

TRINCHERO

Family Estates

For Immediate Release:
April 25, 2012

Contact: Carissa Abazzia
Trincherero Family Estates
707-963-5928 ex. 2610
cabazzia@tfewines.com

Trincherero Family Estates Unveils Shatter Wines from France **A Collaboration with Famed Winemakers Dave Phinney & Joel Gott**

St. Helena, Calif. April 25, 2012 – Trincherero Family Estates (TFE) announced Shatter wine - a new collaboration between TFE and wine making legends Dave Phinney of Orin Swift Wines and Joel Gott of Joel Gott Wines.

The name Shatter is a nod to the extreme viticultural conditions in the Maury vineyards in the Roussillon region of France. The inaugural vintage of Shatter is a 2010 Grenache. The label, with its original broken glass photography, showcases the imaginative approach for which Orin Swift is well known, most notably the creation of the Prisoner brand.

Dave Phinney first became intrigued with the Maury region in 2008 and subsequently built a winery. Upon urging from his longtime friend, Joel Gott first visited Maury in 2010 and was amazed at the terroir of the often wind ravaged area. “Maury is known for sweet wines, but not for dry wines,” commented Joel. “Like Dave, I saw an awesome opportunity to make dry Grenache unlike anything I know here in California.”

Bob Torkelson, President and COO of TFE, remarked, “We are thrilled and honored to be working together with Joel and Dave. Shatter is a great fit for our expanding luxury portfolio with a truly innovative wine from an unheralded region of France.”

Dave added, “I’ve seen what TFE has done for Joel Gott’s business in the last 2+ years and the growth is really impressive. I know what TFE can do for a brand in this country and I’m excited to be collaborating on Shatter.”

Trincherero Family Estates is wholly owned and operated by the Trincherero family, Napa Valley vintners since 1948. The company produces more than 22 brands of wine including Sutter Home, Trincherero Napa Valley, Main Street, Napa Cellars, Terra d’Oro, Montevina, Trinity Oaks, Folie à Deux, Ménage à Trois, and the number one alcohol-removed wine, Fre. The company also imports Angove Family Winemakers and Little Boomey wines of Australia, Doña Paula and Carmen from South America, and markets and sells the Three Thieves and Joel Gott brands. www.tfewines.com

###