

ALEXANDER VALLEY VINEYARDS

FOR IMMEDIATE RELEASE:

Sin Zin named Grand Champion at 2013 California Zinfandel Championship

Healdsburg, CA September 7, 2013

Alexander Valley Vineyards Sin Zin 2011 took top honors in the 17th California Zinfandel Championship held in Pittsburg, CA. Sin Zin was named Grand Champion on Friday night at the annual awards dinner after a distinguished panel of judges including Bev Mo's Wilfred Wong judged hundreds of wines showcasing California's favorite grape.

This latest award is one of many won by Sin Zin over the past three decades. AVV's Hank Wetzel produced the first vintage in 1978 and the wine was bottled and given out to family and friends. His sister Katie Murphy named the wine and with the addition of a risqué image the cult classic was created. The wine was so popular that in 1980 AVV produced 1,000 cases of Sin Zin for the national market. Like many Zinfandels made in the 1980s, those early vintages were big, bold and brash. Between 1984 and 1988 AVV bottled the wine under their Estate label instead of the Sin Zin label and the wine evolved to a more elegant style. Customers loved the wine, but rebelled and cried out for the return of the original Sin Zin label. Wetzel listened and in 1989 Sin Zin returned. Since then the label has been updated several times, while the wine remains true to the Northern Sonoma's Alexander Valley – showcasing elegant, jammy, spicy zinfandel.

Sin Zin joins a distinguished lineup of champion wines at Alexander Valley Vineyards. In 2010 the winery took home top honors for the Sweepstakes winning White Wine at the Sonoma Harvest Fair and CYRUS, their Bordeaux styled red blend, has been named Grand Champion at the Houston Rodeo International Wine Competition an unprecedented three times.

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.

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