

FOR IMMEDIATE RELEASE

NEW 24 KNOTS PINOT NOIR A BREATH OF FRESH AIR

Monterey Bay region's optimal wind conditions produce exceptional wine

NEW JERSEY—August 25, 2011—Named after the speed of cool marine wind that sweeps through the vineyards during the hottest hours of the day, [24 Knots](#) is the newest entrant into the growing Pinot Noir category. Blended from three unique vineyards in California's central coast, 24 Knots brings discriminating wine enthusiasts an exceptional quality Pinot Noir expressive in aromatics, balanced in structure and precise in varietal character.

California Pinot Noir is the third largest selling red wine and continues its strong growth as consumers look for elegant food friendly wines.

"We were wowed by the quality of 24 Knots Pinot Noir 2009, which over delivers for the price," said Glen Knight, Wine Buyer at Los Angeles-based The Wine House. "Given that Pinot Noir is the leading category in sales growth and that the 2009 vintage is being reported as one of the greatest in California history, we anticipate many of our customers will be excited to try 24 Knots."

Available nationwide in September for \$16.99, 24 Knots Pinot Noir 2009 deliciously expresses its birthplace in both style and structure. Created in partnership with Scheid Vineyards, 24 Knots is crafted from fruit grown on the Viento, Riverview and Scheid Vineyards. The gradual slopes and calcareous shale soils at Viento produce fruit with vivid aromas and concentrated flavors, while the decomposed granite soil of Riverview Vineyard in northern Monterey County provides intense color and overall balance. The Scheid Vineyard contributes acidity and length to the final blend. The resulting wine offers ripe strawberry and black cherry aromas, a hint of toast and vivid acidity combined with a long silky finish.

The Geography of Exquisite Wine

The unique geographical location and precise conditions in the vineyards play a critical role in producing 24 Knots. During the summer growing season, frigid water in Monterey Bay cools the air and creates a thick layer of fog that settles in the Salinas Valley each evening. When day

breaks the fog slowly recedes, flooding the inland valley with sunshine and warm temperatures, causing surface air to rise. A vacuum effect, created by the rising hot air, pulls cool marine air down the valley. By the time the wind approaches 24 Knots vineyards, it reaches a velocity of 30 miles per hour or 24 knots. The cool wind slows the sugar ripening process, allowing tannins to sufficiently soften before harvest. 24 Knots is hand harvested precisely when an ideal balance of sugar and phenolic ripeness has been struck, yielding a Pinot Noir of exceptional quality and character.

For more information visit 24knotswine.com or [watch an overview on YouTube](#).

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