

# Alexander Valley Vineyards®

## FOR IMMEDIATE RELEASE:

### Alexander Valley Vineyards releases new wine label in well known Zinfandel series

Healdsburg, CA: October 5, 2010 - Alexander Valley Vineyards announced the release of a daring new label on the 2008 Temptation Zinfandel. The label change was designed to align Temptation Zinfandel with the eye-catching graphics of Sin Zin and Redemption Zin, AVV's two other proprietary Zinfandels. Temptation Zinfandel's new label completes the series with a sensuous and risqué image of the fabled Adam and Eve.

For over 31 years the Wetzel Family has marketed Zinfandels with attention-getting graphics and this newest label stands out from all others. AVV founder Hank Wetzel was instrumental in bringing change to the wine industry when he received approval for the daring Sin Zin image from the ATF and bottled a wine with eye catching graphics and a controversial label in the late 70's. Until that time most of the wine industry did not consider using whimsical labels to get the consumer to pick up the bottle. Sin Zin immediately became a cult classic and still carries the original bacchanalian image, though it has been updated to full color in recent years. Wetzel followed up Sin Zin in 2001 with Redemption Zinfandel and placed an equally captivating image of St John the Baptist, a c. 1540 Renaissance painting from the Prado Museum in Madrid, on the bottle.

The original Temptation Zinfandel was launched in 2004 with a bright orange label, dancing skeleton and a stelvin closure. The wine was an immediate hit with fun loving wine drinkers, but there was always some confusion about the image on the label. "The new label clearly illustrates Temptation to everyone," says Robert Wetzel, Family Partner. "It is attention getting and provocative, much like temptation itself. It is immediately recognizable as part of our Zinfandel family and builds on Sin Zin's three decades of popularity." In addition, the name of the wine is now larger and easier to read across the top of the label. Other changes include larger and bolder varietal lettering to eliminate confusion and a solid black stelvin closure that mimics the other wines in the series.

The 2008 Temptation Zinfandel with the new label is now shipping from Alexander Valley Vineyards and consumers will find it in the marketplace in the next few weeks.

#### **About Alexander Valley Vineyards:**

Alexander Valley Vineyards is a family-owned and operated winery located in the heart of Sonoma County's Alexander Valley, on the historic property originally settled in the 19<sup>th</sup> century by Cyrus Alexander, the valley's namesake. For 35 years, the Wetzel Family has been producing an array of estate wines that reflect the unique character of the property. AVV's vineyard practices were initially recognized by the California Sustainable Winegrowing Alliance in March 2006 and they are one of 14 wineries recognized as a Sonoma Green Business.

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