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NEW RED WINE JOINS SYMPHONY IN OBSESSION LINE

-- New Label Design for Ironstone's Most Popular Wine --

Lodi, CA – Ironstone Vineyards, the well-known family owned-and-operated California winery with vineyards in both Lodi and the Sierra Foothills, has unveiled a red companion for their popular white wine, Obsession Symphony, while also refreshing the Symphony label.

Obsession Red is a blend of Merlot, Zinfandel and Petite Sirah grapes from both their Lodi and Sierra Foothills Estate vineyards, with the sandy loam soils of Lodi mixing with the iron-rich volcanic soils of the Sierra Foothills. The result is a wine of incredible spiciness with aromas of nutmeg and cloves, and bursting with flavors of blueberries and plums, with hints of chocolate and mint. The winery practices sustainable viticultural practices to both improve the quality of the grapes and to help preserve the surrounding habitat.

This new red wine features a white label with a copper foil grapevine in the shape of a heart. It complements the revised label for Obsession Symphony (the white grape that is a

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crossing of Muscat of Alexandria and Grenache Gris that was developed by viticulturist Dr. Harold Olmo at the University of California, Davis in 1948). Ironstone has been making Symphony since 1990 (with the first few vintages coming from Dr. Olmo's personal vines) and it is the winery's most popular wine.

Joan Kautz, co-owner of Ironstone with her parents and brothers, discusses the design of the Symphony label. "The yellow daffodil on the Obsession Symphony label is emblematic of our winery in Murphys, which is a veritable botanical garden overflowing with all kinds of flowers and plants over 14 acres. Chief among them are 300,000 daffodils that our father John planted when the winery was first built in the late 1980s. It is the largest collection of daffodils grown in one place and has spawned the annual Ironstone Wine, Food and Daffodils Festival to welcome nature's renewal in the spring.

"We've refreshed the label's daffodil in the same way that nature is refreshed every spring," she says, "updating it without losing it's fresh, fun feel. It continues to honor our parents' passion for renewing the land, whether through their botanical endeavors or our sustainable farming practices in the vineyards. The new Obsession Red, and updated Obsession Symphony label, are also part of the marketing efforts we launched when we started working with Quintessential last winter to reinvigorate all of our wines."

Founded in 2002 by father and son, Stephen D. and Dennis Kreps, Quintessential is a family owned-and-operated fine wine import, marketing and sales company headquartered in Napa, CA. It is dedicated exclusively to representing multi-generational, family owned-and-operated producers who have the same passion for winemaking as Quintessential has in strategically marketing and selling their wines. These producers, from the top wine regions around the world, create wines that offer the best, most authentic expression of the terrior from their respective regions.

*Quintessential's roster of "top-quality" family producers include **Bodega Valentin Bianchi** and **LTU** from Argentina; **Henry's Drive/Pillar Box**, **Shirvington**, **Paringa**, **3 Rings**, **Kay Brothers** and **Frankland Estate** from Australia; California's **Ironstone Vineyards**, **Eponymous** and **Two Angels**; the Chilean wines of **Matetic Vineyards**, **Vina Koyle** and **Terrapura**; **Gustave Lorentz**, **Cachette** and **Esprit du Rhone** from France; the **Karolyi Estate** wines from Hungary; Italy's **Attilio Ghisolfi**, **Paolo Manzone**, **Luca Bosio**, **Ascevi Luwa**, **Tenuta di Vignole**, **Agricola Vallone**, **Vino dei Fratelli** and **Villa de Varda Grappas** and **Fruit Liqueurs**; the Portuguese wines of **Quinta do Vallado** and **Casa de Vila Nova**; Spain's **Bodegas Muriel**, **Vina Eguia**, **Conde de los Andes**, **Marquis de Elciego**, **Real Compania de Vino**, **Bodegas Navarro Lopez**, **Bodegas y Vinedos Garcia Figuero** and **Vallformosa Cavas**, and South Africa's **Simonsig Estate**.*

For more information, contact Quintessential at (707) 226-8300 or www.quintessentialwines.com.

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