

Subject: New Product Line & Packaging at Fogarty Winery
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Thomas Fogarty

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**Fogarty Winery Announces Redesigned Packaging,
New Vineyard-designated Wines and its 25th Anniversary**

Woodside, California (September 6, 2005) -- Building on the success of its first 24 years in business, Thomas Fogarty Winery & Vineyards is introducing a new line of *vineyard-designated wines* and a *redesigned label* to coincide with the October launch of its 25th anniversary as a leading Santa Cruz Mountains winery.



One dozen single-vineyard releases will be the first wines to bear the new label. Three of those wines (2002 Rapley Trail Pinot Noir, 2002 Lexington Santa Cruz Mountains Meritage and 2002 Santa Cruz Mountains Camel Hill Vineyard Cabernet Franc) will debut at an October 30th gala that officially kicks off the anniversary celebration. The event will be held in the winery's Hill House and Pavilion complex that offers panoramic views of San Francisco Bay, Mount Diablo and beyond. Food purveyors Harley Farms Goat Cheese, Olivas do Oro Olive Oil and Cocoa Pete's Chocolate will help support the occasion. Other anniversary promotions include advertising and inserts in local newspapers, direct mail pieces, on-site banners and a November 11 harvest dinner at the winery with Le Pappillon restaurant.

Winemaker Michael Martella conceived the vineyard-designated program. "Being the winemaker and viticulturist since the winery's inception, Michael is aware that some vineyards and blocks historically produce outstanding fruit and wines," said Anne Krolczyk, sales and marketing director. "It became apparent to him that those vineyards deserved to be bottled separately."

Half the properties sourced for the vineyard-designated wines are estate owned. Rapley Trail Vineyard, in particular, has a most colorful past. Passing through rolling hills, deep canyons and immense redwoods, Rapley Trail was forged by early pioneers to link Portola Valley with the majestic mountaintop (now called Skyline Boulevard). Following that innovative spirit, Dr. Thomas Fogarty planted six acres of pinot noir in 1981 along the trail at an elevation of 1,775 feet on the parcel's rugged southeastern slopes. "The favored exposure, coupled with a cool Pacific climate, provides great structure and complexity to the Rapley Trail Pinot Noir," said Martella.

Overlooking Lexington Reservoir near Los Gatos, Camel Hill Vineyard provides fruit for the *Lexington Meritage* and the *Camel Hill Cabernet Franc*. Lexington, a thriving 1850s lumber town and stagecoach stop between San Francisco and resorts in Santa Cruz, was forsaken after the redwoods were cleared and a rail line made coach travel obsolete. It remained sparsely populated until the reservoir was constructed in 1952.

The *02 Lexington Santa Cruz Mountains Meritage* is a blend of cabernet sauvignon, cabernet franc and merlot. Beginning with the 2003 vintage, however, the wine will be named *Camel Hill Santa Cruz Mountains Lexington Meritage* to reflect its single fruit source.

"Only in vineyards of superlative quality does 'Franc' achieve the necessary ripeness and complexity to be worthy of a stand alone bottling," says Martella. "Camel Hill Vineyard's mountain soils produce truly awesome 'Franc', noteworthy for its seductive aromas and flavors of violets, black spice and plums."



The "Camel Hill" component of the name stems from the grower's interest in exotic animals. Vineyard owner John Anderson maintains Dromedary camels, Norwegian Fjord horses, Dutch Friesian horses and emu on the property.

With its contemporary styling, the redesigned wine label recalls a simplified script used to brand the winery logo in earlier years.

Dr. Thomas J. Fogarty founded his namesake winery in 1981 after years of amateur winemaking in a Santa Cruz Mountains cabin. He

was the first to plant (1978) on the region's Skyline Ridge, some 2,000 feet above sea level. He and Winemaker Michael Martella have been instrumental in bringing the Santa Cruz Mountains Appellation to national prominence and helping pioneer dry-style California Gewurztraminer.

An internationally recognized heart surgeon, Stanford professor and entrepreneur, Dr. Fogarty is an authoritative voice on the subject of moderate wine consumption and its association with good health. He was inducted into the National Inventors Hall of Fame (NIHF) for his 1969 patent of the embolectomy catheter.

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High-resolution version of the embedded photos, as well as others, are also available.*