



RAYMOND VINEYARDS CREATES AN EXTRAORDINARY DESTINATION IN NAPA VALLEY

November 15, 2011—ST. HELENA, CA—After more than a year of transformation, Raymond Vineyards is quickly becoming one of Napa’s premier destinations, taking guests on a journey of discovery and education through a progression of unique visitor experiences. Raymond Vineyards’ evolution, guided by the vision of Proprietor Jean-Charles Boisset, has included enriching the visitor experience as well as dramatic enhancements in the vineyards, winery, and winemaking.

“We want to inspire our guests’ passion for wine,” says Boisset. “Growing from our commitment to exceptional wines, we have created an environment of exploration, education, creativity, and dynamism, where our guests discover our commitment to fine wines while enjoying a succession of transformative experiences unique in the wine world.”

Raymond Vineyards’ distinctive offerings are built upon a philosophy of education, interactivity and experience, where each of the diverse experiences progresses visitors into another world of discovery. The themes range from Raymond’s organic and Biodynamic® vineyard practices to the *terroir* of the Napa Valley, the art of aerating and decanting, the art of blending, food and wine pairing, as well as library wines and barrel tastings. The exploration begins in the Theater of Nature.

The Theater of Nature: When ultimately completed in 2012, the Theater of Nature will be Napa Valley’s most comprehensive educational tour on the importance of sustainable, organic and Biodynamic farming. The one-and-a-half acre interactive exhibit provides a comprehensive foray into the natural world. Unfolding like a performance, the Theater of Nature is divided into five acts, with each act progressing visitors deeper into Nature’s grand play, beginning with Act One: The Soil, Act Two: Plants, Act Three: Animals, Act Four: the Vineyardist, and finally, Act Five: Wholeness. Guests are invited to stroll through the self-guided tour, either via on-site signs or an audio tour accessible on their smart phone, to discover their role as actors in the Theater of Nature.

The Tasting Room: Raymond Vineyards’ tasting room features a timeless, contemporary American design with photos revealing the winery’s historic roots in the earliest foundation of the Napa Valley. Vibrant and inviting, the room is an extension of the vineyards outside. Guests choose from a number of tasting options, including the Small Lot Collection, which is available only at the winery.

Rutherford Education Room – Education experiences by appointment only: The center of the winery’s educational curriculum, the Rutherford Room offers a series of classes about wine, winemaking, and the Napa Valley. Classes include “From the Heart,” a seminar on Napa Valley wines where guests are surrounded by the soils of Napa’s fifteen sub-appellations; “Arts and Crafts,” which showcases the winemakers’ art in a guess-the-blend challenge; and “Food & Wine,” a precisely-defined component tasting that reveals the essential principles behind successful food and wine pairing. All seminars were developed exclusively for Raymond Vineyards by Karen MacNeil and Company. Karen MacNeil, author of **The Wine Bible**, is the preeminent wine educator and one of the foremost wine experts in the U.S.

The Library Room: Celebrating the age-worthiness of Napa wines, the Library Room opens guests to discover the beauty and power of well-aged Napa Cabernet Sauvignon. Raymond’s deep wine library, which extends to the

winery's first vintage in 1974, are enjoyed in the intimate private room filled with the wines and notes detailing the vintage as well as intriguing moments in world events.

The Barrel Room: Inspiring people into the evolution of wine, the Barrel Room affords the rare opportunity to taste Cabernet Sauvignons, thieved directly from the barrel, that are ultimately destined to become Raymond's iconic Generations or a District Collection Cabernet Sauvignon.

The Crystal Cellar: Inspired by cellars once lit only by candle, where winemakers embraced the sense of smell and taste rather than sight, the Crystal Cellar boasts stainless steel walls, a mirrored bar and a collection of historical crystal decanters from Baccarat, the world's premier hand-crafted luxury crystal maker. Beneath a remarkable Baccarat chandelier, a tasting of Raymond's District Collection wines and Generations Cabernet Sauvignon explores the important effect that aerating wine has on Raymond's powerful Napa Valley Cabernets. For a special flight, the Generations Bar features four vintages of this extraordinary flagship wine.

Winemaker-for-a-Day: A one-of-a-kind opportunity to engage in the winemaker's art, Winemaker-for-a-Day allows guests to blend Bordeaux varietals from various Napa Valley appellations to create their ideal Napa wine in the singularly unique stainless steel Blending Room, complete with custom, silver Winemaker-for-a-Day blending jackets. Following the blending session, guests bottle and cork their own wine, adorn it with a personalized label, and take home their bottle that day. They can order a case of their personally-crafted wine to share with friends and family at any time.

The Red Room: Red velvet-ensconced walls, inspired by the velvet texture of the exclusive Raymond Red Room wine, surround members in the ultimate luxury in the private, members-only Red Room. Lit warmly by Baccarat chandeliers in an elegant, opulent world unto its own, the intimate private lounge offers members one-on-one concierge service, access to the exclusive Raymond Red Room wine, billiards, vintage pinball, velvet game tables, a hand-curated library, and exceptional member events. Red Room memberships are available for \$500 a year, for access for the member and three guests, or \$1,000 a year for the member and seven guests.

The diversity at Raymond Vineyards welcomes a wide array of guests – those passionate to delve deeper into the world of wine and those first discovering its magic. Experiences can be reserved online at www.raymondvineyards.com/experience-raymond or by calling 707-963-3141.

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 Sauvignons, 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 joined the Boisset Family Estates collection. For more information, please visit www.raymondvineyards.com

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