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**Cinnabar Winery to Open Tasting Room in Saratoga
June 21: Ribbon Cutting and Opening Gala for Trade and Media
June 23-24: Public Grand Opening**

Saratoga, Calif. (May 21, 2007) -- Cinnabar Vineyards & Winery will officially open the doors to its wine tasting room in the Saratoga Village on June 21 with a ribbon cutting ceremony followed by a private gala for the media and trade. Retail operations begin June 2, providing customers with the opportunity to purchase Cinnabar wines, logo-wear, books and wine-related gift items, taste Cinnabar wines for a fee, and attend periodic educational seminars.



The public grand opening on June 23-24 features bottle signings by Winemaker George Troquato from 2-4pm, food item sampling, and special wine prices.

Located at 14612 Big Basin Way, the 1,300-square-foot retail shop is less than five miles from Cinnabar's wine estate in the Santa Cruz Mountains. The upscale décor is contemporary and inviting with warm wood tones including furniture that is made from recycled railroad ties. Business hours will be 11am to 5pm daily.

This "Gateway to the Santa Cruz Mountains" in the Saratoga Village grants easy access to Cinnabar, a factor that is not currently possible given the difficulty of the 2.5-mile mountain road leading to the winery and its policy of only opening during quarterly events.

Tasting Room Manager Ken Om'Iniabohs is expected to have a staff of 10 part-time assistants.

According to General Manager Suzanne Frontz, Cinnabar has been considering the move since 2005 because of ever-increasing customer demand and the infrequency of seasonal open houses. "The village tasting room will enhance our relationships with winery friends and existing customers," said Frontz. "It will also allow us to test market limited-production wines from single vineyards and promote our wine club, the Alchemist Wine Society, that is a great buying tool for repeat patrons."

Tasting room wine exclusives include *Late Harvest Santa Cruz Mountains Chardonnay*, *Paso Robles Marsanne*, *Paso Robles Valdiguié*, *Dry Creek Valley Zinfandel* and more.

In addition, the tasting room will be the headquarters of *Baskets by Cinnabar*, a gift item venture that pairs Cinnabar wines with gourmet foods. "We'll ship to any state where legal or deliver locally via courier," said Frontz.

In accord with the eco-friendly recommendations of Choose to Reuse, the shop utilizes reusable cloth wine totes (four and six-bottle carriers) by Earthwise and brown paper bags (no plastic).

Natural gift items include Soybu (upscale women's apparel made from soy and bamboo), serving bowls made from cork burl, and baskets by a small artisan co-op in Mexico that are hand-woven from pine needles and trimmed in nickel.

Most food items are locally grown or produced: tasting room exclusives by Saratoga Chocolates, organic crackers by Rustic Bakery of Larkspur, and vanilla and chocolate caramels by My Sister's Caramels of Redlands.

For vacationers and parents on the go, the room will be a safe, child-friendly environment with a play area containing agriculturally themed coloring books, crayons and complimentary grape juice.

Cinnabar was founded in 1981 by Tom Mudd, Ph.D., a research engineer at SRI International (Stanford Research Institute) from 1977-82. He directed winemaking operations for nearly 10 years and the construction of the winery cellars and caves in 1987.

Winemaker George Troquato grew up in Los Gatos and has been producing Cinnabar's award-winning wines since joining the company in 1990.

Cinnabar Winery overlooks Silicon Valley from the eastern rim of the Santa Cruz Mountains at 1,650 feet of elevation. The temperate climate and red clay-loam soils contribute deep fruit and earthy components to complex, well-balanced wines that express a unique sense of place. Low-impact farming and first-class production methods punctuate Owner Tom Mudd and Winemaker George Troquato's commitment to uncompromising standards of excellence. Cinnabar produces *Santa Cruz Mountains Cabernet Sauvignon*, *Pinot Noir* and *Chardonnay* as well as *Paso Robles Merlot*, *Monterey Chardonnay*, *Central Coast Pinot Noir*, *Mercury Rising* and *Mercury Rising Blanc* (red and white proprietary blends), and a collection of limited production wines that are only available in the tasting room.

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