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PRESS RELEASE

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Vina Robles Winery enters the California market.

A venture of truly international flavor has come to fruition in Paso Robles with the first California release of wines from Vina Robles Winery - a project started by two Swiss entrepreneurs back in 1996. They have recently hired a small sales force to take their Paso Robles appellation wines out to consumers across the United States.

Vina Robles Winery is the dream turned reality of Zurich based restaurateur and developer, Hans Nef, who has a love of the wines from Bordeaux and the Rhone valley. Looking to fulfill that dream he began a search of both the Old and New World for that perfect spot and with the help of a long-time home town friend and business associate, Hans Michel and his farm management company in Fresno, found what he was looking for in Paso Robles. That was 1996 and that year the oak studded land that would become Vina Robles Estate was purchased and soon planted with vines. Today, a stylized oak from the vineyard is depicted on the Vina Robles label as their motif. Next to join the team was a Swiss winemaker, Matthias Gubler, who came from a winemaking background on his family's vineyard in Switzerland. With a degree in oenology and stints in northern California, Italy and France he jumped at the chance to return to California and sees his current job as “the opportunity of a lifetime.”

The first wines were produced in 1999 in small quantities. Cabernet Sauvignon, Merlot, Syrah, Petite Sirah and Sauvignon Blanc were exported to Switzerland and are distributed nationally through Mövenpick, a large food and beverage company.

With increased vineyard holdings and production, Vina Robles now has hired two locals as their sales force, also with an international flavor. Marc Laderriere, Director of Sales & Marketing, a Frenchman, who has made the Central Coast his home has 20 years experience in the industry. Julian Sudano, Regional Sales Manager, a New Zealander, who has worked in wine sales and as an international wine broker for the last six years. Ground breaking for a tasting room should begin this fall, on highway 46 East, just west to the Hunter Ranch golf course and it should be functional in the summer of 2004. In the meantime, the wines of Vina Robles should start appearing soon in retail outlets and restaurants locally.