemaking and management. Each are vitally important to our continued growth as we reach for new heights in our industry.”**