



FOR IMMEDIATE RELEASE

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Amberhill Wines Releases Inaugural Vintage of Secret Blend Wines

ST. HELENA, Calif. (September 8, 2011) –Amberhill Wines is pleased to introduce its inaugural vintage with the release of the 2010 Secret Blend wines. The Amberhill Secret Blend Red and Secret Blend White wines are intriguing and approachable *secret* blends made from California’s finest varietals. These two seductive wines offer uncompromising quality at an exceptional value.

At a suggested retail price of \$9.99 and available nationwide, the Secret Blend Red Wine and Secret Blend White Wine are affordable luxuries and exciting new entries to the red and white wine blend categories. Up nearly 14% in 2010, red wine blends are the fastest growing wine category. White wine blends are a \$60 million category that saw nearly 13% growth in 2010.

The 2010 California Secret Blend Red Wine is a heroic mix of varietals that delivers a bold, fruit-forward style. Expressive aromatics of Bing cherry and strawberry blend seamlessly with subtle notes of cedar, pepper and espresso bean. The wine is soft on the palate with candied fruit flavors leading to a long finish with sugar plum and black licorice notes. Perfect for barbeques, the true secret of this wine can best be revealed when paired alongside grilled meats.

Amberhill’s 2010 California Secret Blend White Wine offers lifted floral notes that intermingle with aromas of orange blossom, jasmine and rose petal. On the palate, this refreshing wine bursts with flavors of honeysuckle, pineapple and Fuji apple with slight hints of melon. This luscious wine has a long and vibrant finish and is perfect with a variety of foods or enjoyed as an apéritif.

Amberhill invites its friends and fans to join in and share their own secrets at www.amberhillwines.com. This is an opportunity to reveal what you have always wanted to say and to post your favorite pictures via Flickr. Simply upload the photo to your Flickr account and tag the image with #amberhillwines. The picture will appear on the Amberhill Wines website within 3-4 days.

About Amberhill Wines

The hills of California, glowing amber as the sun sets over the Pacific Ocean, possess a mysterious alchemy that make them the perfect place to grow the grapes of seductive wines. Amberhill wines are a moment of discovery to share; they offer intriguing secret blends of California’s finest varietals to discover among friends. The wines are an invitation to open the bottle, reveal the mystery, spark a conversation, discover our secret and share yours. For more information visit www.amberhillwines.com or contact Charles Rivas at 707.963.6925 or charles.rivas@boisset.com.