



FOR IMMEDIATE RELEASE

**RAYMOND VINEYARDS and BACCARAT LOT RAISES \$390,000 FOR CHARITY
AT 31ST ANNUAL AUCTION NAPA VALLEY**

NAPA, CA (June 6, 2011) –Raymond Vineyards’ exciting auction lot created in unison with the winery’s partner, the venerated French crystal house Baccarat, fetched \$390,000 when two bidders doubled the winning \$195,000 bid, making it the third highest-earning lot among the forty presented at the 31st Annual Auction Napa Valley on Saturday.

“Raymond Vineyards is proud of its long history in Napa Valley and we are thrilled that we are able to make a meaningful contribution back to the Napa community and the charities that have come to rely on the generous funding of the donors at the Napa wine auction, particularly in this historic year when the Napa Valley surpassed the milestone of \$100 million donated,” said Jean-Charles Boisset, proprietor of Raymond Vineyards and Boisset Family Estates. “Thank you to the bidders and more specifically our winning bidders, our partner Baccarat, the Napa Valley Vintners and the many volunteers that make this the most successful and exciting charity wine auction in America.”

Combining wine, travel, adventure, and lavish gifts, the two lucky bidders and guests will be whisked away to Paris for a dinner in the famous Baccarat Cristal Room, and a private tour of Baccarat’s Gallery Museum, both designed by Philippe Starck. From Paris, they will travel first-class by train to the town of Baccarat for a stay at its chateaux and a tour of the crystal manufactory, which dates back to 1764. The group will then travel to Burgundy for a three-night stay, with VIP tours and tastings at the finest Boisset wineries including the family estate at Domaine de la Vougeraie, Bouchard Aine & Fils in the heart of Beaune, and Boisset’s one-of-a-kind Imaginarium, a joyous celebration of the magical world of sparkling wine from Louis Bouillot. The special lot is topped off by 3L bottles of each of Raymond’s top Cabernet wines – including Generations and the District Collection – from the 2009 vintage, the first vintage for Winemaker Stephanie Putnam since joining Raymond. A custom engraved Baccarat decanter and stemware will also be included as a memento of the incredible experience.

Boisset Family Estates and Baccarat formed a strategic alliance earlier this year. The union of Baccarat and Boisset Family Estates is being highlighted at Boisset’s California properties: Raymond Vineyards in the Napa Valley, DeLoach Vineyards in Sonoma’s Russian River Valley, and the Boisset *Taste of Terroir* – a stylish tasting salon on the Healdsburg square. Each location showcases a hand-picked selection of Baccarat decanters, wine glasses and accoutrement.

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 along with its Small Lot Collection wines available exclusively at the winery. In August 2009, the winery was purchased by Boisset Family Estates.

About Boisset Family Estates

Boisset Family Estates is a family-owned producer and importer of fine wines founded in Burgundy, France in 1961. Boisset's collection of more than twenty historical and unique wineries boast leading positions in the world's pre-eminent *terroirs*, including Burgundy, Beaujolais, the Rhône Valley, the South of France, Canada, and California's Russian River Valley and Napa Valley. One of the world's foremost producers of Pinot Noir and principal proponents of organic and Biodynamic® viticulture, Boisset crafts fine wines with a strict *terroir* approach: each house in its family of wineries has a unique history, identity, and style, yet all are united in the pursuit of superior quality. To learn more about the Boisset Family Estates collection, please visit www.boissetfamilyestates.com.

About Baccarat

Baccarat (Paris, Euronext, BCRA) is a market-leading designer, manufacturer and retailer of luxury crystal products. Since its foundation in 1764, the company, whose manufacturing base is in Baccarat in the Lorraine region of Eastern France, has been synonymous with a unique savoir-faire and has come to symbolize an inimitable French Art de Vivre. Baccarat crystal, ranging from lighting to tableware, decorative objects, jewelry and bottle manufacturing, is distributed in 89 countries. Explore the world of Baccarat at www.baccarat.com

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