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RAYMOND VINEYARDS UNVEILS REMARKABLE NEW GUEST EXPERIENCE, FEATURING THE CRYSTAL CELLAR

NAPA, CA (September, 2010) –Visitors to Raymond Vineyards are receiving a unique welcome at the winery with a number of new indoor and outdoor tour and tasting experiences including the Crystal Cellar, celebrating the history, heritage and importance of decanting fine wines, the interactive *Theater of Nature*, which engages visitors to appreciate Raymond’s interaction in the Napa Valley eco-system and its evolution to organic farming, as well as a renovated tasting room, barrel tasting room, and diverse new tour and tasting offerings.

THE CRYSTAL CELLAR

Visitors to The Crystal Cellar at Raymond will explore the essential and timeless art of decanting fine wine through the winery’s extensive library of Napa Valley Cabernet Sauvignon. The remarkable room has been designed to focus the experience on wine and decanting; stainless steel walls, a mirrored bar and a collection of historical crystal decanters reflect images of the wine from every vantage point, while soft light emanating from Baccarat chandeliers illuminates the wine and the room. Historical images of Baccarat’s prestige collection of carafes provide a backdrop to an experience of wine unlike any in the Napa Valley. Additionally, guests have the opportunity to purchase Baccarat glasses and decanters, as well as jewelry and home decor items as a keepsake of their visit to Raymond Vineyards.

“A wine must often, like a person, become accustomed to its surroundings,” says Jean-Charles Boisset, President of Boisset Family Estates. “The Crystal Cellar invites our guests to experience the evolution of fine wines as they open and discover their place. The Cellar creates a remarkable ‘indoor *terroir*’ where the spirit, mood and allure of the room showcase wine as an object of pleasure to be appreciated, considered, studied and enjoyed. In this inimitable environment, built on education of the art of decanting, every glass we offer is presented in its best light.”

The Crystal Cellar offers an exclusive tasting flight of Raymond Cabernets for \$25.

OUTDOOR EXPERIENCES

The Raymond Vineyards *Theater of Nature*, located at the entrance to the winery’s main tasting room, explains the winery’s natural winegrowing approach through a host of plant and animal life. In the center between heirloom plantings of corn and sunflowers and live animals, including sheep, goats and chickens, educational displays discuss the cycle of life, the natural balance the earth creates

between plants and animals, and the importance of the interconnectedness of a diverse ecology to the benefit of the vineyards.

Guests also have the chance to provide their own interpretation of the surrounding environment through one of the most unique displays – a collection of empty picture frames that invites visitors to make their own interpretation of the landscape. The frames have become an increasingly popular spot for guests to capture their visit to Napa in photographs, and serves as a surrealistic challenge, emphasizing the connection of the indoors with the outdoors.

This connection with nature melds seamlessly with the vision that Jean-Charles Boisset, President of Boisset Family Estates, has for Raymond Vineyards. Boisset is committed to organic and Biodynamic® winegrowing methods at its estates throughout the world, from Burgundy to Sonoma, and began implementing organic farming practices at Raymond in February 2010.

“We have always strongly believed in authentic winegrowing that respects the land,” said Boisset. “At Raymond, we have the opportunity through our *Theater of Nature* to bring our guests into the natural beauty of the Napa Valley, helping them to understand that we are each and all together actors on a grander stage – the Theater of Nature.”

Also outside on the property, guests may enjoy croquet, bocce, and petanque courts in *The Grove*, where they can bring their purchased wines to enjoy with family and friends. The Grove also features a fire pit for grilling and an orchard with 17 types of fruit trees. The Generations Platform floats above the vines to allow for a special, aerial view of the property and the surrounding mountains, hillsides and vineyards of Napa Valley. Finally, any guest who purchases a bottle of the reserve Generations Cabernet Sauvignon is given special glassware and invited to enjoy the wine at a private picnic table amidst the vines, perfect for intimate special occasions.

INDOOR EXPERIENCES

Raymond Vineyards’ recently remodeled tasting room features a timeless, contemporary American design with soft white walls and floor-to-ceiling windows overlooking the vineyards. Vibrant and inviting, the room gives the sensation that it is simply an extension of the natural environment. The overall effect is to create an expansive indoor/outdoor experience. A long, wooden table is reminiscent of the tree from which it came, the cement floors a reflection of the cellar. The white walls allow for the focus to remain on the wine, with the only decoration historical photographs of the Raymond family, melding the past and the future.

In addition to the main tasting room, a Barrel Room features vertical tastings and educational programs emphasizing Raymond Vineyards’ micro-cuvees, and gives visitors the rare opportunity to taste a selection of unfinned and unfiltered wines selected by Winemaker Stephanie Putnam.

There are a number of additional tasting and tour options through which guests can learn more about the Raymond Vineyards portfolio of wines, some of which include visits to the cellar and more in-depth insight into the winery’s evolution to organic and Biodynamic viticulture practices. Cheese pairings are also available and many areas may be reserved for private lunches, dinners and parties.

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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. With roots in Burgundy, France, Boisset encompasses a collection of historical wineries in the world's pre-eminent *terroirs*.

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