



**FOR IMMEDIATE RELEASE**

## **FRENCHIE WINERY DEBUTS AT RAYMOND VINEYARDS Napa Valley's First Dog Tasting Room & a New Breed of Wines**

**RUTHERFORD, CA (May 8, 2012)** – Frenchie Winery, named for and inspired by the beloved French Bulldog of Raymond Vineyards Proprietor Jean-Charles Boisset, debuts today. Located at Raymond Vineyards in the Napa Valley, Frenchie Winery is the only tasting room designed exclusively for dogs. In addition, the first two wines in a series of wines bearing the Frenchie label are available for purchase at the winery, [www.FrenchieWinery.com](http://www.FrenchieWinery.com) and [www.wine.com](http://www.wine.com). Each wine depicts Frenchie as a unique historical figure, including Louis XIV and Napoleon and, soon, Marie Antoinette. For every bottle of Frenchie Wine sold, one dollar will be donated to the ASPCA, one of the largest humane societies in the world.

### **Frenchie, a Dog like No Other**

Frenchie Winery is named for a leader and a revolutionary in his own right, Boisset's French Bulldog.

"Frenchie was a gift to my beloved wife," says Boisset, "to ensure that she would always be in the company of a French gentleman. In fact, Frenchie is the PERFECT French gentleman: he's loyal, charming, always up for an adventure, and he never talks back! His playful, debonair and aristocratic style is reflected in the winery and the wines."

### **The Winery**

With more than 46 million dog owners in the U.S., Frenchie wanted to ensure that his fellow canines would be well taken care of when their people chose to visit Raymond Vineyards. Inside, the winery includes five individual kennel spaces featuring specially designed wine barrel dog beds. Above the beds, in the "Gallery of Frenchie", hang canvas portraits depicting Frenchie as historical icons such as George Washington, Thomas Jefferson, Julius Caesar and Marie Antoinette. Overhead, a gorgeous "Barkarrat" chandelier lights up a very special dog friendly tasting bar dispensing water for its guests. An outdoor play area offers canines a special view of Frenchie's bioDOGnamic vineyard, planted to Bordeaux varieties.

The exciting new property also includes a small tasting bar for humans where they can sample Frenchie Wines. A doggie-cam will allow pet lovers to keep an eye on their furry friends while visiting the Raymond Winery main tasting room. Plans are underway for several dog-centric events including mobile pet grooming, adopt-a-pet day and more.

### **The Wines**

Although he may not go down in history as one of the greatest leaders of all time, Frenchie will definitely go down in history as the world's greatest four-legged winemaker. Each wine features a

special label depicting Frenchie as an historical figure, inspired by the paintings of artist Carol Lew ([www.carollew.com](http://www.carollew.com)). Just released are:

- 2009 Frenchie Napoleon Red Blend – Aromas and flavors of black and red fruit with hints of cassis and subtle oak are unleashed in each glass of this special blend of Cabernet Sauvignon, Syrah, Sangiovese, Zinfandel, Merlot and Cabernet Franc (SRP \$30)
- 2009 Frenchie Louis XIV Cabernet Sauvignon- A blend of 61 percent Sonoma County and 39 percent Napa County fruit, this wine has fetching aromas and flavors of blackberries and cocoa with hints of cassis and subtle notes of vanilla. (SRP \$30)

Additional wines are planned for launch in the future including a white wine blend, Frenchie Marie Antoinette. For a limited time, a special two-bottle wine duo including three Frenchie-branded tennis balls is available for purchase exclusively on [wine.com](http://wine.com) for \$49.99. All Frenchie wines are available for purchase at [FrenchieWinery.com](http://FrenchieWinery.com) or at the Frenchie Winery at Raymond Vineyards.

### **Join the Frenchie Winery Community**

“We are moving into the forefront of pet parenting in the digital age and connecting with our wine consumers via social and mobile marketing,” said Boisset. “Frenchie will be unleashing the story and inspiration behind his wines through a series of short videos on [FrenchieWinery.com](http://FrenchieWinery.com). He will be revealing the life of a rock star dog winemaker and building a community of Frenchie fans on Facebook and Dogbook while seeking out other like-minded friends to share their photos, videos and more.”

Stay informed about the launch of these social media sites on [FrenchieWinery.com](http://FrenchieWinery.com). Questions for Frenchie? Contact him at [Frenchie@FrenchieWinery.com](mailto:Frenchie@FrenchieWinery.com)

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### **About Raymond Vineyards**

Raymond Vineyards is the purest expression of a classic, iconic Napa Valley winery. Founded in 1971, Raymond has five generations of viticultural and winemaking expertise, cultivating over 300 acres of estate vineyards in the Napa Valley. The wines are powerful yet elegant in style, reflecting a sense of place and terroir. Most known for its signature Cabernet Sauvignon, Raymond also produces Merlot, Chardonnay and Sauvignon Blanc from its estate vineyards. In August 2009, the winery was purchased by Boisset Family Estates and has since become one of the Napa Valley’s most dynamic destinations. With roots in Burgundy, France, Boisset encompasses a collection of historical wineries in the world’s pre-eminent *terroirs*.

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**Editor’s Note: Images of Frenchie, the winery, wines and more are available upon request**