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VINTAGE POINT MAINTAINS STEADY GROWTH WITH KEY ADDITIONS TO ITS
LUXURY WINE PORTFOLIO

April 21, 2015 – Sonoma, CA – Vintage Point Partners in Wine, a Sonoma-based sales and marketing firm for ultra-premium and luxury wine brands, announced three new brands and a line extension today, adding new offerings to a wine brand portfolio that’s known for its depth and diversity.

- **Higher Ground Monterey County Pinot Noir** has launched as an on-premise only brand, priced \$10-12 by the glass. Fruit for Higher Ground Pinot Noir comes from the higher elevations of Monterey, along the Santa Lucia growing area. Vines enjoy cool morning fog and warm afternoons, resulting in a long growing season and deep, complex fruit flavors.
- **Concrete 2012 Old Vine Lodi Zinfandel** is a blend of 85% Zinfandel, 10% Cabernet Franc and 5% Cabernet Sauvignon, aged for 14 months in a combination of American (60%) and French (40%) oak. The brand is named for the 1940s concrete fermenting tank in which a portion of the wine is fermented. The wine is an intriguing mix of winemaking techniques: A portion is concrete tank fermented, a portion is Flash Détente extracted and then barrel fermented, and a portion is Flash Détente extracted, stainless steel fermented and oak aged. Available nationally, the wine retails for \$20.00.
- From JAQK Cellars, **High Roller** is launching with a **2013 Sonoma Coast Chardonnay** (SRP \$20) and **2013 Paso Robles Cabernet Sauvignon** (SRP \$20). High Roller Chardonnay is sourced from Oak Meadows Vineyard in the Russian River Valley and Cabral Vineyard on the Sonoma Coast. Fruit for the Cabernet Sauvignon comes from two estate vineyards, Firehouse Vineyard and Branch Road Vineyard. The two wines ship this spring and are exclusive to several grocery store chains.

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- **Layer Cake 2014 California Sauvignon Blanc** arrives on shelves nationally this month. Retailing for \$11.99, the wine is 100% Sauvignon Blanc sourced from vineyards within the Alexander Valley, Lake County and Lodi AVAs. Winemaker Jayson Woodbridge has achieved tremendous success with the Layer Cake portfolio, drawing from his favorite AVAs worldwide to craft distinct and affordable wines.

“It’s always exciting to add brands to our portfolio, particularly when the new offerings move us into spaces we don’t currently play in,” said David Biggar, President of Vintage Point. “I’m very optimistic about the success of these wines, based on their quality and craftsmanship, their price to value relationship and how well they speak to current consumer trends.”

About Vintage Point

Formed in March 2006, Vintage Point offers a full range of winery services and a national sales and marketing team that specialize in channel management, placing luxury wines in the optimal retail and restaurant outlets. Vintage Point’s domestic and international clients include Jayson Woodbridge’s Cherry Pie, Hundred Acre and Layer Cake, as well as Coup de Grace, Educated Guess, Gary Farrell Winery, Goose Ridge Vineyards, Moone-Tsai, Sip Moscato and Hidden Ridge, among others. Vintage Point Partners David Biggar, President, and Tom Peterson, Chief Operating Officer, emphasize that “Partners in Wine” signifies not only their own partnership, but the many partnerships they have formed with the luxury wine trade.

Vintage Point is located at 564 Broadway, Sonoma, CA 94576 and can be reached via phone (707) 939-6766 or fax (707) 939-6765. www.vintagepoint.com.

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