

## Fellom Ranch Vineyards

Roy Fellom was a California State Senator and lawyer from San Francisco. His grandfather had been one of the early "Anglo" settlers in the Gilroy area of the Santa Clara Valley years before the American Conquest (1822). He was Matthew Fellom and a native of Denmark.

Roy Fellom bought a 250 acre piece of land on Monte Bello Ridge in 1929. The owner had been Paul Cena, who had a small vineyard and used the grapes to make wine which went into his little still in which he made grappa and brandy. The still blew up on him and he went to jail.<sup>1</sup>

Fellom and his son, Roy II (1910-1993), maintained the 2.5 acre vineyard and gave the grapes to Andrew Mikulaco, who made them into wine and gave some of it back to the Felloms. The Felloms also bought wine from the Picchettis. Roy II was a publisher of trade magazines. His son is Roy (Bud) Fellom III, who runs the Fellom Ranch Vineyards wine operation today. He is a general contractor and developer. He notes that wine was a regular part of his family's life when he was growing up.

The Fellom Ranch is still owned by the family in two plots, still totaling 250 acres. It is about 3.75 miles up Monte Bello Road, about a mile past the schoolhouse. The road to their place heads up from the road. The property itself goes up to about 2400 feet, so that some of it actually looks down on the Ridge Vineyards.

In 1980 the Felloms decided to get serious about winegrowing. There were still remnants of the old Cena vineyard on the property, a few old Zinfandel vines, which still bear grapes, although not enough to become a part of their production. They planted 14 acres of vines, 12 to Cabernet Sauvignon and 2 to Merlot. In 1987 they bonded their little winery and went into production. The vineyard is unirrigated and produces about 12 tons of grapes per year. They also make Zinfandel from the Harry Bellicitti vineyard off Quito Road in Saratoga. They get about 5-10 tons per year from this source.

Bud lives with his family, his wife Karen and his three children, two daughters, Brookes and Krista, and a young son, Eric Roy Matthew Fellom, whose name includes a good part of the family's history. The family home was built in the 1940s. Bud lives in the old Cena place, which is also the winery today, or better, its old cellar is the winery for the Fellom Ranch Vineyards operation. It has about 5,000 gallons of cooperage. They produce 1500-1700 cases of wine each year. They sell their wine at the winery and wholesale in and out of state. Restaurants are also an important outlet.

The winery is BW 5381, at 17075 Montebello Road, Cupertino 95014.  
Telephone: (408) 741-0307.

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<sup>1</sup> See Picchetti interview.

# FellomRanch

VINEYARDS

1988  
ZINFANDEL  
SANTA CLARA VALLEY



SARATOGA VINEYARD



PRODUCED AND BOTTLED BY FELLOM RANCH VINEYARDS  
CUPERTINO CA ALCOHOL 14.6% BY VOLUME

Fellom Ranch Vineyards is a limited production, family run winery. Our wines are produced from ranch grown grapes and locally grown varieties. We use traditional wine making techniques and all our wines are aged in our small oak cooperage.

The winery is located on Montebello Ridge in the Santa Cruz mountains. At 1800 feet elevation our mountain vineyards sit on terraced hillsides backdropped by expansive views of the Santa Clara Valley. For tasting info call 408-741-0307.

*Roy Fellom*  
Roy Fellom  
Proprietor

CONTAINS SULFITES

# FellomRanch

VINEYARDS



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1989  
ZINFANDEL  
*Santa Clara Valley*  
SARATOGA VINEYARD



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