



Keeling Schaefer
V I N E Y A R D S

We Got Started

in 1995 when we became interested in the fledgling wine industry in Arizona. Thinking about our future, our retirement, we began making wine from kits in our garage in Tempe. It didn't work out too well!

So we graduated to using real grapes purchased from Al Buhl's vineyard in Willcox, AZ. That wine was actually drinkable. Our future decided! We then made a plan to find property, plant a vineyard and begin producing our own estate bottled wine.

With the acquisition of a parcel of land along the north bank of Rock Creek in the foothills of the beautiful Chiricahua range, we created a blueprint for vineyards, living quarters and winemaking facilities. By 2003 we had ordered our first grapevines to be planted the following year.



At this time we were both still employed full time, Rod as President of the Downtown Tempe Community and Jan as Tempe's Economic Development Director. Weekends meant traveling to the vineyard after work on Fridays, doing fieldwork, then getting up at 3am Monday, donning our business suits and driving back to Tempe so we could be at work that morning. It was a lot!



Jan's retirement from the city in 2004, meant much of the administrative paperwork and permit filing could now be handled, moving us closer to getting the approvals we needed to do business in the liquor industry. We still traveled each weekend to the vineyard to train and prune the vines, battle the weeds, and oversee the irrigation system.

We finally had a real bed, a small kitchen and a shower in the small on-site apartment. A big improvement over the air mattress, hot plate, and having to shower with a hose in the crush room.

Our First Harvest

was in 2005 from vines planted the year prior. A small harvest, yet enough to produce and bottle wine. Eighteen months later our first vintage, Keeling Schaefer Two Reds Grenache, was offered. Thus beginning our sales operation in 2007.

How to market our wines? We started by pursuing space in the prestigious wine section of AJ's, an upscale subsidiary of the Bashas grocery chain. Their wine buyer in Tucson tasted our Syrah and Grenache and gave us our first retail opportunity! We also began attending house parties, festivals and other events to showcase and sell our wine.

While maintaining our focus on farming, wine production and marketing, we also needed to navigate the legal sales system for alcohol in the state of Arizona. In 2006, a contentious battle was waged in the State Legislature where Distributors challenged the rights of wine producers to sell directly to retailers and the public. As President of the Arizona Wine Growers Association, Rod was heavily involved in the legal process. The wine producers prevailed, paving the way for more robust growth in the Arizona wine industry.



With the addition of a new partner in 2007, friend and Tempe restaurateur Roger Egan, we added many more Rhone varietals onto his nearby 20 acres which eventually became our Rock Creek Vineyard. Roger's tireless contribution to KSV included preparing the property, planting, and harvesting. His business advice was invaluable and he helped us expand at a critical time.

In turn, we committed ourselves to acquire better equipment, upgrade our wine making facilities and set our sights on a retail space.



The Tasting Room

was the next big step for us while we were still working on construction of a full time residence at the vineyard. It was a tale of two buildings.



WILCOX BANK AND TRUST
1917
HAS BEEN PLACED ON THE
NATIONAL REGISTER OF HISTORIC PLACES
BY THE UNITED STATES
DEPARTMENT OF THE INTERIOR

In 2008, we decided to purchase a historic property along Railroad Avenue in Willcox that would become our tasting room. The old Willcox Bank & Trust building dating from 1917 was in a state of disrepair and would require a lot of work to transform it into the retail space it is today. We restored the building ourselves, working diligently to maintain its National Register of Historic Places status. It opened in March of 2010.



Concurrently overseeing the construction of these two projects while adding acres of additional vines kept us plenty busy! In addition to the Syrah and Grenache grapes, we planted more Rhone varietals, including Viognier, PicPoul Blanc, Mourvedre, Shiraz, and Petit Sirah, enabling us to expand our offerings.

The house was finally completed during this time and we enjoyed our first night there on Christmas Eve of 2008.



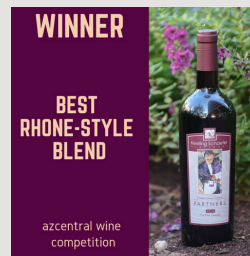
2009 saw the start of our Wine Club where we hosted tasting events at the vineyard with food and tours of the property. This allowed us to grow our business further presenting new and returning customers with discounts and special offers. Soon we would be hosting events three times per year with up to 150 guests catered by the acclaimed Cafe Roka of Bisbee, Arizona. Preparing wine shipments for members is still a big part of our yearly business.



