

For Immediate Release
October 1, 2009

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VINA ROBLES WINERY ANNOUNCES NEW DISTRIBUTORS FOR CALIFORNIA

Paso Robles, CA—Vina Robles Winery today announced that it is partnering with J&L Wines and Strange Wines to distribute Vina Robles wines in California.

Effective October 1, Malibu-based Strange Wines will represent Vina Robles wines in Southern California from Los Angeles to San Diego, and in the San Francisco Bay Area and the remainder of Northern California.

Meanwhile, Paso Robles-based J&L Wines will represent Vina Robles wines along the Central Coast from Ventura to Monterey counties, as well as across the San Joaquin Valley.

“Both these distributors are a perfect fit for the size of our winery and our style of distribution,” said Marc Laderriere, the winery’s director of sales and marketing. “This will enable us to better serve our accounts and to bring us closer to our consumers.”

Laderriere said that J&L Wines is highly regarded as an ambassador for the Paso Robles appellation, while Strange Wines is known for having strong relationships with restaurants and other fine wine accounts.

“Both companies offer the type of hands-on, personalized distribution that we are looking for, especially in a state as diverse and sophisticated as California,” he said. “We are very excited to be working with them heading into 2010 and beyond.”

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About Vina Robles

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 winemaker Matthias Gubler 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 the Paso Robles wine country. Please visit us soon to taste the Vina Robles difference.

About J&L Wines

J&L Wines is the Central Coast’s best known wine distributing company, covering business from Monterey to Ventura and as far east as Fresno and Bakersfield. Started in 1981 as J. Eberle Wines by Jeannie Eberle, the company was later joined by Lorraine Alban of Alban Vineyards. Lorraine Alban eventually took sole ownership and under her new guidance, her mission has been to select wineries representing the best in the region. J&L’s name has been synonymous with service. J&L employs seven sales representatives in the region.

About Strange Wines

Initially started by Katherine Strange as a broker of wines in 1993 in Southern California, the company has steadily expanded and evolved. Strange Wines now primarily distributes and directly imports a selection of wines from wine producing regions around the world. Their book selection has allowed them to develop connections with very high end establishments in their market. Today their team has expanded into the San Francisco and the Bay Area market. Strange Wines currently has twelve representatives in Northern and Southern California.