

For Immediate Release

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Big Changes Fermenting at Amador County's Renwood Winery

New owners launch exciting new wines, packaging and tasting room

Plymouth, Amador County, California, July 23, 2011 . . . Big changes are afoot at Amador County's Renwood Winery, one of California's most renowned producers of zinfandel. Since acquiring the winery in August 2011, its new international investors and chairman Alejandro Bulgheroni have spearheaded a comprehensive upgrade of Renwood's wine portfolio, its product packaging and its tasting room, which will be a unique, state-of-the-art venue when it debuts in late August. (During renovations, Renwood is hosting guests in temporary quarters.)

The new tasting room has been completely redesigned to feature several outdoor tasting areas (complete with fire pits); a large room, with fireplace, for private tastings and events; and a handsome new tasting bar. Walnut facades, comfortable couches, leather club chairs and low wooden tables give the space the feel of a chic, yet casual resort club lounge. Hostesses and concierges will attend to guests' every need.

Visitors to Renwood will enjoy a varied menu of tour and tasting options, including seated 'flight' tastings of the winery's diverse zinfandels and specialty wines. The tasting room will also feature olive oils produced by our affiliated companies in Argentina and Uruguay, along with locally made cheeses, fruits and foodstuffs.

Delicious food will be a key feature of the revamped hospitality program at Renwood. The winery has hired a noted Los Angeles chef and caterer to design menus of pre-packaged, seasonally themed salads, sandwiches and other dishes that visitors can purchase and enjoy onsite with their tasting of Renwood wines.

"We are dedicating ourselves to making the finest zinfandels possible, and our superb 2010 vintage showcases our commitment to that goal" says winery president Brent Cohen. "We will provide our guests with unparalleled service and we intend to invest in our local community to help it realize its full potential." To achieve these ends, Renwood is collaborating with several renowned wine consultants to implement innovative new techniques for optimizing grape growing and winemaking practices; has enlisted hospitality experts to extensively train its new tasting room staff; and is planning community-based initiatives to aid youth sports, local food banks and other worthy programs.

"Our new investors are deeply committed to investing in our wine region, our winery and our local community," Cohen states. "This promises to be a wonderful new chapter in Renwood's history, and we are very excited to be turning the page."

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