Awards & Festivals

have been an important part of gaining recognition for the Arizona wine industry on a national level while helping to promote our estate-produced wines to a public unfamiliar with the Willcox grape growing region. We are proud of the ratings we've received from prestigious wine journals and the awards we've won over the years at tasting competitions. We're also grateful for the large wine-loving crowds that attend our Phoenix and Willcox wine festivals each year!

It was great to participate in the 2008 Wall Street Journal sponsored wine competition between Arizona and Illinois, the home states of then presidential candidates John McCain and Barack Obama, to see which state had the best wine. Our 2006 Three Sisters Syrah was the winner!



The naming of wines along with graphic design for labels is part of the creative process for any vintner. We chose to honor family members with our wine names. Three Sisters Syrah is for Jan's three sisters and Keeling Brothers Shiraz refers to Rod's brother, Rod's dad and his brothers. Schaefer Boys Mourvedre is named for Jan's father and his brothers, known in their youth growing up in Missouri as "those Schaefer Boys". The artwork for the labels is taken from an original watercolor we purchased while still living in Tempe.



With Gratitude

we acknowledge all those who have helped us on our journey to becoming a success as Arizona estate wine producers.

Our three grown children, Cecilia, James & Connie have helped us enormously, working at wine festivals and vineyard events, constantly promoting our wines everywhere they go. Now, we have teenage grandchildren who also love helping out when not in school or working their part time jobs. They are Thomas, Walker, Addy, Ryan & Audrey. Rod's brother Doug Keeling and his wife, Shannon, have been farming commercially for 45 years and have been an invaluable source of knowledge and guidance on farming and equipment. Roger Egan, our trusted friend and his wife Judy, could not have been more generous with their efforts and were instrumental in making our dream of starting a vineyard a reality.

Other folks who have been vital to our success include Mike Pigford of Arizona Wine Distributors, and our Wine Club Member friends, Rita & Bill Mueller, who have voluntarily represented KSV at countless festivals and events and took on the thankless task of organizing our very disorganized Wine Library. We also thank our indispensable tasting room and vineyard staff and all the others who've shared their resources and skills to support our business and further the growth of the Arizona wine community.



wildlife photo credits: Mike Barncastle



As we look to the future, we continue to plant more vines. Rod's brother Doug purchased 40 acres adjacent to us in 2021, giving home to our newest grapes including Durif, Roussanne, Grenache Blanc, and Cabernet Sauvignon. For 2026, we have planned several Bordeaux varieties including Cabernet Franc, Malbec, Petit Verdot, and Carmenere. All together, Keeling Schaefer Vineyards will have 90 acres of property with 42 acres of grapevines.

It's a great life pursuing our passion as winemakers, surrounded by the beauty of the mountains, the wildlife and quiet country of SE Arizona. We want to thank you for coming to our tasting room today. We hope you enjoy our wines.

**All the Best,
Rod and Jan**





2021 Three Sisters Syrah

Tasting Notes: Our 2021 Three Sisters Syrah is an incredibly ripe expression of our Home Place Vineyard. Robust dark cherry and blackberry, peppercorn, licorice and raisin, rich in the mouth, fruit forward.

Food Pairings: Best served slightly below room temperature, Great with grilled beef, red pasta and Mexican food.

Technical Data:

<i>Alcohol</i>	<i>14.1%</i>
<i>Harvest Brix</i>	<i>25.1</i>
<i>PH</i>	<i>3.83</i>
<i>RS</i>	<i>< .025%</i>
<i>SO2</i>	<i>< 50ppm</i>
<i>Color</i>	<i>Ultra dark red</i>
<i>Aroma</i>	<i>Dominate floral nose</i>
<i>Taste</i>	<i>Blackberry, peppercorn, raisin, licorice</i>
<i>Serve</i>	<i>Temp 59-65f</i>

Winemaking Process: Hand-picked, sorted, de-stemmed into 1.25 ton closed fermenters, cold soaked for 48 hours, D254 yeast, punch down by hand, 8-12 days on skins, then gently pressed in our air-bladder press. 24 Months in neutral and American oak barrels, vegan finning, paper filters.

