

# ***Jackson Family Enterprises Public Relations Report October 1-31, 2009***

## ***Media Highlights***

### **NATIONAL**

- Better Homes and Gardens magazine, *Thanks for Thanksgiving*, Kendall-Jackson 2008 Vintner's Reserve Chardonnay, 2008 Vintner's Reserve Riesling, 2007 Vintner's Reserve Pinot Noir, Chardonnay Verjus, Pinot Noir Verjus, profile on Chef Justin Wangler accompanied by recipes for Thanksgiving and 11 pages of editorial.
- Delta Airlines Sky Magazine, *More Wine Regions of the World*, La Crema Pinot Noir pictured as the recommended wine pick for Sonoma County
- Cowboys and Indians, *Tips on choosing holiday wines this season*, Freemark Abbey Cabernet Sauvignon

### **CLASSICS**

#### **Kendall-Jackson**

- Market Watch, *Cellar Master - Cellars Wine & Spirits Warehouse, FL*, Chardonnay

#### **Murphy-Goode**

- WineBiz Radio, *Interview with Hardy Wallace*
- Tom Wark's Fermentation - The Daily Wine Blog, *Bloggerview #29, Hardy Wallace*
- KSRO, *Hardy Wallace - TACOtoberfest*
- KSRO, *Hardy Wallace 72<sup>nd</sup> anniversary show*
- Mutineer magazine, *What People Drink*, Hardy Wallace interview
- Fox 40 - KXTL TV, Sacramento, *Wine and Beats Wine Tasting*, Murphy-Goode bottle shots
- Sirius and XM 99 - the Playboy Morning Radio Show, *Hardy Wallace Interview*
- Kitchentalk blog, (Diane Peterson, Press Democrat) - *Top chefs in H-town*, Hardy Wallace hosting Top Chef-Vegas contestants at the Murphy-Goode tasting room
- Biteclubbeats.com, *Top Chefs and Hardy Wallace do meet and greet Sunday*, Hardy Wallace hosting Top Chef-Vegas contestants at the Murphy-Goode tasting room

### **ESTATES**

### **Arrowood**

- Press Democrat, *A Great wine for Thanksgiving*, 2007 Chardonnay
- Press Democrat, *Wine of the Week: Arrowood chardonnay*, 2007 Chardonnay

### **Byron**

- Santa Maria Times, *SM Valley rich in agriculture, viticulture history*, Pinot Noir

### **Cambria**

- Santa Maria Times, *SM Valley rich in agriculture, viticulture history*, brand mention
- Market Watch, *Cellar Master - Cellars Wine & Spirits Warehouse, FL*, Chardonnay

### **Freemark Abbey**

- Beverage Journal magazines, *California's Crown Jewel*, Sycamore Vineyard Cabernet Sauvignon and Bosché Vineyard Cabernet Sauvignon
- Smithsonian.com, *The Ghost Wineries of Napa Valley*, Ted Edwards quoted in article

### **Stonestreet**

- Wine & Dine Radio, *Interview with Taki Laliotitus focusing on the Stonestreet Summit School program*

## **ELITE ARTISANS**

### **Cardinale**

- Robb Report, *100 Perfect Pours - Treasures of the vine*, 2006 Cardinale

### **Hartford Family Wines**

- Business Week, *Sublime Seascape Chardonnay*, 2001 Seascape Vineyard Chardonnay, 2006 Seascape Vineyard Chardonnay
- Robb Report, *100 Perfect Pours - Treasures of the vine*, 2007 Four Hearts Chardonnay

### **La Jota**

- Smithsonian.com, *The Ghost Wineries of Napa Valley*, Chris Carpenter quoted in article

### **Lokoya**

- Robb Report, *100 Perfect Pours - Treasures of the vine*, 2006 Mount Veeder Cabernet Sauvignon

## **CULINARY**

- Luxury-blogger.com, *Kendall-Jackson Chef Focus of Better Homes & Gardens' Thanksgiving Issue*, Chardonnay, Pinot Noir, Riesling
- Press Democrat, *Somethin' In The Oven*, Better Homes & Gardens press for Justin Wangler and the Kendall-Jackson Wine Center
- Times Square Multi-Vu, *Kendall-Jackson: Better Homes & Gardens' Thanksgiving Story*, Better Homes and Gardens magazine cover

## ***Press Releases***

- Stonestreet Winery Adds New Classes To Its Summit School Program
- Statement From Jess Jackson On Rachel Alexandra's 2009 Campaign
- Kendall-Jackson Chef Focus Of Better Homes & Gardens' Thanksgiving Issue
- Visit With Rachel Alexandra Top Item In Charity Auction

