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Michael Mondavi Family Wines Outrank Legendary French Wines in Blind Cabernet Sauvignon Tasting

M by Michael Mondavi tops Chateau Lafite-Rothschild Pauillac and Chateau Margaux.

NAPA, CA – November 18, 2009 – In a recent blind-tasting, wine trade members and passionate consumers placed M by Michael Mondavi, a limited production Cabernet Sauvignon from the iconic winemaking family of Napa Valley, in first place over a selection of Bordeaux wines with an average price of nearly \$500 per bottle. The blind tasting was part of a Bordeaux seminar led by Daniel Greathouse of Heidelberg Distributing Company at the World Series of Wine in Cleveland, Ohio.

The final results of the blind tasting were as follows:

- 1st place: 2005 M by Michael Mondavi, Napa Valley (\$200 suggested retail)
- 2nd place: 2006 Chateau Lafite-Rothschild Pauillac (\$500 average retail)
- 3rd place: 2006 Emblem Cabernet Sauvignon, Rutherford (\$49 suggested retail)
- 4th place: 2006 Emblem Cabernet Sauvignon, Oso Vineyard (\$49 suggested retail)
- 5th place: 2006 Chateau Margaux (\$500 average retail)

“As Cabernet producers around the world improve soft tannin development and produce wines that are more accessible at four or five years of age, these comparisons become more relevant than a generation ago when ‘new world’ wines were seen as having an early tasting advantage over European counterparts needing a decade to show well,” said Daniel Greathouse, president of Heidelberg Distributing Company and Bordeaux importer.

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The recently released Napa Valley single-vineyard Cabernet Sauvignon bottlings from the Michael Mondavi family – Emblem Rutherford and Emblem Oso Vineyard – also fared well in the tasting.

“We are absolutely thrilled with the results of the blind tasting,” said Michael Mondavi, founder and “coach,” Folio Fine Wine Partners. “My family has always set out to create elegant, approachable wines that not only invite you back for a second glass, but will age and develop over time.”

“We are also thrilled with how our newest wine, Emblem, fared in the tasting,” Mondavi added. “Especially considering the price of a *dozen* bottles of Emblem is still less than that of a single bottle of Chateau Margaux, which came in just behind both Emblem wines.”

“Based on the first-place position of M by Michael Mondavi, we look forward to entering it into another blind tasting, this time with California Cult Cabs and a few Southern-Hemisphere and European competitors for a broader perspective of this new entry on the world stage,” said Greathouse, who creates tastings and competitions each year at Cleveland’s World Series of Wine to benefit public television’s “Ideastream” on WVIZ-TV.

The tasting was conducted at Cleveland, Ohio’s Renaissance Hotel on November 7, 2009. The 36 participants were seated at tables with samples pre-poured into Schott Zweisel Tritan stemware. Each taster ranked the wines by preference and rated them on a 100-point scale. Composite scores were based on number of first place votes and the formula of 3 points for first place, 2 points for second place and one point for third place votes. Professional industry members and sommeliers checked samples for integrity and temperature uniformity as well as clean glassware and neutral setting.

About Folio Fine Wine Partners

Founded in 2004 by the Michael Mondavi family, Folio Fine Wine Partners is an importer, fine wine agency and producer of quality wines from the world's premiere and emerging wine regions. Folio provides sales, marketing and public relations services to wine brands from California, Argentina, Italy, Austria, Spain and New Zealand.

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