



Press Contact:
Phyllis Gillis
Executive Director
707-253-2678

For Immediate Release

2008 PINOT PLUS AUCTION TO FEATURE “MOST BRILLIANT” CARNEROS VINTAGE IN DECADES

Carneros Wine Alliance’s Second Annual Trade Auction, March 29 at The Carneros Inn To Benefit the Education, Training and Scholarship Programs of the Guild of Sommeliers Education Foundation & *Cru Carneros*; Special Lots Dedicated to the Carneros Land Stewardship Foundation

CARNEROS, CA (February 1, 2008): **The Carneros Wine Alliance** will present its second annual Trade Auction, *Pinot Plus* at The Carneros Inn in Napa on **March 29, 2008**. Industry professionals are describing the '07 Carneros vintage as one of the most brilliant in decades. The Pinot Plus Auction will feature rare and unique barrel lots and special offerings from established and newly established wineries and vineyard-winery partnerships.

Pinot Plus tickets are available to the trade only and may be purchased through the Auction website, www.pinotplus.com. Tickets for the event are \$200 per person before March 1; after March 1, tickets will be \$250. (Ticket includes Tasting from 3-5 pm followed by the Auction and Dinner.) For information, visit www.pinotplus.com or call 707.253.2678.

“2007 was a great year for Carneros, one of the best vintages in decades,” stated James Hall, winemaker, Patz and Hall. “The lower than normal yields, combined with a cool summer, resulted in beautifully balanced, concentrated wines full of vineyard character and charm. The Pinot in particular is off the charts.”

Pinot Plus will feature unique lots of the '07 Carneros vintage from premium and ultra-premium producers including Acacia Winery, Adastra, Ancien Wines, Artesa Vineyards and Winery, Beaulieu Vineyards, Bouchaine, Buena Vista Carneros, Castle

Vineyards and Winery, Ceja Vineyards, Clos Du Val, Cuvaision Estate Wines, Domaine Carneros, Donum Estate/Robert Stemmler, Etude Wine, FOLIO Winemakers' Studio/Hangtime, Fotinos, Generations of Sonoma, Gloria Ferrer Caves and Vineyards, Havens Wine Cellars, Kazmer and Blaise/Molnar Family, MacRostie Winery and Vineyards, Madonna Estate, Merryvale Starmont, Nicholson Ranch, Patz and Hall, Pine Ridge Winery, Ravenswood, Rombauer Vineyards, Saintsbury, Schug Carneros Estate Wines, Selene Wines, Talisman Cellars, Toad Hall Cellars, ZD Wines, plus Vineyard Designated Lots from Durell Vineyard, Hudson Vineyards, Hyde Vineyards and Sangiacomo Vineyards.

Special lots will be dedicated to *The Carneros Land Stewardship Foundation*, whose mission is to promote the education, conservation, preservation and restoration of the land, wetlands and ecological habitat in the Los Carneros region of Northern California.

The Carneros Wine Alliance has a longstanding commitment to the education and training of wine service professionals. Proceeds from Pinot Plus will benefit the education, training and scholarship programs of the *Guild of Sommelier's Education Foundation*, and *Cru Carneros*, where the vintners and growers of the Carneros Wine Alliance host members of the new generation of wine and food professionals in their vineyards, wine cellars and homes in a hands-on professional development harvest experience.

The Carneros Wine Alliance

The Carneros Wine Alliance is an association of vintners and growers in the “Los Carneros” AVA. A short drive (45 minutes) from San Francisco, Carneros is a unique region encompassing “a little bit of Napa and a little bit of Sonoma,” spanning the southern portions of both counties. A rustic, wind-swept agricultural area, Carneros is one of the world’s premier winegrowing regions. A cool climate appellation, Carneros has long been known for its Chardonnays, elegant Pinot Noirs and its world-class sparkling wines. Los Carneros – which means “the Ram” in Spanish—has also been recognized for the quality of its Syrah, Merlot and new varietals now grown throughout the appellation.

###