## ***Media Visits and Tastings***

- Matt Kettmann, Smithsonian.com/Freelance writer - **Freemark Abbey** 2007 Sauvignon Blanc, 2007 Chardonnay, 2006 Merlot, 2005 Napa Valley Cabernet Sauvignon, 2004 Sycamore Vineyard Cabernet Sauvignon, 2004 Bosché Vineyard Cabernet Sauvignon, 1999 Bosché Vineyard Cabernet Sauvignon, **W.S. Keyes** 2004 Merlot, 2005 Merlot, 2006 Merlot, **La Jota** 2006 Heritage Release Cabernet Sauvignon, 2006 Howell Mountain Cabernet Sauvignon, 2006 Howell Mountain Cabernet Franc, 2006 Howell Mountain Merlot.
- Heather Irwin, Press Democrat - **Matanzas Creek** tour of gardens and the lavender barn.
- **Stonestreet** hosted photographer Jon Wyand. Jon took photos of Graham Weerts for an upcoming book on California Wines by Stephen Brook.
- **Freemark Abbey** - *History in a Glass Tour, San Francisco*, Wolfgang Weber, Wine & Spirits magazine, Sara Schneider, Sunset magazine, Jessica Yadagaran, Contra Costa Times, Dan Berger, Creator's Syndicate, Steve Pitcher, Mary Orlin, NBC, Elizabeth Varnell, San Francisco magazine. Wines that were tasted: 1969 Cabernet Sauvignon, 1987 Bosché Vineyard Cabernet Sauvignon, 1987 Sycamore Vineyard Cabernet Sauvignon, 1995 Bosché Vineyard Cabernet Sauvignon, 1995 Sycamore Vineyard Cabernet Sauvignon, 2007 Chardonnay, 2006 Merlot, 2005 Napa Valley Cabernet Sauvignon, 2004 Bosché Vineyard Cabernet Sauvignon, 2004 Sycamore Vineyard Cabernet Sauvignon.
- **Freemark Abbey** - *History in a Glass Tour, Napa/St. Helena*, Linda Murphy, Decanter magazine, Leslie Sbrocco, Today Show, Paul Franson, Napa Valley Register and NapaLife magazine, Jim Gordon, Wines & Vines, Christopher Sawyer, Tasting Panel. Wines that were tasted: 1969 Cabernet Sauvignon, 1987 Bosché Vineyard Cabernet Sauvignon, 1987 Sycamore Vineyard Cabernet Sauvignon, 1995 Bosché Vineyard Cabernet

- Sauvignon, 1995 Sycamore Vineyard Cabernet Sauvignon, 2007 Chardonnay, 2006 Merlot, 2005 Napa Valley Cabernet Sauvignon, 2004 Bosché Vineyard Cabernet Sauvignon, 2004 Sycamore Vineyard Cabernet Sauvignon.
- **Freemark Abbey** - *History in a Glass Tour, Los Angeles*, Patrick Comiskey, Los Angeles Times and Wine & Spirits, Alison Clare Steingold, C Magazine, Richard Carleton Hacker, Robb Report, Jay Selman, Grape Radio, Eric Anderson, Grape Radio, Margot Dougherty, Condé Nast Traveler and Town & Country. Wines that were tasted: 1969 Cabernet Sauvignon, 1987 Bosché Vineyard Cabernet Sauvignon, 1987 Sycamore Vineyard Cabernet Sauvignon, 1995 Bosché Vineyard Cabernet Sauvignon, 1995 Sycamore Vineyard Cabernet Sauvignon, 2007 Chardonnay, 2006 Merlot, 2005 Napa Valley Cabernet Sauvignon, 2004 Bosché Vineyard Cabernet Sauvignon, 2004 Sycamore Vineyard Cabernet Sauvignon.

### ***Web 2.0 and Misc.***

- Wines & Vines, *Giant Wine Shipping Hub to Open*, American Canyon Distribution Center
- San Francisco Business Times, *Report: Jackson Family Wines to open American Canyon distributor center* (national pick-up) American Canyon Distribution Center
- Steve Heimoff blog, *Warehouse soon to open in American Canyon*, American Canyon Distribution Center
- Press Democrat, *Jackson Family Wines opens Napa warehouse*, American Canyon Distribution Center

### **EQUINE**

- Voice Tribune, *Rachel back at Churchill*
- Associated Press, *Owner says Rachel Alexandra is done for 2009*
- Bloomberg.com, *Rachel Alexandra Ends 2009 Season for 'Well-Deserved Rest'*
- The Miami Herald, *Rachel Alexandra maintains poll position*
- The Miami Herald, *Top position remains with Rachel Alexandra*