

ALEXANDER VALLEY VINEYARDS

FOR IMMEDIATE RELEASE:

Temptation Zinfandel named Best in Show at 38th Annual Monterey Wine Festival

Healdsburg, CA June 25, 2014

Alexander Valley Vineyards took top honors at the 38th Annual Monterey Wine Festival held in Monterey, CA with one of their iconic Zinfandels. AVV's Temptation Zinfandel was awarded a Gold Medal and after a unanimous vote from the panel of judges named Best in Show. Temptation showcases the bright berry and spicy flavors that makes Zinfandel so appealing to wine drinkers across the country.

For over 35 years the Wetzel Family has produced Zinfandels labeled with attention-getting graphics and Temptation's eye catching label features an illustration of Adam and Eve and the first sin. The inspiration for the label was the c. 1511 mosaic by Raphael that decorates the reception area of the Papal Apartments in the Vatican, known as "*Stanza della Segnatura*"- Room of the Signatura. With a gold leaf background the mosaic is one of the most stunning images created by Raphael and is seen by millions in the Vatican Museum in Rome. Healdsburg artist Chris Blum worked with the winery and made a few changes to the original image including the strategic addition of grape leaves and grapes to carry out the wine connection.

Temptation Zinfandel joins a distinguished lineup of champion wines at Alexander Valley Vineyards. In the past twelve month Sin Zin was named Grand Champion at the California Zinfandel Championship and Alexander School Reserve Cabernet Sauvignon took Best In Show at the Hilton Head Island Wine and Food Festival. The winery tasting room is open 10 – 5 and complimentary cave tours are offered at 11 and 2 daily.

About Alexander Valley Vineyards:

Alexander Valley Vineyards (<http://www.avvwine.com>) is a family-owned and operated winery located in the heart of Sonoma's Alexander Valley, on the historic property originally settled in the 19th century by Cyrus Alexander, the valley's namesake. Since 1975 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 again in 2010 when named a Sonoma Green Business. CYRUS® is a registered trademark of Alexander Valley Vineyards.

###