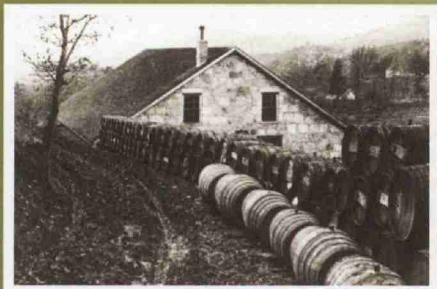


*Buena Vista Winery*



## HISTORY IS ALIVE AT BUENA VISTA WINERY!

California's first premium winery, its stone walls reverberate with a grand history in which it pioneered wine growing in Sonoma, embraced and promoted premium European viticultural techniques, helped to bring vitis-vinifera to California, and promoted California wine on the world stage. Since joining the Boisset Family Estates collection in May 2011, its new owners have endeavored to restore Buena Vista's pioneering leadership in the California wine world by breathing new life into the historic winery and embracing its past to inspire its future.

Buena Vista Winery began in 1857 when Count Agoston Haraszthy discovered his "purple gold" in Sonoma; he had long known that premium wine could be grown in California, but it was not until he discovered Sonoma's ideal terroir that he would realize his dream of establishing a premium winery in California to rival those of his native Europe. To honor his vision, a new collection of Sonoma wines within the Buena Vista portfolio has been created to stand alongside the winery's Carneros offerings. The new wines are Sonoma Cabernet Sauvignon, Sonoma Zinfandel and The Count, a red wine honoring Buena Vista's colorful and visionary founder.

You'll discover that Buena Vista's new packaging is evocative of and inspired by its roots, with elements restored directly from the original bottles of the 1860s. The wines, however, have never been grander. David Ramey joined the Boisset Family Estates team in July as Buena Vista's consulting winemaker, working together to take the wines to new heights.

The 2011 vintage marks the return of winemaking to Buena Vista, where no wine has been made on-site for more than 20 years. Renovation has also begun on the tasting room and stone winery building, cellar and replanting of the vineyards.

To inspire everyone that touches Buena Vista to become ambassadors of California history, its incredible history and story of its founder is chronicled in a booklet entitled *The History of California Wine*, found on line at [www.buonavistawinery.com/entirestory](http://www.buonavistawinery.com/entirestory). A must read for any history and wine lover, it follows the birth of the California wine world through the eyes of Buena Vista.

As you can see, Buena Vista's past is alive again and its future is bright.

**Available from Standard Beverage Corporation.**

