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## VINA ROBLES TAPS THE POWER OF FOUR

### New Red<sup>4</sup> Blend Unites Syrah, Petite Sirah, Touriga and Tannat for Distinctive Taste of Paso Robles

*Paso Robles, CA*—Vina Robles today released its inaugural bottling of Red<sup>4</sup>, a unique blend of Syrah, Petite Sirah, Touriga Nacional and Tannat that advances the winery's interests beyond the varietal mainstream. The grapes for our Red<sup>4</sup> are selected mainly from Vina Robles' estate Huerhuero Vineyard.

"Red<sup>4</sup> is a fresh, food-friendly wine that represents both our European perspective and our Paso Robles terroir," said Winemaker Matthias Gubler, who, along with owner Hans Nef, hails from Switzerland. "We don't have any preconceptions when it comes to blending, and we are very interested in exploring unconventional varietals to achieve distinctive and harmonious wines."

Red<sup>4</sup> offers striking aromas of black cherry, raspberry and currant, followed by vibrant flavors of blackberry, cherry and vanilla. It is competitively priced at a suggested retail of \$14 per bottle. Each bottle is packaged with a screw cap enclosure.

Red<sup>4</sup> will first be distributed in New York, New Jersey and Texas, with other markets to follow.

"This is a perfect wine for the daily dinner table, or for serving by the glass at a restaurant," Gubler said. "While the 2004 vintage incorporates four varietals, future vintages might include three or five varietals. It's a flexible approach to consistently achieve a wine that is more delicious than the sum of its parts."

The winery's Huerhuero Vineyard includes 2.62 acres of Touriga Nacional and 5.74 acres of Tannat, both of which will factor into future blends. Huerhuero Vineyard occupies a rolling terrain on the southeast border of Paso Robles, with largely south-facing slopes that reach a maximum elevation of 1,200 feet. The location is a crossroads for marine air entering the region from both the Templeton Gap and the Salinas Valley.

Red<sup>4</sup> joins the winery's Petit Verdot-based Signature blend (\$34) as the second red blend in a portfolio that also includes Petite Sirah, Zinfandel, Syrah and Cabernet Sauvignon.

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*Vina Robles is a family-owned California winery with a Swiss-European imprint and a vision for estate 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 three estate vineyards—Huerhuero, Jardine and Pleasant Valley—Vina Robles produces distinctive red wines that embody the Central Coast's adventurous spirit and world-class viticulture.*