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VINA ROBLES LAUNCHES PARTNERSHIP WITH THE ESTATES GROUP Paso Robles Estate Winery Takes California Distribution to Next Level

Paso Robles, California—Vina Robles winery today announced a new distribution partnership with The Estates Group, the fine wine division of Young’s Market Company. The Estates Group will distribute Vina Robles wines across California.

“The Estates Group is a perfect fit for us because they are dedicated to the distribution of high-quality wines by boutique wineries.” said Marc Laderriere, sales and marketing director for Vina Robles. “They will help us earn maximum availability and exposure in the California market.”

Vina Robles is one of the first wineries enlisted by The Estates Group under the leadership of David Francke, the distributor’s new vice president. “He has a strong vision for us,” said Laderriere.

Vina Robles is a 15,000-case winery specializing in red wines from estate vineyards in Paso Robles, including Petite Sirah, Syrah, Cabernet Sauvignon and Zinfandel. Vina Robles wines were launched into broad market distribution last year, beginning with the 2001 vintage, and are now available in 20 states as well as abroad. In tandem with a recent five-star rating for Vina Robles’ 2002 Signature red blend, Restaurant Wine magazine (issue #104) named Vina Robles a “winery to watch.”

Vina Robles will also break ground on a new hospitality center this summer. The hospitality center site, located within the Paso Robles city limits along Highway 46 East, will feature an interim tasting room during the construction phase.

“This is an exciting time for Vina Robles,” Laderriere said. “Last year was the launch phase, and now we are taking things to the next level. The Estates Group will be a great asset and partner on this front.”

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Vina Robles is a small premium California winery with a unique Swiss-European imprint and a vision for estate-crafted wines that express both the excellence and individuality of their noble terroir. Under the guidance of owner Hans Nef and Winemaker Matthias Gubler, Vina Robles specializes in varietals that excel amid the amenable growing conditions of Paso Robles, specifically Cabernet Sauvignon, Petite Sirah, Petit Verdot, Syrah and Zinfandel. Selecting fruit from only the finest blocks at two estate vineyards—Huerhuero and Jardine—Vina Robles produces distinctive red wines that embody the Central Coast’s adventurous spirit and world-class viticulture.