

For Immediate Release
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VINA ROBLES TO RELEASE 2009 ANNIVERSARY BLEND TO BENEFIT PASO ROBLES BOYS AND GIRLS CLUB IN CELEBRATION OF WINERY'S TENTH VINTAGE

Paso Robles, CA—Vina Robles Winery today announced the release of its limited-edition 2009 Anniversary Blend in celebration of the winery's tenth vintage. The creative and modern blend of Syrah, Petit Verdot, and Cabernet Sauvignon showcases the distinct flavors of the Paso Robles terroir and ultimately reflects the Vina Robles style of finely crafting a stylistic bridge between the Old and New worlds.

"Our affinity for blending is rooted in our Swiss winemaking tradition," said Hans – R. Michel, the winery's managing partner. "At the same time, we wanted this special wine to reflect the winemaking creativity for which Vina Robles and the entire Paso Robles wine region is renowned."

The fruit for this blend was carefully selected from two of the winery's finest vineyards. Featuring Syrah from Ryan Road, which is located on Paso Robles' east-side at 1,500 feet in elevation. At this vineyard, the vines are rooted in limestone soils and are grown under very dry conditions, therefore producing tiny berries and low yields. The Cabernet Sauvignon and Petit Verdot hail from Adelaida Springs Ranch, which is located amid the coastal mountains west of Paso Robles at an elevation of 1,700 feet, just 12 miles from the Pacific Ocean. Here, the vines are planted in calcareous soils and combined with reliable marine breezes produce elegant fruit.

This bold cuvée is dark cherry in color and features aromas of dark cherry, black currant, and toasty oak. A full bodied, juicy wine with hints of cedar, structured tannins, and a sweet finish. A sophisticated, modern blend to be enjoyed together with venison, grilled ribeye, braised beef, or lamb. Only 51 cases of this wine were produced.

The 2009 Anniversary Blend will be released during the Vina Robles Anniversary week of July 25 through July 31, which will also celebrate the fourth anniversary of the opening of the winery's hospitality center in the heart of Paso Robles wine country. For a short list of festivities, please visit www.VinaRobles.com.

This wine will only be available for purchase at the Vina Robles hospitality center and online at www.VinaRobles.com for \$45 per bottle (\$36 for Signature Wine Club members). 30% of the purchase price on bottles purchased through September 30, 2011 will directly benefit the Boys and Girls Club of North San Luis Obispo County, an after school program offering comprehensive academic and enrichment programs to children and their families in Paso Robles.

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We craft wines that represent a stylistic bridge between the Old and New worlds, capturing the finesse associated with European wines while celebrating the bold natural flavors of our estate vineyards in Paso Robles. Here, proprietor Hans Nef and managing partner Hans – R. Michel bring their Swiss heritage to California's Central Coast, where they aim to unite the best of both experiences. Our wines are available across the United States and overseas, and can be enjoyed at our hospitality center in the heart of Paso Robles wine country. Visit www.VinaRobles.com for more information.