



BLUE CELLARS FEATURED IN **WINE & SPIRITS MAGAZINE**

Blue Cellars 2003 Syrah featured in October issue of renown magazine

FOR IMMEDIATE RELEASE

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San Francisco, Calif. – Blue Cellars 2003 Carneros Napa Valley Truchard Vineyard Syrah is featured as a *Wine & Spirits Magazine* new release recommendation with a 93 points rating in its October issue, which is available on newsstands now.

“Getting the recognition from a respected publication like *Wine & Spirits* is phenomenal,” said general partner Jeff Brock. It’s nice to get this kind of attention so early in the history of our company. We hope this is just the beginning.”

The Wine and Spirits mention comes after a gold medal award that Blue Cellars received at the 2006 San Francisco International Wine Competition held June 23-25.

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.

“Receiving 93 points is great recognition of our passion for winemaking,” said winemaker and partner Jeff Ritchey. “We are proud of our wines and it’s nice to know that others are appreciating our product as well.”

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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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 Emé' 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.