



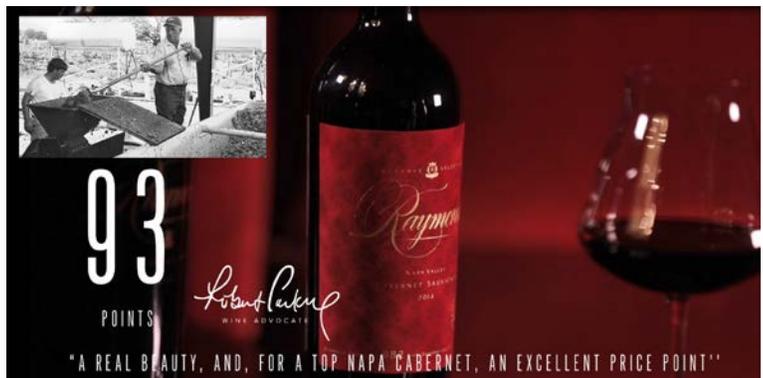
Raymond Vineyards Releases Red Velvet Labeled Reserve Cabernet Sauvignon for 40th Anniversary

ST. HELENA, CA (April 18, 2017) – In honor of the 40th anniversary of the first vintage of Raymond Vineyards in 1974, the winery has released its 2014 Napa Valley Reserve Selection Cabernet Sauvignon with an opulent and elegant red velvet label.

The wine honors the Raymond family legacy in Napa Valley, and reflects the energy, innovation, passion and dynamism that Jean-Charles Boisset has infused into the landmark winery since he purchased it in 2009. The color and texture of the velvet label echo the luxurious velvet-ensconced Raymond Red Room where the dramatic ambiance is an elegant, opulent world unto its own.

Boisset described the vision behind this special edition Cabernet Sauvignon as representative of Raymond's signature position in the wine world: "Raymond, today, is characterizing a new style of Napa Valley wine with elegance, finesse, charisma, eloquence and power. This is why we have created this amazing label in velvet: to symbolize the texture, emotion and feeling you will find in the glass. As we say ... the dress code is velvet!"

The 40th anniversary Cabernet Sauvignon pays homage to the Raymond family's five-generation commitment to crafting distinguished Napa Valley wines, which have earned an enduring reputation for their beautiful balance and expression of terroir. Roy Raymond arrived in the Napa Valley in 1933 for the first post-Prohibition harvest and worked in every capacity of Beringer's winemaking team, including winemaker, until 1970 when he founded Raymond Vineyards with his two sons, Roy Jr. and Walter. *(Click on the photo or go to bit.ly/2oSq98O to watch our 40th anniversary video.)*



The 40th anniversary Cabernet, which earned 93 points from Robert Parker, is a blend of 92% Cabernet Sauvignon, 4% Petite Verdot, 2% Petite Sirah and 2% Malbec. The grapes were sourced from Raymond's certified organic and Biodynamic® estate vineyards in Rutherford and St. Helena, which have gravelly alluvial fan soils with good drainage, as well as from select nearby growers. The vineyards are diligently monitored throughout the growing season to balance the crop size and quality.

The wine was aged for 19 months in 100% French oak, of which 30% was new French oak. The wine was bottled unfiltered, contributing greater texture and presence to the mid palate. It has aromas of cherry, candied violet and red fruits with a touch of sandalwood and maple. Flavors include black currant and cocoa nibs. Enveloping on the palate, this wine is juicy with melting tannins and a kiss of minerality on the finish. Suggested retail price is \$40. The 2014 Napa Valley Reserve Selection Cabernet Sauvignon

reflects both the strength and grace of the grape variety and region, an achievement of Raymond Winemaker Stephanie Putnam, who joined the winery in 2009.

“My contribution to Raymond is to help evolve the wine style to one that not only captures the power, but also the elegance and femininity, of Napa Valley,” said Putnam. “Napa is known for bold, powerful wines, and I wanted to capture the purity and essence of bright, fresh fruit with silky, supple tannins. By doing that, I think that we were able to make a wine that was beautifully harmonious from beginning to end.”

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About Raymond Vineyards

Raymond Vineyards, founded in 1970, comprises over 325 acres in Rutherford, St. Helena and Jameson Canyon. Five generations of the Raymond family created a Napa icon, with an enduring reputation for elegant wines with a beautiful balance of finesse, power and complexity. Today, guided by the vision of Proprietor Jean-Charles Boisset, Raymond Vineyards is one of the wine world’s most dynamic winery destinations. Highly-ranked wines are crafted by Winemaker Stephanie Putnam and Consulting Winemaker Phillipe Melka from Raymond’s certified organic and Biodynamic® estate vineyards and select long-term vineyard partners. The winery’s guest experiences unite education, passion and entertainment, offering diverse opportunities to explore wine. The solar-powered winery is certified by CCOF, Demeter Biodynamic, Napa Green, Fish Friendly Farming and California Sustainable Winegrowing Alliance. The winery’s unique attributes led it to be named *Sunset’s* “Best Tasting Room – Experience Beyond Tasting” in 2011, the 2012 American Winery of the Year and the 2016 Wine and Culture Wine Star by *Wine Enthusiast*, and one of *Wine Spectator’s* Top 100 Wines of 2013. To learn more, please visit: www.raymondvineyards.com.

About Boisset Collection

Boisset 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 historical and prestigious wineries 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. To learn more about the Boisset Collection, please visit www.boissetcollection.com.

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