

FOR IMMEDIATE RELEASE

PRESS CONTACT: Kate Jones

707.433.4173; katejones@pon.net

WINERY CONTACT: Debra Mathy

707.431.2700; debra@dutchercrossingwinery.com

www.dutchercrossingwinery.com

NEW LABEL AND NEW VINEYARD DESIGNATED WINES:

DUTCHER CROSSING WINERY EMBRACES THE JOURNEY FORWARD

Original Label Design by Pate International featured on new release Zinfandels

HEALDSBURG, CA, FEBRUARY 18, 2009 — Dutcher Crossing Winery is launching its new label design, featured on the inaugural release of two vineyard designated Zinfandels. Symbolizing Dutcher Crossing's future direction, the original label showcases a vintage high-wheel bicycle, an image with much meaning for Proprietor Debra Mathy. An avid cyclist and lover of bicycles since childhood, the last Christmas present she received from her late father was a vintage high-wheeler. "The icon represents Dutcher Crossing's pursuit of quality small-lot winemaking, the guiding power of my father's imagination, and the timeless qualities of an artisan approach to life," she explained.

The bicycle also commemorates the journey that Debra and her father traveled during the past decade to find the winery of their dreams and the journey that now lies ahead for Debra since the passing of her father just a few months before their dreams became a reality. Today, she and her team are moving forward with new vineyard-designated wines and new estate vineyard plantings, and they are living out the dream that father and daughter had set out to find.

"In the first five months of owning the winery, our winemaker Kerry Damskey and I added four new vineyard designated wines to our small-lot program," she stated. "We are also re-planting much of the estate vineyards surrounding the winery, including a Chateauneuf-du-Pape style planting of Grenache, Syrah, Mourvedre, Cinsault and maybe a little Counoise. Kerry and I are both big fans of Rhone wines, and wines of that region will continue to become part of our program here."

They are also enthusiasts of Dry Creek Valley Zinfandel, as can be seen in the inaugural release of both "Bill's Block" and the Bernier-Sibary Zinfandel which aim to capture the vineyard site in the bottle. Both vineyards are planted in the style of a classic Italian Field Blend: Zinfandel with small additions of Petite Sirah, Carignane, and Mataro. As with all of the Maple Vineyard, "Bill's Block" is dry farmed, and it has the added intensity of older vines that were planted in 1940. Tom and Tina Maple have since replicated much of their new plantings on the tradition of the older blocks such as Bill's. The 6-acre Bernier-Sibary Vineyard was planted in 1999 and employs low-impact and dry farming techniques. Legendary Dry Creek Valley grower, Paul Bernier designed the planting and oversees all aspects of the vineyard, which is owned by Scott Sibary and Jane Kerlinger. The vineyard is located off Canyon Road and is a convergence of six soil types.

Dutcher Crossing's 2007 Maple Vineyard, "Bill's Block" Zinfandel is deep purple in color with a nose of candied plum and blackberry, a mild exotic spice, and a slight orange zest note that rounds out the aromas. The palate is lush and soft in texture and has a satisfying length. The Dutcher Crossing 2007 Bernier-Sibary Zinfandel reflects this singular hillside site. Dark garnet hues and aromas of blueberry, bramble, and subtle rose combine with slight coffee undertones in an elegant, slightly restrained style. On the palate, delicate flavors of blackberry and mild anise linger with a flavorful, structured finish.

The new label design graces both bottles. The label was designed by Pate International, highly recognized San Francisco graphic artists known for their famous designs of labels for exclusive wineries in both Sonoma and Napa Valley. The "Bill's Block" and Bernier-Sibary Zinfandel are available for \$49 and \$39 respectively, and they can be purchased at the winery or online at:

8533 Dry Creek Rd, Geyserville, CA 95441 -or- www.dutchercrossingwinery.com