

RAYMOND VINEYARDS
LAUNCHES R
COLLECTION RED
FIELD BLEND,
FAMILY CLASSIC
AND SOMMELIER
SELECTION LABELS

Three new wines from an iconic Napa winery deliver exceptional value

Iconic Napa Valley winery Raymond Vineyards has launched three new competitively-priced wines into the market: R Collection Field Blend, a unique red wine blend; Family Classic, a retail exclusive Cabernet Sauvignon; and Sommelier Selection, a rich Cabernet Sauvignon available solely for restaurant by-the-glass programs. The new wines began rolling out into the market in March.

Raymond Vineyards has released two exclusive new Cabernets with a channel-specific focus. The first, Family Classic (SRP \$19.99) is a single varietal Cabernet Sauvignon from grapes sourced from three phenomenal growing areas: Napa County, Sonoma County and Lake County. Napa Cabernet Sauvignon makes up 70 percent of the blend for the 2007 vintage, providing a solid backbone and an expression of black fruit, resulting in a fleshy, full, forward and rich wine indicative of the region's terroir. It is available only in the retail market.

Blended specially for Raymond Vineyards' on-premise partners, the Sommelier Selection (\$10-\$12 by-the-glass) is an exclusive for restaurant by-the-glass programs. According to a recent Wine Enthusiast article on 2009 wine trends in restaurants,* affordability is the overarching concern when it comes to consumers' choices. Expanding half bottle and by-the-glass selections are effective ways of encouraging diners to continue ordering wine with their meals. With this in mind, Raymond Vineyards' soft, richly concentrated and full-flavored Cabernet Sauvignon provides the perfect complement to the best meals prepared by excellent chefs, without the high price tag.

The Sommelier Selection was created especially to be a true Sommelier Selection; following the initial 2007 vintage, all subsequent vintages will be blended by

a group of prominent sommeliers (invited to the winery specifically to craft a blend suited to their cuisines. The first Sommelier Selection blending event was held in June 2010, and will be released in fall 2010 with the names of the sommeliers prominently featured on the back of an innovative, pull-out accordion label.

The third new release from Raymond, the R Collection Field Blend (SRP \$14.99) joins a category that in the last year has shown substantial growth: red wine blends, including domestic and imported wines, represent six percent of the table wine category, and are growing at five times the rate of the total table wine category. That growth is completely derived from sales of domestic wines.**

R Collection Field Blend combines seven different varietals, with five serving as the core of the wine in every vintage. The five core varietals include: Cabernet Sauvignon, Merlot, Syrah, Petite Sirah and Zinfandel. A balanced, medium-to-full bodied wine with firm, juicy tannins, it draws on Raymond's five generations of family winemaking tradition to appeal to the casual wine drinker with even the most discriminating palate.

"The new R Collection Field Blend harkens back to the early days in California viticulture when vineyards often contained several different varietals planted together," said Jean-Charles Boisset, President of Boisset Family Estates, which owns Raymond Vineyards. "The entire vineyard lot would

be harvested and vinified together, often producing remarkably unique wines."

The R Collection Red Field Blend is part of an existing tier that includes single varietal Cabernet Sauvignon, Merlot and Chardonnay. Under Boisset's leadership, the R Collection is undergoing an evolution: re-designed labels offer added elegance, while the tier is being re-positioned to align the price points.

Both the R Collection Field Blend and the Family Classic deliver exceptional value for under \$20 retail red wines, while the Sommelier Selection is a quality restaurant by-the-glass offering. All three are representative of the high-quality winemaking that has been the Raymond family tradition for generations.

