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### **Kings Hill Cellars Pioneers a New Class of California Winery**

**Santa Rosa, California (April 25, 2007)** -- Kings Hill Cellars, a new breed of winery where club members craft fine wine with the help of the industry's best, has opened its doors to aficionados interested in creating non-commercial brands from some of California's finest vineyards. Unlike firms that produce wine or operate "virtual" wineries for customers in absentia, Kings Hill Cellars provides members with hands-on experience and the opportunity to participate in most phases of production: from sorting and destemming, to crushing and pressing, to blending and bottling. An in-house graphic artist helps them design logos and private labels.



The winery crushed its first fruit in 2006 with friends and family, and now is making memberships available to others.

Members have the option of making a 30- or 60-gallon barrel of wine that yields 12 or 24 cases respectively. The price includes grapes, a winemaking tutorial, consultation, the use of equipment, staff cellar practices (racking, topping and monitoring), and standard packaging (750ml bottles, cases, corks and wine labels).

Kings Hill Cellars is owned and managed by Lindsay Austin, an entrepreneur and former business executive who spent over 30 years in senior management positions with companies that develop, manufacture and market lasers, optics and instrumentation. He has a longstanding fascination with wine, first making it in high school as a project and again in college using kits. He continued this interest after moving to the wine country in 2001.

Austin participated in Germany's 2003 crush with a group of wine enthusiasts who had formed a winemaking club. "This team approach was not only a lot of fun," said Austin, "but it provided hands-on experience and tips from people who had more knowledge than I. It also provided the inspiration behind the membership concept of Kings Hill Cellars."

Wanting to make cult wines, Austin hired a winemaker to help him design the wine process and facility. With over 30 years of experience, consulting winemaker Richard Mansfield assists members through all critical steps, leaving them free to learn and enjoy the process.

Mansfield began his formal wine education under a master winemaker in Germany, then studied viticulture and enology at that country's famed Geisenheim Research Center. His resume includes 10 years as winemaker and part owner of two Oregon producers, assistant winemaker at Stags' Leap Winery (Napa), winemaker of Bill Hambrecht's Bradford Mountain Winery (Healdsburg), consulting projects with Anderson Valley Pinot Noir, and the operations winemaker at Palmaz Vineyards (Napa). He now consults small and mid-sized wineries as the owner of Vincon Enology Services and makes wine under his own label, Mansfield Winery.



Located along the Mayacamas Range between Santa Rosa and Calistoga, Kings Hill Cellars sources most of its fruit from North Coast vineyards with established reputations: Mountain View Ranch (Dry Creek Valley Cabernet Sauvignon), Herbert's Vineyard (Dry Creek Valley Merlot and Syrah), Fowler Vineyards (Knights Valley Cabernet Sauvignon), Le Vois Vineyard (Dry Creek Valley Zinfandel), Trew Vineyard (Dry Creek Valley Zinfandel), and Volckhardt Vineyard (Green Valley Syrah grown east of the City of Napa).

Kings Hill Cellars is a state-of-the-art facility that is designed to make small lots of handcrafted wine. The hardware is engineered to be safe, clean and easy to use as well as gentle on the wine while allowing minimum exposure to air. The crush pad features several products from Vaslin Bucher while a McClain ozonation system sterilizes all cellar equipment in a chemical-free, eco-friendly manner. Using primarily French oak barrels, wines are aged in a cut-and-bermed cave that has a climate control system to maintain optimum levels of temperature and humidity. Inert-gas racking, filtration systems, and a fully stocked lab help members produce cult-quality wines. A mobile bottling line with all stainless steel pumping, filtering, sparging, vacuum corking and labeling is contracted whenever it is needed.

Kings Hill Cellars also accommodates small vineyard owners interested in making wine from their own grapes. "Many growers have good fruit, but don't have the expertise or equipment to make great wine," said Austin.

Kings Hill Cellars is located at 3404 Kings Hill Road, Santa Rosa, California. See [www.kingshillcellars.com](http://www.kingshillcellars.com) for contact information and additional details.

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