

ADELAIDA

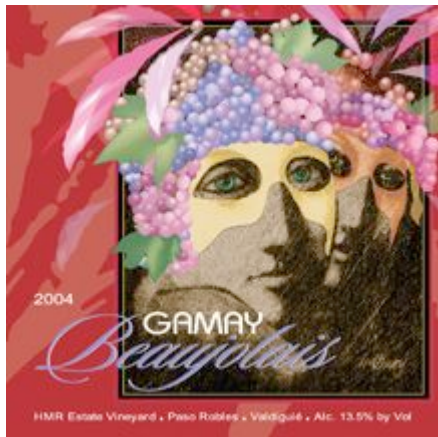
C E L L A R S

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Contact: Joe Gargiulo, JAG Public Relations
707.795.9400, joe@jagpublicrelations.com

Annual Beaujolais Celebration at Adelaida Cellars

Paso Robles, California (October 17, 2007) -- In the wine trade, the term “cult” is usually associated with rare, pricy wines that are bought and sold at auction, sometimes changing hands several times before someone realizes they’re meant to be consumed rather than traded. At the other end of the spectrum is Beaujolais Nouveau, a *wine* and an annual harvest *celebration* started in France centuries ago that continues today as well as in other countries. This cult is all about enjoying the first wine of the vintage with good friends and hearty food on the third Thursday of each November.



In honor of this practice, Adelaida Cellars presents its **Annual Beaujolais Celebration and Fall Pickup Party** at 6pm, Friday, November 16 in the Barrel Room of its west side Paso Robles facility. Chef extraordinaire Claude Chazalon will be serving traditional coq au vin (chicken with wine) for up to 120 guests, including wine club members wishing to pick up their fall shipments. *The cost is \$30 per person and is complimentary to all wine club members.*

Beaujolais Nouveau is made from the gamay beaujolais grape, and unlike most red wines, it is bottled without barrel aging prior to release. The wine is extremely rare in California and it is believed that Adelaida Cellars is its only Paso Robles producer.

“Our goal is to capture the exuberant personality of the gamay grape,” said Winemaker Terry Culton. “This aromatic dry red wine is meant for

immediate gratification and consumption.”

Fruit for Adelaida’s Beaujolais Nouveau was harvested August 29 at the winery’s HMR Estate Vineyard. One acre of gamay beaujolais was planted in 1964 on what was then called Hoffman Mountain Ranch. The historic vineyard also boasts the oldest pinot noir vines on the South Central Coast.

Reservations for the Beaujolais Celebration may be made via 800.676.1232 or www.adelaida.com.

Established in 1981, Adelaida Cellars is a family-owned and operated vineyard and winery situated 16 miles from the Pacific Ocean at 1,800 feet of elevation in the Santa Lucia Mountains. Its highly acclaimed pinot noir, cabernet sauvignon, Rhône varietals and zinfandel originate in two principal vineyards (HMR and Viking) that are recognized for their chalky mountain soils, temperate climates and long growing seasons. The winery offers many interactive functions throughout the year: an inviting tasting room, educational seminars, library tastings, wine club events, winemaker dinners, and seasonal festivals produced by the Paso Robles Wine Country Alliance (pasowine.com).

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