

## **FOOD & WINE- Take a Fratty Pike!**

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All boats rise together is a colloquialism that expresses the idea that when people combine their efforts everyone benefits. Winery owners in Boonville take that sentiment to heart. It's why they created a unique marketing project to get people to visit all four wineries in their small Anderson Valley town.

The Fratty Pike, which literally means "Wine Walk" in Boontling, the town's unique language created in the late 19th century, is the brainchild of Jill Derwinski, Tasting Room Manager of Philo Ridge Vineyards.

As she tells it, the Philo Ridge tasting room, which is tucked back behind Laughing Dog Bookstore, celebrated its first anniversary last March. Since it is just slightly off-the-beaten-path, she brainstormed ways to get people to discover Philo Ridge. After a trip to Healdsburg where she experienced "their cute little map of downtown," she decided to ask her husband to sketch out a winery map for Boonville.

It was an easy next step to chat with the three other wineries in town. Soon enough the other Boonville tastings rooms, Zina Hyde Cunningham, Londer Vineyards and Foursight Wines, were on board too.

Now, almost a year later, the Fratty Pike will celebrate its first birthday.

Here's how it works: Each tasting room has a stack of Fratty Pike cards which are also placed in other Boonville locations. If a visitor gets stamps from all four tasting rooms, their card is entered into a monthly drawing for four bottles of wine, one from each winery. In a fitting tip of the hat to the 19th century, the winner gets four bottles for four cents. Each winery takes a turn managing the drawing, which helps too.

"I make sure I give a Fratty Pike card to everyone who comes in," says Jill. "It's not something you can just lay on the table and expect someone to pick up."

The first Fratty Pike drawing was last August. Norm Ishimoto of San Francisco won. He and his wife were on vacation in Pt. Arena and stopped in Boonville on their drive back home.

"The big draw is the friendliness and intimacy of the visits," said Norm. "We love meeting the owners." After winning, they even came back to do the Fratty Pike again this past December.

When she gets a full card, Jill does a little market research. "Ninety-nine percent of the time I ask people, if you hadn't had this little card would you have gone to the other tasting rooms in town? They all say no."

"When I was growing up in Anderson Valley, there were probably four wineries in the entire valley," says Kristy Charles, Co-Owner of Foursight Wines. "Now, there are four just in Boonville. It's been really fun to celebrate that fact and promote walking between the tasting rooms. It has been a great way to spread the word about wine tasting in Boonville."