Sales Points: 100% Estate Grown and Bottled, 2021 is the 14th vintage of our Three Sisters Syrah, authentic, value priced, 21-year record of quality.

About the Producer: Keeling Schaefer Vineyards, Rod Keeling and Jan Schaefer are the farmers and the winemakers. We grow mostly Rhone varieties on our 42.5-acre vineyards planted in 2004, 2007, 2009, 2023, 2024, 2025, 2026.



UPC 094922151780

Tasting Room Retail Price \$22.00

keelingschaefervineyards.com



2024 Farmers Mourvèdre

Tasting Notes: Our 2024 Farmers Mourvèdre is an earthy wine with dark blackberry, raisin, baked plum, mesquite and desert sage notes with a full mouthfeel with structured tannins and texture.

Food Pairings: Best served slightly below room temperature, Great with grilled meats, red pasta, Mexican food.

Technical Data:

<i>Alcohol</i>	13.8%
<i>Harvest Brix</i>	24.6
<i>PH</i>	3.68
<i>RS</i>	< .025%
<i>SO2</i>	< 50ppm
<i>Color</i>	Dark Red
<i>Aroma</i>	Explosion of dark berries and violets
<i>Taste</i>	Blackberry, raisin, baked plum and desert sage
<i>Serve Temp</i>	59-65f

Winemaking Process: Hand-picked, sorted, de-stemmed into 1.25-ton closed fermenters, cold soaked for 48 hours, RH4600 yeast, punch down by hand, 6-8 days on skins, then gently pressed in our air-bladder press. 14 Months in neutral oak barrels, vegan fining, paper filters.

Sales Points: 100% Estate Grown and Bottled, 2024 is the 10th vintage of our Farmers Mourvèdre, authentic, value priced, 21-year record of quality.

About the Producer: Keeling Schaefer Vineyards, Rod Keeling and Jan Schaefer are the farmers and the winemakers. We grow mostly Rhone varieties on our 42.5-acre vineyards planted in 2004, 2007, 2009, 2023, 2024, 2025, 2026.



UPC- 610585999837

Tasting Room Retail Price- \$22.00

keelingschaefervineyards.com



2021 Three Two Reds Grenache

Tasting Notes: Our 2021 Two Reds Grenache is lively, light bodied with a hint of white pepper. Raspberry and cherry, sage and incense notes, smooth yet still with structure, balance and a long spicy finish.

Food Pairings: Best served slightly chilled temperature, light salads, ham, grilled fish, turkey and chicken.

Technical Data:

Alcohol 13.9%

Harvest Brix 23.9

PH 3.58

RS < .025%

SO2 < 50ppm

Color Light pale red

Aroma Black pepper, sage and incense *Taste* Raspberry, cherry and desert sage

Serve Temp 55-60f

Winemaking Process: Hand-picked, sorted, de-stemmed into 1.25 ton closed fermenters, cold soaked for 48 hours, D254 yeast, punch down by hand, 8-12 days on skins, then gently pressed in our air-bladder press. 24 Months in neutral and American oak barrels, vegan finning, paper filters.

Sales Points: 100% Estate Grown and Bottled, 2021 is the 13th vintage of our Two Reds Grenache, authentic, value priced, 21 year record of quality.

About the Producer: Keeling Schaefer Vineyards, Rod Keeling and Jan Schaefer are the farmers and the winemakers. We grow mostly Rhone varieties on our 42.5-acre vineyards planted in 2004, 2007, 2009, 2023, 2024, 2025, 2026.



UPC 094922167934

Tasting Room Retail Price \$20.00

keelingschaefervineyards.com



2023 Partners Rhone Blend

Tasting Notes: Ripe, fleshy with a focused structure, Partners is a co-ferment of Grenache and Syrah with later ripening Mourvèdre added after fermentation. Classic New World GSM aged on new French oak.

Food Pairings: Grilled filet mignon, chicken and dishes with savory herbs, black pepper, and earthy spices.

