



## VINA ROBLES

VINEYARDS & WINERY

For Immediate Release:  
October 7, 2014

Media Contact: Simone Michel  
805-227-4812, s.michel@vinarobles.com

### VINA ROBLES UNVEILS NEW WINE PACKAGING

#### Vina Robles Vineyards & Winery celebrates 15 years of winemaking with a new look

*Paso Robles, CA*— Vina Robles Vineyards & Winery is introducing updated packaging with a contemporary new look for its boutique wines this fall. The new packaging complements the winery's elegant, high quality wines while highlighting its family-owned and operated estate.

For the new design, Vina Robles chose to center the brand script and modernized its look with a bolder, more refined font. The understated presence of gold foil and an embossed image of the Vina Robles Hospitality Center mirror the winery's commitment to producing elegant, well-structured wines while celebrating the family's Paso Robles estate.

A new bar at the bottom of each Estate front label indicates vintage, appellation and alcohol percentage to provide the consumer with easy to read key information. Bright colors and a more vibrant look were selected for the Vina Robles WHITE4 and RED4 wines to provide these young and fresh blends with a stronger shelf presence and broader consumer appeal.

The labels of the Cuvée Collection, a trio of limited-edition red blends crowning the Vina Robles portfolio, are set apart from the Estate wines by a delicate golden frame and black border.

The first Vina Robles wines to carry the new labels will be the 2012 RED4 and 2012 Cabernet Sauvignon – Estate. Both wines will be released on October 17 for the Paso Robles Harvest Wine Weekend. The next upcoming releases will be the 2014 white wines in the spring of 2015.

"We are excited to celebrate our 15<sup>th</sup> harvest with new packaging that reinforces our commitment to quality," said Hans – R. Michel, managing partner. "It not only beautifully complements the wine in the bottle but also puts greater emphasis on our Paso Robles family estate and our drive to evolve."

Vina Robles Vineyards & Winery was founded in 1997 by Swiss entrepreneur Hans Nef and his managing partner Hans – R. Michel as a family winery specializing in varieties that excel in the region's diverse terroir. The vision for Vina Robles is summed up by their motto: European Inspiration – California Character. Today, Vina Robles wines are available across the United States, Canada, Europe, and Asia, and can be enjoyed at their Hospitality Center in the heart of Paso Robles wine country.

**About Vina Robles Vineyards & Winery:** *European Inspiration – California Character.* Vina Robles crafts 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 their 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. For more information, visit [www.vinarobles.com](http://www.vinarobles.com).

**###**