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BERINGER.

**Renowned #FollowMeTo Photographer  
Shoots New Beringer Vineyards Advertising Creative**

*"Better Beckons" Campaign Celebrates Belief that the Best has Yet to Come*

**Napa Valley, CA– September 30, 2015** – [Beringer Vineyards](#), one of the most acclaimed producers in Napa Valley, announces the launch of *Better Beckons*, its 2016 multichannel advertising campaign inspired by hand-holding, Instagram sensations Murad and Nataly Osmann. Known for shooting breathtaking photographs of his wife leading him all over the world, Murad has captured the brand's promise to "bring the better" to consumers in a series of campaign visuals that evoke Beringer's authentic American heritage.

Beringer Vineyards was founded in 1876 by two brothers from Germany, Jacob and Frederick Beringer, who built their legacy on the pioneering belief that great wine could be made in Napa. Today, one of California's most iconic wineries known for quality at a variety of price points, Beringer's storied heritage is rooted in the spirit of American optimism - the belief that the best has yet to come.

*"Better Beckons* is a natural extension of my photography style, as it invites viewers to experience authentic and unique moments," observed Osmann, creative director behind the campaign. "Photographing material from a first-person perspective is ideal to capture one's own sense of curiosity and create an optimistic view that suggests there is more to be seen."

In the style of his ["Follow Me To" series](#), named one of the "25 Best Travel Instagram Accounts" by [Frommers](#), Murad Osmann has photographed six forward-looking images for Beringer that depict his now wife Nataly, reaching back for his hand and leading him forward. With a bottle from awarded Beringer's Private Reserve collection in her hand, she beckons the viewer towards beautiful places all over the U.S. including the Rhine House at Beringer Vineyards, the Golden Gate Bridge, a lighthouse on New York's Fire Island, and the New York City skyline.

"Wine is fundamentally an experience, and one that Beringer promises to make a better one with our unparalleled history and the quality of our wines," said Seth Hynes, Vice President, Marketing, at Treasury Wine Estates. "Through the *Better Beckons* campaign, we wanted to visually capture Beringer's belief that a better tomorrow is always beckoning, and a spirit of American optimism that can and will lead us there. The imagery and perspective created by Murad and Nataly truly brings this ethos to life through a modern lens."

*Better Beckons* was created by J. Walter Thompson, one of the world's best known marketing communications agencies based in New York City under the direction of Executive Creative Director, Ben James and Head of Art & Design, Aaron Padin. The multimedia campaign, which will launch in fall 2015 and run across owned and partner channels through June 2016, will run in consumer and trade print titles including *Conde Nast Traveler*, *Food & Wine*, the *Wall Street Journal* and others. Digital content will appear online in platforms including *bon appétit*, *Robb Report*, and *Travel + Leisure*, etc. Additionally, out-of-home advertising is slated in New York, Los Angeles, and Dallas.

**About Beringer Vineyards:**

The epitome of a modern classic, Beringer has been Napa Valley's benchmark producer since its establishment in 1876. Winemaker Mark Beringer crafts classic wines from Napa's finest appellations and Beringer's exceptional collection of vineyards. A winemaking legacy is reflected in an acclaimed portfolio of wines which are collected worldwide. The historic estate in St. Helena offers a tradition of hospitality that defines the Napa Valley.

**About [Murad Osmann](#):**

Murad Osmann began his "Follow Me To" project in 2012. He created it based on the concept of showing the beauty and uniqueness of different locations around the world. The journey to different historical and cultural sites is shown through the eyes of Murad's wife, Nataly Zakharova. In each stunning image, Murad is led to a new location guided by his wife's hand. Since the project's launch on Instagram, it has become a worldwide Internet sensation, emerging as a leading news feature and gathering millions of views on social media and the news sites that covered it.

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