Technical Data:

<i>Alcohol</i>	14.1%
<i>Harvest Brix</i>	Varies
<i>PH</i>	3.68
<i>RS</i>	< .025%
<i>SO2</i>	< 50ppm
<i>Blend</i>	41% Grenache, 28% Syrah, & 31% Mourvedre
<i>Color</i>	dark red
<i>Aroma</i>	<i>Dominate floral nose</i>
<i>Taste</i>	<i>Harmonious balance of bright red fruit, dark savory berries, and earthy, herbaceous spice</i>
<i>Serve</i>	<i>Temp 59-65f</i>

Winemaking Process: De-stemmed and allowed to cold-soak on the skins for 4 days in closed fermenters with Argon gas. Inoculated with ICV 254D (Syrah), VRB (Mourvèdre) and GRE (Grenache) yeasts and fermented in our fermentation room at 65f with a peak of 78f. Pressed after 8-10 days and allowed full malolactic/secondary fermentation in barrel. Vegan fining, paper filters.

Sales Points: 100% Estate Grown and Bottled, 2021 is the 11th vintage of our Three Sisters Syrah, authentic, value priced, 21-year record of quality.

About the Producer: Keeling Schaefer Vineyards, Rod Keeling and Jan Schaefer are the farmers and the winemakers. We grow mostly Rhone varieties on our 42.5-acre vineyards planted in 2004, 2007, 2009, 2023, 2024, 2025, 2026.



UPC 094922151797

Tasting Room Retail Price \$20.00

keelingschaefervineyards.com



2024 Best Friends Viognier

Tasting Notes: Rich, crisp, and sleek, full bodied Rhone white with toasted peach and apricot notes, stone fruit and honeysuckle.

Food Pairings: Best served chilled, great with quiche, salads, seafood, chicken and white pasta.

Technical Data:

<i>Alcohol</i>	12.8%	
<i>Harvest Brix</i>	22.6	
<i>PH</i>	3.38	
<i>RS</i>	< .025%	
<i>SO2</i>	< 50ppm	
<i>Color</i>	Light Golden	
<i>Aroma</i>	Mango with citrus notes	<i>Taste</i> Peach and apricot
<i>ServeTemp</i>	38-45f	

Winemaking Process: Hand-picked, sorted, 75% de-stemmed, 25% whole cluster, gently pressed with our air bladder press into fermentation tank, chilled for 48 hours, GRE yeast, cold fermentation, inhibit Malolactic fermentation, tank settled, vegan finning, paper filters.

Sales Points: 100% Estate Grown and Bottled, 2021 is the 11th vintage of our Three Sisters Syrah, authentic, value priced, 21-year record of quality.

About the Producer: Keeling Schaefer Vineyards, Rod Keeling and Jan Schaefer are the farmers and the winemakers. We grow mostly Rhone varieties on our 42.5-acre vineyards planted in 2004, 2007, 2009, 2023, 2024, 2025, 2026.



UPC 610585999844

Tasting Room Retail Price \$18.00

keelingschaefervineyards.com



2023 Puzzle Vine Picpoul Blanc

Tasting Notes: Rich, crisp, and sleek, full bodied Rhone white with toasted peach and apricot notes, stone fruit and honeysuckle. A lip stinger.

Food Pairings: Best served chilled, great with smoked oysters, herbed goat cheese, shellfish, and spicy Thai food.

Technical Data:

<i>Alcohol</i>	12.8%
<i>Harvest Brix</i>	22.6
<i>PH</i>	3.38
<i>RS</i>	< .025%
<i>SO2</i>	< 50ppm
<i>Color</i>	Pale yellow
<i>Aroma</i>	Pear, lemon and green apple
<i>Taste</i>	Peach and apricot
<i>ServeTemp</i>	38-45f

Winemaking Process: Hand-picked, sorted, 75% de-stemmed, 25% whole cluster, gently pressed with our air bladder press into fermentation tank, chilled for 48 hours, RH4600 yeast, cold fermentation, inhibit Malolactic fermentation, tank settled, vegan fining, paper filters.

Sales Points: 100% Estate Grown and Bottled, 2023 is the 8th vintage of our Puzzle Vine Picpoul Blanc, authentic, value priced, 21-year record of quality.

About the Producer: Keeling Schaefer Vineyards, Rod Keeling and Jan Schaefer are the farmers and the winemakers. We grow mostly Rhone varieties on our 42.5-acre vineyards planted in 2004, 2007, 2009, 2023, 2024, 2025, 2026.



UPC- 694263971735

Tasting Room Retail Price- \$18.00

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