

For Immediate Release
Contact: Marc Laderriere (805) 227-4812
m.laderriere@vinarobles.com
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VINA ROBLES WINERY'S HOSPITALITY CENTER NOW OPEN IN PASO ROBLES

Mission-Style Estate to Host Public Grand Opening on August 18 & 19, 2007

Paso Robles, CA—Vina Robles Winery will embark on a new era in Paso Robles with the upcoming opening of its Mission-style hospitality center on Mill Road adjacent to Highway 46 East. The festivities begin with a private inauguration ceremony on Wednesday, August 15, a limited-attendance winemaker's dinner on Friday, August 17, followed by a public grand opening on Saturday, August 18 (see below for details).

The new 14,000-square-foot hospitality center occupies 30 acres with sweeping views of the surrounding wine country. It combines classic California Mission-style design with modern European elegance, including soaring interiors, large picture windows, state-of-the-art technology and a courtyard with a three-tier fountain.

Vina Robles planted vineyards starting in 1997 in Paso Robles and released its first estate-grown wines beginning with the 2000 vintage. The winery specializes in red varietals that excel in the region, including Cabernet Sauvignon, Petite Sirah, Syrah and Zinfandel. Vina Robles is owned by Hans Nef and his family, of Zurich, Switzerland

"I am excited and honored to open our doors and to see Vina Robles become an integral part of the Paso Robles visitor experience," said Nef. "Our first goal as a winery was to establish our own vineyards and to secure widespread distribution and recognition for our wines. Now the time has come to achieve our second goal, which is to personally share our wines with visitors from around the world."

The Vina Robles hospitality center was designed by Pults & Associates of San Luis Obispo. Stylistically, it draws from many sources, most notably the historic California Missions, including nearby Mission San Miguel Arcangel and Mission San Luis Obispo de Tolosa. "We wanted to create an environment that is contemporary and modern yet familiar and comfortable," Nef said.

The interior of the hospitality center consists of three main areas: the tasting room, retail shop and banquet facility, which is called the Signature Room. The tasting room features a triangular island bar facing a picture window overlooking nearby vineyards. It also includes a large stone fireplace, comfortable chairs and a small lounge area with a library. The retail area features custom made merchandise islands showcasing fine wines, gourmet items from Dean & Deluca, coffees, sauces, spices and select Swiss products. There is also a deli section with artisan cheeses and meats.

Featured wines will include Vina Robles' estate releases, as well as limited-production wines available only at the tasting room. These include the 2004 Syrée, a distinctively luscious blend of Syrah and Petite Sirah, of which less than 300 cases were produced.

VINA ROBLES GRAND OPENING FESTIVITIES

Location: Vina Robles Hospitality Center at 3700 Mill Road in Paso Robles

Wednesday, August 15 – Private Inauguration Ceremony: By invitation only.

Friday, August 17 – Winemaker's Dinner: A limited-attendance dinner with owner Hans Nef and Winemaker Matthias Gubler. The event begins at 6 p.m. with a reception, followed by a formal dinner in the Signature Room. Cost is \$85 per person, \$65 for Wine Club members, all inclusive. Attendance is limited to 80 people. Call Adrianna Santiago at (805) 369-0140 to RSVP.

Saturday, August 18 – Public Grand Opening: The general public is invited to attend the official grand opening from 10 a.m. to 6 p.m. Admission is free. The festivities will include live music and gourmet barbecue appetizers.

For More Information and Directions: Visit www.VinaRobles.com or call the winery at (805) 227-4812.

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