



FOR IMMEDIATE RELEASE

Russian River Pioneer DeLoach Vineyards Releases First Sparkling Wine

Le Royal Captures the Essence of the Historic Charles Heintz Vineyard

Santa Rosa, CA (June 1, 2018) – Russian River Valley pioneer DeLoach Vineyards just released its first sparkling wine, Le Royal, an elegant vintage wine from the renowned Charles Heintz Vineyard in Green Valley. The release expands the bubbly portfolio of DeLoach owner Boisset Collection. Le Royal represents another jewel in the crown for the collection, which also produces sparkling wines from California and France, including Champagne, under its JCB by Jean-Charles Boisset and Buena Vista Winery labels.

Le Royal (SRP: \$75) signifies the rich history of the winery's French origins, starting with founders Cecil and Christine DeLoach — whose surname is French for "from Loches" and signifies a small village in the Loire Valley — and continuing today under Jean-Charles Boisset, whose family hails from Vougeot, a small village in Burgundy.

“It is a dream come true to unveil DeLoach's first sparkling wine from America's Burgundy, the Russian River Valley!” said Jean-Charles Boisset. “We were inspired to create the Le Royal to reflect our passion for our French heritage and our exuberance for the terroir of the historic Heintz vineyard — truly a Franco-American collaboration!”

The Charles Heintz Vineyard is located 900 feet in elevation on the second ridge in from the Pacific Ocean in the Green Valley appellation of the Russian River Valley. Charles Heintz is the third-generation farmer of the 50-acre vineyard, which has been in his family for a century. Cool, foggy evenings and warm sunny days allow the grapes an extended hang time, which produces fruit with high acid levels, giving the wine great structure and balance.

Le Royal is a 2015 vintage *blanc de noir* sparkler made from 100% Pinot Noir grapes from Dijon clone 113, chosen for elegance and aromatics, as well as the Beringer Selection clone, one of the first Pinot Noir clones planted in the U.S. and known for consistent production of high-quality, graceful fruit.

Staying further true to DeLoach's French roots, Le Royal was produced by *méthode traditionnelle* (*méthode champenoise* in Champagne), a process that was awarded UNESCO Heritage designation in Champagne in 2015 and is, arguably, the most high-quality and appreciated method for sparkling wine production. Le Royal was aged sur lie and en tirage for 24 months, bottled on April 22, 2018 then underwent secondary fermentation in the bottle before being disgorged on May 15, 2018.

Crafted by DeLoach Director of Winemaking Brian Maloney, the wine is bright, fresh and vibrant with initial aromas of peach, peony and freesia followed by notes of strawberry and raspberry after exposed to air in the glass. Corresponding flavors build on the mid-palate and a soft, lingering and elegant finish is a hallmark of the mouthfeel. A low dosage makes this sparkling wine a match with roasted duck or a platter of charcuterie and cheese such as Époisse or Soumaintrain.

DeLoach's French origins are reflected with the jeweled crest on the logo, which features the fleur de lys, or "flower of the lily," which has many meanings, including French royalty (it is said to signify perfection, light and life). It was the symbol of Île-de-France, the core of the French kingdom, and it is still widely used in the emblems and coat-of-arms of French departments and cities. Some cities that had been particularly faithful to the French Crown were awarded a heraldic augmentation of two or three fleurs de lys on the chief of their coat of arms, including Paris, Lyon, Bordeaux and Reims.

Today, DeLoach uses the powerful symbol to represent its Huguenot lineage and passion for the three main Russian River Valley wine varieties: Pinot Noir, Chardonnay and Zinfandel as well as the sustainable, organic and Biodynamic farming practices to which it is deeply committed. For Le Royal Jean-Charles re-stylized the fleur de lys as a jewelry piece to celebrate the fine bubbles of the Russian River and to symbolize the influence of French history and heritage.

DeLoach emphasizes its Burgundian heritage and connection with the French region by employing farming and cellar techniques similar, if not identical, to what occurs in Burgundian wineries. Its certified organic and Biodynamic vineyards use cover crops, the application of specific preparations and compost and maintain biodiversity with chickens, sheep, thriving beehives and a diverse vegetable and herb garden. In the winery, traditional techniques are employed, such as native yeast fermentations in open-top wood fermenters and *pigeage* — hand punch downs — during fermentation to craft terroir-driven, delicious wines that are a true expression of terroir.

To watch a video about Le Royal, please go [here](#). For bottle shots, please go [here](#).

###

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 by experimenting with and perfecting the best combinations of soil, rootstock and clones. In 2003, the Boisset family brought two generations of sustainable winemaking experience from Burgundy, France to California's Russian River Valley and transitioned the estate vineyards to Biodynamic and organic farming. Under the Boisset leadership, DeLoach has grown its small-lot vineyard designate wine program, partnering with winegrowers equally dedicated to and passionate about eco-friendly farming practices and the production of high-quality wines. *Wine & Spirits* has named DeLoach Vineyards a Top 100 Winery 12 times.

About Boisset Collection

Boisset Collection is a family-owned collection of historic and unique wineries bound together by a common cause: authentic, terroir-driven wines in harmony with their history, their future and the land and people essential to their existence. With more than twenty-five historical and prestigious wineries and tasting salons in the world's preeminent terroirs, including the Côte d'Or, Beaujolais, Rhône Valley, California's Russian River Valley and the Napa Valley, each house retains its unique history, identity and style, and all are united in the pursuit of fine wines expressive of their terroir. Boisset Collection has also branched out beyond wine to offer luxury goods, both of its own design and from partnerships with leading companies. To learn more about the Boisset Collection, please www.boissetcollection.com.

Media Contacts

Jennifer Kelly, jennifer.kelly@boisset.com

Megan Long, 707.963.6939, megan.long@boisset.com