

For Immediate Release

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DeLoach Vineyards Releases First Vintage From Organic And Biodynamic Certified Estate

Russian River Valley, CA - May 26, 2011: DeLoach Vineyards, the pioneering Russian River Valley producer of award-winning Pinot Noir, Chardonnay, and Zinfandel, released today the first estate vintage after receiving both Biodynamic and organic certification for its estate. DeLoach has released a 2010 Estate Collection Pinot Noir Rose from its estate vineyards in the Russian River Valley.

This past September, DeLoach Vineyards celebrated the first harvest after earning organic certification from the California Certified Organic Farmers (CCOF) in 2008 and receiving Biodynamic® certification from the prestigious Demeter USA, the only certification agent for Biodynamic farms in the United States, in February 2010. The release of this wine represents the culmination of a long and dedicated effort to become a more self-sustaining and environmentally friendly estate. In 2003 when the Boisset Family purchased the vineyards, they immediately began the conversion to organic and Biodynamic methods. This conversion necessitated a two-year series of crop rotations and the lands were left to lie fallow in order to restore a healthy balance to the soil. New vineyards were planted between 2006-2008, and have since been farmed according to Biodynamic principles.

Since the implementation of organic and Biodynamic farming methods, the estate at DeLoach has become a rich ecosystem, complete with sheep that graze the vegetation beneath the vines, kept bees that pollinate the half-acre CCOF and Demeter certified garden and cover crops. The resplendent and complex vitality that DeLoach has cultivated has allowed their eight clones of Pinot Noir to brilliantly express the unique combination of soil, climate, air, water, nutrients, and human attention that is specific to the estate.

While the 2010 vintage in the Russian River Valley presented many climatic challenges and yields were low, the quality of grapes harvested at DeLoach Vineyards remained impressive. The Estate Rose, which was harvested from the back Pinot Noir block of the estate, demonstrates the superior quality that DeLoach's meticulous Biodynamic farming methods aim to achieve. Made in a deliberate rose style, the wine is light, fresh and fruity and is being sold at a suggested retail price of \$20.

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 or contact Emily Aschbrenner of Charles Communications Associates at 415.701.9463 or emily@charlescomm.com