

Subject: Author John Winthrop Haeger in Paso Robles
From: JAG Public Relations <joe@jagpublicrelations.com>
Date: Tue, 16 May 2006 12:24:35 -0700
To: info@jagpublicrelations.com



FOR IMMEDIATE RELEASE

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

**Adelaida Cellars and other Central Coast Pinot Noir Producers
present Author and Wine Journalist John Winthrop Haeger**

Paso Robles, California (January 26, 2006) -- Adelaida Cellars will present speaker John Winthrop Haeger at *1pm, Sunday, March 5* in the barrel room of its Westside Paso Robles estate. A respected author and wine writer, Haeger will discuss highlights from his book *North American Pinot Noir* (University of California Press, 2004) and the growing of Pinot Noir in the Paso Robles area. Following his lecture, attendees are invited to sample hors d'oeuvres by *Dining with André* sip wine from Adelaida Cellars and five regional wineries known for producing outstanding pinot noir: *Jack Creek Cellars, Opolo Vineyards, Stephen's Cellar & Vineyard, Windward Vineyard and York Mountain Winery*. Copies of *North American Pinot Noir* will be available for purchase and signing by the author. Tickets are \$20 per person. Call 805.239.8980 x14 for reservations.



Haeger is a former columnist for *Wine & Spirits* magazine who has also written for *Sunset, Saveur, Los Angeles* and *Connoisseur*. He taught Chinese language and Chinese history at Claremont Colleges and is the author of *Crisis and Prosperity in Sung China* (1975).

"Not only is the book a terrific reference, but Haeger writes about pinot noir like he wants a glass right now. That sort of passion might even turn the heads of American pinot skeptics," said Tara Q. Thomas of the *Denver Post*.

North American Pinot Noir (455 pages) is a comprehensive reference for winemakers and aficionados as well as a sourcebook for casual enthusiasts. It includes extensive historical and viticultural background on pinot noir in the New World, and profiles of 72 prominent producers in California, Oregon, British Columbia and New York.

"Haeger combines the skills of a reporter with those of a poet ... [He blends] solid research and illuminating interviews with vivid descriptions of that most important thing: what the wine actually tastes and smells like," said Editor in Chief Colman Andrews of *Saveur* magazine.

Known for his perceptive writing, Haeger gives contextual and comparative information about pinot noir in Burgundy and then tells the story of wine producers' early failures, frustrations and breakthroughs in North America. He discusses plant genetics and clones, identifies the essential conditions for exceptional pinot, tells where the best wines are grown and made, and analyzes the factors that determine wine styles and signatures. In the second part of the book, he presents detailed producer profiles with accessible tasting notes on recent and mature vintages. A final section covers glassware, vintages, wine and food pairings, and other matters of interest to consumers.

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 award-winning cabernet sauvignon, chardonnay, pinot noir and syrah originate in two principal vineyards that are highly regarded for their chalky mountain soils, temperate climates and intensely flavored fruit. Planted in 1963, HMR Estate Vineyard boasts the oldest pinot noir vines on the South Central Coast while Viking Estate Vineyard has formed the backbone of Adelaida's steadfast cabernet program since 1996. 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).



###