



*Napa Valley*

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Contacts: Julie Ann Kodmur, 707/963-9632, [corking@julieannkodmur.com](mailto:corking@julieannkodmur.com)  
or Brandye Alexander, 707/963-6634, [BrandyeA@rombauer.com](mailto:BrandyeA@rombauer.com)

## **POPULAR WINES READY TO HELP YOU PLAY SANTA** **Online ordering, holiday packaging make gift-giving easy**

ST. HELENA, NAPA VALLEY, Calif., October 26, 2016 — Rombauer Vineyards offers several wine collections and club memberships as convenient, sure-to-please holiday gift ideas.

Shoppers may choose two- or three-bottle sets of top-selling wines packaged in an attractive gift box with the winery's logo. "Our gift sets have become popular items over the past several holiday seasons," says Cheryl Riedel, director to consumer sales manager. "Our customers love that they can pour themselves a glass of wine, sit down with their laptop or tablet, and have a stress-free shopping experience."



Rombauer offers five gift sets ranging from \$80 to \$190. Starting November 1, they may be ordered at [rombauer.com](http://rombauer.com), as well as by calling 866.280.2582 or visiting the winery's St. Helena Tasting Room. The sets will start shipping mid-November.

Gift sets include:

**The 3 Cheers** — 2015 Carneros Chardonnay, 2013 Carneros Merlot and 2014 El Dorado Zinfandel presented in a logo gift box. \$115 retail, \$97.50 club members.

**The Life of the Party** — Two of the winery's top-selling wines, 2015 Carneros Chardonnay and 2014 El Dorado Zinfandel, presented in a logo gift box. \$80 retail, \$68 club members.

**The Proprietor Set** — Two of the winery's single-vineyard Cabernet Sauvignons from a classic vintage, 2013 Stice Lane Cabernet and 2013 Atlas Peak Cabernet, presented in a logo gift box. \$190 retail, \$161.50 club members.



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**The Classics** — 2015 Carneros Chardonnay and 2014 Napa Valley Cabernet Sauvignon presented in a logo gift box. \$100 retail, \$85 club members.

**The Instant Celebration** — 2010 Le Meilleur du Chai, meaning “Best of the Cellar,” packaged with a pair of Rombauer signature wine glasses in a logo gift box. \$110 retail, \$93.50 club members.

Other gift ideas for wine lovers are memberships to one of the winery’s four wine clubs: Classic Club, Chardonnay Club, Koerner’s Cabernet Club or Zinfandel Club. Memberships in one or more clubs offers valuable benefits, including members-only events, complimentary tastings and cave tours, savings on wine, and more. More information: <http://www.rombauer.com/wine-clubs/our-wine-clubs/>

**About Rombauer Vineyards:** Rombauer Vineyards was founded in 1980 in St. Helena by Koerner and Joan Rombauer, who built their three-level winery into a hillside to take advantage of the natural cooling influences. Caves were added to the property in the 1990s, and today, state-of-the-art equipment includes three optical sorters, basket presses and peristaltic pumps, which ensure gentle handling of the wine every step of the way. The winery has one of the largest red wine barrel fermentation programs in Napa Valley. Rombauer owns and sustainably farms 350 acres of vineyards in St. Helena, Carneros, Atlas Peak, Calistoga and the Sierra Foothills as well as purchases grapes through long-term relationships with growers in these appellations.

Koerner Rombauer’s great-aunt Irma Rombauer was the author of the landmark cookbook *The Joy of Cooking*. The winery maintains a close relationship with Irma’s descendants, the Becker family, who have continued *The Joy of Cooking* legacy with regular updates. The Beckers provide recipes and food pairings for Rombauer wines and visit the winery each July as part of the annual Joy of Wine event celebrating the release of the newest vintage of Rombauer’s iconic Carneros Chardonnay.

The winery’s current nationally distributed wines are 2015 Carneros Chardonnay, 2013 Carneros Merlot, 2014 Napa Valley Cabernet Sauvignon, 2013 Diamond Selection Cabernet Sauvignon and 2014 Rombauer Zinfandel. In addition, Rombauer Vineyards produces Sauvignon Blanc, and several limited-production and single-vineyard Chardonnays, Cabernets, Zinfandels and dessert wines available only through the winery.

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