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Contact: Marc Laderriere
(805) 227-4812
m.laderriere@vinarobles.com

LONE STAR LOVE FOR PASO ROBLES GROWS WITH "GRAND CHAMPION" AWARD

Vina Robles Red Blend Named Top Wine in Houston Competition

Paso Robles, California—The 2006 Suendero red blend by Vina Robles Winery was recently named "Grand Champion Best of Show" at the 2009 Houston Livestock Show and Rodeo International Wine Competition, making it the top wine out of 1,879 entries from 583 wineries in 14 countries.

Now, Vina Robles' sales are soaring in Houston, with fully half of the wine's 476 cases being ordered by two local retailers, Spec's and Central market, in response to the award.

Vina Robles President Hans-R Michel will travel to Houston to accept the award at an event dinner on Sunday, February 8. A subsequent Champion Wine Auction and Dinner will be held on March 7, during which attendees will bid on the award-winning wines.

"We are excited to be one of many local wineries turning the spotlight on Paso Robles," said Marc Laderriere, the winery's sales and marketing director. "There is a lot of doom and gloom in the news, but we are expecting to increase our broad market sales this year, and I know we are not alone. The buzz about Paso Robles is growing, and that bodes well for all of us."

The 2006 Suendero is a classic Meritage blend of Cabernet Sauvignon (53%) and Petit Verdot (47%) from Adelaida Springs Ranch in the rugged mountains west of Paso Robles. The name Suendero signifies "The Dream Path," celebrating the vineyard's naturally stunning terrain. The retail price is \$49.00

As the winner of the Houston competition's Grand Champion Best of Show award, Vina Robles will receive a commemorative leather saddle that will be displayed at the winery's hospitality center in Paso Robles. Additionally, the 2006 Suendero will be honored with a full-page feature in a special wine competition section of the *Houston Chronicle*.

"This is a major event in the greater Houston area, and it is highly regarded throughout Texas," Laderriere said. "We are honored by this high-profile opportunity to spread the good news about Paso Robles wines."



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Vina Robles is a family-owned California winery with a Swiss lineage and a vision for estate wines that express the excellence 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. Selecting fruit from only the finest blocks at three estate vineyards, we ultimately aim to produce distinctive red wines that embody the Central Coast's adventurous spirit and world-class viticulture.