



For Immediate Release

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DeLoach Vineyards Collaborates with Kingsborough Community College to “Build a Garden in Brooklyn”

Russian River Valley, CA – November 3, 2010: DeLoach Vineyards announced today its collaboration with Kingsborough Community College in Brooklyn, New York to help launch the Kingsborough Urban Farm, the college’s first project of this kind. The project, *Build a Garden in Brooklyn*, will be integrated into the school’s academic program and will provide students with the opportunity to grow and harvest healthy, organic produce. The new culinary arts program, student-catering firm, and college cafeteria will use the food produced from the Urban Farm to feed and educate students. DeLoach, with its commitment to organic farming and education, was thrilled to contribute to a program that helps create environmental awareness.

DeLoach Vineyards has long been a leader in sustainable practices, innovative “green” technology, beginning its conversion to organic and Biodynamic® farming practices in 2004. It achieved organic certification from CCOF in 2008 and earned Demeter certification for its Biodynamic vineyard practices in 2009. The 2010 harvest is the first as a Biodynamic-certified estate and the first since the award-winning 2004 vintage (*Wine of the Year, Wine Enthusiast*). Many years ago, DeLoach converted its winery horse pasture into a half-acre organic and Biodynamic® garden of seasonally fresh produce that DeLoach chefs use to prepare meals for winery visitors and employees year round. In addition, DeLoach emphasizes sustainable farming and the conversion to organic and Biodynamic farming with its grower partners, helping, for example, the Maboroshi Vineyard convert from conventional to Biodynamic practices. Furthermore, DeLoach uses renewable energy, and reduces its water usage through implementation of an innovative membrane bio-reactor that relies on micro-organisms to purify water used in the winemaking process so it can then be used for landscaping and vineyard irrigation, saving up to two million gallons of water per year.

The partnership between DeLoach Vineyards and Kingsborough Community College complements DeLoach’s efforts in farming and gardening, allowing it to help educate a new generation about leading a healthy and sustainable lifestyle. Jean-Charles Boisset, proprietor of Boisset Family Estates, explains the enthusiasm with which DeLoach Vineyards joins this project: “As stewards of the land, our responsibility lies not only in fostering best practices within our own methods, but also in sharing the breadth of our knowledge with our communities. We’re happy to participate in the Kingsborough Urban Farm as it helps educate young people about what we have so passionately believed in for years at DeLoach Vineyards.”

To spotlight this new partnership in the public domain, bottle neckers, made of seed paper with annual and perennial wildflower seeds, will be placed on DeLoach bottles in stores throughout New York City. Beginning in November, \$0.50 from every bottle of DeLoach wine sold in the City, up to \$5,000, will be donated to help jumpstart the Kingsborough Community College Organic Urban Farm. The sales-focused program will continue to run through January 2011.

About DeLoach Vineyards

DeLoach Vineyards has been a pioneering producer of Pinot Noir, Chardonnay and Zinfandel in Sonoma's Russian River Valley since 1975. DeLoach seeks to produce exceptional wines that spotlight the singular personality of the Russian River Valley, with its rare and bountiful convergence of the sea, the soil and the stars. The Boisset family of Burgundy purchased DeLoach in 2003, bringing the techniques and approaches of Burgundy to its winemaking in the Russian River Valley, which they believed to be California's most expressive *terroir* for cultivating Pinot Noir and Chardonnay. Under Boisset, DeLoach has grown its small-lot vineyard designate wine program, converted to organic and Biodynamic® farming practices, and implemented traditional Burgundian winemaking techniques such as open-top wood fermentors, native yeast fermentations, and hand punch-downs. *Wine & Spirits* magazine named DeLoach Vineyards a *Top 100 Winery* for the tenth time in the winery's history in 2009. Located at 1791 Olivet Road in Santa Rosa, the DeLoach Vineyards tasting room, picnic area and organic garden are open to the public daily from 10:00 am to 5:00 p.m. For more information, visit www.deloachvineyards.com.

About Kingsborough Community College

Kingsborough Community College is located on a 71-acre campus in Manhattan Beach, on the southern tip of Brooklyn, New York. Founded in 1963, the College serves approximately thirty thousand students per year, offering a wide range of credit and non-credit courses in the liberal arts and career education, as well as a number of specialized programs. The breathtaking Kingsborough Community College campus overlooks three bodies of water: Sheepshead Bay, Jamaica Bay and the Atlantic Ocean. Kingsborough serves a widely diverse student population and ranks among the top community colleges in the country in associate's degrees awarded to minority students.

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For more information about Biodynamic® agriculture or products, please visit www.demeter-usa.org.



At the site of the future Kingsborough Urban Farm at Kingsborough Community College, from left to right:

Stuart Schulman, Executive Director, Center for Workforce Development and Economic Development

Sara Matthews, Project Manager for the Urban Farm

Jonathan Deutsch, Associate Professor and Director, Culinary Arts Program

Zenia George, student, major in Community Health/Gerontology

Elizabeth Basile, Associate Dean, Office of College Advancement