

ESTD  1876

# BERINGER®

NAPA VALLEY

FOR IMMEDIATE RELEASE

## BERINGER VINEYARDS PRESENTS “NAPA’S FINEST” WITH DEBUT OF ITS AWARD-WINNING WINES AT VINEXPO ASIA-PACIFIC 2012

(Booth DE 93)

**May 11, 2012, Hong Kong** – Beringer Vineyards, the longest-running and most awarded winery in the Napa Valley, will showcase its flagship Private Reserve Cabernet Sauvignon along with its Napa Valley portfolio at Vinexpo Asia-Pacific 2012 in Hong Kong. This is the first time Beringer Vineyards will participate in Vinexpo Asia-Pacific, a measure of the importance of the Asia marketplace to the winery and its commitment to the region.

The event also serves as a perfect platform for Ed Sbragia, Beringer’s 6<sup>th</sup> winemaker in its 136-year history, to share wines from the top American Viticultural Area in California with Asian wine professionals and demonstrate Beringer’s expertise in crafting Napa finest wines. Wine professionals attending the Beringer Vineyards master classes will taste various library vintages of the prestigious Private Reserve Cabernet Sauvignon and Single Vineyards, and will have an exclusive preview tasting of the 2009 Private Reserve Cabernet Sauvignon before its release in October 2012.

“In 1876, brothers Jacob and Fredrick Beringer established Beringer Vineyards and dreamed of making wines that rivaled the finest first growth properties in Europe. Today, we believe we have realized that dream as the most awarded winery in the Napa Valley. We are excited to share our finest Napa wines with industry professionals and wine enthusiasts in Asia at Vinexpo and demonstrate why Beringer is considered an iconic American winery with impeccable Napa pedigree,” Ed Sbragia, Winemaker Emeritus, said.

With the present use of state-of-the-art technology applied to age-old traditions, Beringer Vineyards has more 90+ point ratings from Wine Spectator & Wine Advocate than any vineyard in the US. In addition, Ed Sbragia is the only winemaker in the world to receive *Wine Spectator Magazine’s* “Wine of the Year” award for both a red (1986 Private Reserve Cabernet Sauvignon, awarded in 1990) and a white wine (1994 Private Reserve Chardonnay, awarded in 1996). His greatest achievement to date has been to establish Beringer Vineyards as one of the cornerstones of the Napa Valley wine industry.

During the three-day Vinexpo Asia-Pacific 2012, wine professionals are welcome to visit the Beringer booth (**DE93**) and taste through the portfolio, as well as attend one of the three master classes being staged during the exhibition. For a list of the master classes please refer to the table below. Reservation for seating is strongly recommended. To make a reservation please use contact information below.

### About Beringer Vineyards

Beringer has been Napa Valley’s benchmark producer since its establishment in 1876. Winemaster Ed Sbragia and Chief Winemaker Laurie Hook craft classic wines from Napa’s finest appellations and Beringer’s exceptional

ESTD  1876

# BERINGER®

NAPA VALLEY

collection of vineyards. A winemaking legacy of 136 years is reflected in the acclaimed portfolio of wines which are collected worldwide. The historic estate in St. Helena offers a tradition of hospitality that defines the Napa Valley. [www.beringer.com](http://www.beringer.com)

###

For high resolution photos, please visit: <http://clients.ruderfinnasia.com>

User name: media\_beringer\_hk

Folder: Vinexpo Asia Pacific 2012

(Password is not required)

Photo Captions:

- (1) Ed Sbragia, Winemaker Emeritus of Beringer Vineyards, is the only winemaker in the world to receive *Wine Spectator Magazine's* "Wine of the Year" award for both a red (1986 Private Reserve Cabernet Sauvignon, awarded in 1990) and a white wine (1994 Private Reserve Chardonnay, awarded in 1996).



- (2) Beringer Vineyards' flagship Private Reserve Cabernet Sauvignon



- (3) Beringer Vineyards, the longest-running and most awarded winery in the Napa Valley, will showcase its flagship Private Reserve Cabernet Sauvignon along with its Napa Valley portfolio at Vinexpo Asia-Pacific 2012 in Hong Kong.

ESTD  1876

# BERINGER®

NAPA VALLEY



For further information, please contact:

Ruder Finn Asia  
Vickie Ho / Doris Cheng  
Tel: +852 2201 6438 / +852 2201 6423  
Email: [hov@ruderfinnasia.com](mailto:hov@ruderfinnasia.com) /  
[chengd@ruderfinnasia.com](mailto:chengd@ruderfinnasia.com)

Beringer Vineyards  
Nicole Carter  
Tel: +1 707 299 3260  
Email: [Nicole.Carter@tweglobal.com](mailto:Nicole.Carter@tweglobal.com)

ESTD  1876

# BERINGER®

NAPA VALLEY

Appendix:

Schedule of Beringer's master classes conducted by Ed Sbragia (Winemaker Emeritus)

Topic	Date/ Time	Level
<b>2006 Beringer Private Reserve Cabernet Sauvignon and Single Vineyards</b>  <i>Note: Including private preview and tasting of 2009 Beringer Private Reserve</i>	29th May, 2012 (Tue)  12.30 pm to 1.30 pm	Advanced level for wine connoisseurs
<b>Beringer Private Reserve Cabernet Sauvignon Retrospective</b>  <i>Note: Including vintages from 2005 to 2009</i>	31st May, 2012 (Thurs)  12.30 pm to 1.30 pm	Advanced to intermediate level for wine connoisseurs
<b>A Taste of Terroir – "Napa and Sonoma"</b>	30th May, 2012 (Wed)  10.30 am to 11.30 am	Elementary level for all wine drinkers

*Note: Please RSVP with Doris Cheng from Ruder Finn Asia at +852 2201 6423 or [chengd@ruderfinnasia.com](mailto:chengd@ruderfinnasia.com)*