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Media Contact: Apolloni Vineyards
Laura Gordon, 503.307.3250
Laura@apolloni.com

Oregon Producer Launches New Label

Apolloni Vineyards releases Super Tuscan Style blend & Conti di Val Seriana label



FOREST GROVE, OR – September 8, 2008 – Known for producing premium Pinot Noir and classic Italian style white wines, Apolloni Vineyards is launching a new label, *Conti di val Seriana*, with the debut of a Northwest grown, Italian style red blend. This limited release wine will be available exclusively in the local market at the end of September.

Under the guiding hand of Alfredo Apolloni, owner/winemaker, this unique, small production wine is a true expression of Italian winemaking. “Having grown up in northern Italy, I have always loved the red wines reflective of the region. The decision to grow and produce wine in the Pacific Northwest has allowed me to achieve my goal and passion; bringing the bounty of local fruit together to capture the red wines I grew up producing with my family. The region’s unique climate, with warm sunny days and cool nights, ideally capture sunshine in a bottle to form the core of a Super Tuscan style red blend. I truly feel this wine is enhanced

by the outstanding growers and spirit of collaboration unique to the Pacific Northwest.”

“Soleggio,” derived from the Italian word for sunshine, is a Sangiovese (45%), Cabernet Sauvignon (45%), and Merlot (10%) blend that sends one soaring back to Tuscany. The bright fruit characteristic of Sangiovese is balanced with the earth and structure of Cabernet and Merlot to make a truly extraordinary wine. The new *Conti di val Seriana* label, features hand crafted, small batch red wines, made exclusively from Columbia Valley fruit. The distinctive label pays homage to traditional northern Italian winemaking, incorporating the Apolloni family crest, with origins dating back to the 16th century. Alfredo and his wife, Laurine, live at their vineyard at the north end of the Willamette Valley. With over 40 acres planted on two sites, a tasting room and winery, they are proud to be certified by the Oregon LIVE Sustainable Viticulture and Salmon Safe programs. The debut of “Soleggio” reflects Apolloni Vineyards newest partnership with Washington growers from the Columbia Valley, including highly regarded Pepper Bridge and Candy Mountain vineyards, embracing the best of the northwest growing region.

To find out more about Apolloni Vineyards, request samples and purchasing information, contact:

Apolloni Vineyards, 14135 NW Timmerman Road, Forest Grove, OR , 503.330.5946

www.apolloni.com