



BLUE CELLARS FEATURED IN
WINE & SPIRITS MAGAZINE AS ONE OF YEAR'S
BEST

Blue Cellars 2003 Syrah featured in February issue of renown magazine

FOR IMMEDIATE RELEASE

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San Francisco, Calif. – Blue Cellars 2003 Carneros Napa Valley Truchard Vineyard Syrah makes its second appearance in *Wine & Spirits Magazine*, this time in the February 2007 issue on newsstands now.

In the issue, they recognize Blue Cellars as having one of the year's best Syrahs. Over the last 12 months, *Wine & Spirits Magazine* tasted 345 American Syrahs and the Blue Cellars 2003 Carneros Napa Valley Truchard Vineyard Syrah is rated among the top 14 Syrahs.

“This is great news and couldn't have come at a more exciting time because we are just getting ready to release our 2004 Syrah which in my opinion is our best Syrah to date,” said Blue Cellars CEO Jim Fenstermaker.

Blue Cellars first appeared in the October 2006 issue of *Wine & Spirits Magazine* as one of its new release recommendations with a 93 points rating which came after a gold medal award that Blue Cellars received at the 2006 San Francisco International Wine Competition held June 23-25, 2006.

Considered by many in the industry to be one of the biggest and most prestigious wine judging competitions in the United States with 19 countries represented and over 1,000 wineries participating, the young winery was among only 26 wines to receive such a distinction in the Syrah/Shiraz category. In all, there were 322 entries in the category.

Jeff Ritchey serves as chief vintner for Blue Cellars whose first vintage occurred in 2003. Ritchey's impressive resume also includes winemaking for San Saba Vineyards,

Sensorium and Picchetti Winery. He was also featured in April's *Food & Wine Magazine* moonlighting winemakers article.

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“We are proud of our wines and it’s nice to know that others are appreciating our product and that we are getting recognized by experts in the industry,” Ritchey said .

In addition to its award-winning Syrah, Blue Cellars also produces a 2003 Petite Syrah Port which has also received accolades. It was chosen as a *Food & Wine Magazine* staff issue favorite and was paired with actress Jeri Ryan’s blueberry-raspberry tart in its July 2006. Ryan, who has appeared in such shows as *Star Trek Voyager* and *Boston Public*, is engaged to renown chef Christophe Eme’ whose current endeavor is Ortolan restaurant in Los Angeles.

For more information about Blue Cellars: please visit www.bluecellars.com or call 800-992-BLUE or e-mail info@bluecellars.com.

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