

# ***Jackson Family Enterprises Public Relations Report January 1-31, 2010***

## ***Media Highlights***

### **NATIONAL**

- Associated Press, *Eco-wineries turn wine red, white and green*, Jackson Family Wines

### **CLASSICS**

#### **Kendall-Jackson**

- Winona Daily News, *Ring in new year with a premium value*, 2007 Vintner's Reserve Chardonnay

#### **Murphy-Goode**

- Vineyard & Winery Management magazine, *Winery Blogs & Social Media*, Murphy-Goode Really Goode Job
- Washington Post, *Wine Entrepreneurs Conference*, Murphy-Goode Really Goode Job (regional pick-up)

#### **Edmeades**

- Press Democrat, *Bridging the gap between the novice and the expert*, 2007 Mendocino Zinfandel
- Press Democrat, *Big, bold Edmeades needs rich foods that stand up to alcohol*, 2007 Mendocino Zinfandel

### **ESTATES**

#### **Cambria**

- Wines & Vines magazine, *Julia's, Julia's and Julia's*, 2006 Julia's Vineyard Pinot Noir, 2007 Julia's Vineyard Pinot Noir
- Winemag.com, *Wine Enthusiast's Steve Heimoff Interviews Denise Shurleff*, 2006 Julia's Vineyard Pinot Noir, video interview [www.winemag.com <http://www.winemag.com>](http://www.winemag.com)

#### **Freemark Abbey**

- Cowboys & Indians magazine, *Tips on choosing holiday wines this season*, Cabernet Sauvignon
- Napa Valley Register, *Woodhouse chocolates and wine*, 2003 Zinfandel Port, Cabernet Sauvignon

#### **Matanzas Creek**

- Arthur Frommer's Budget Travel, *Sonoma: New free, wine-themed tours*, Matanzas Creek vineyard tours
- Chicago Daily Herald, *Wine trends for a tasty, budget-friendly new year*, Pinot Noir
- Fort Worth Star-Telegram, *Set your own pace on Sonoma vineyard, winery tours*, Matanzas Creek vineyard tours

## **ELITE ARTISANS**

### **Hartford Family Wines**

- Leaders magazine, *Leaders in the World of Wine*, Don Hartford
- The Union Leader, NH, *Toasting a fine wine for 2009*, 2005 Land's Edge Pinot Noir

## **CULINARY**

- Press Democrat, *Why Now?*, Ryan Pollnow, Kendall-Jackson and the American Heart Association hold a heart-healthy cooking demo
- Press Democrat, *Gumbo Smackdown at Kendall-Jackson*, Justin Wangler, Kendall-Jackson Wine Center
- KTVU.com, *A Look Into Kendall-Jackson and their Wine*, video showcasing the Kendall-Jackson Wine Center

## ***Press Releases***

- Jackson Family Wines To Implement Water Recycling Technology That Can Cut Water Use 70%
- Popular San Francisco Bay Area Lavender Festival Showcases Wine Country's Local Color
- Library Merlot Tasting at Matanzas Creek
- Freemark Abbey Pairs Wine With Woodhouse Chocolate for Valentine's Day
- Byron Estates Winery's New Los Olivos Tasting Room Opens In Time for Valentine's Day
- Matanzas Creek Winery Launches Self-Guided Vineyard Tour

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

- **La Crema** - Steve Heimoff, Wine Enthusiast, 2008 Sonoma Coast Chardonnay, 2008 Sonoma Coast Pinot Noir, 2008 Monterey Pinot Noir, 2008 Los Carneros Chardonnay, 2008 Russian River Valley Chardonnay, 2007 Nine Barrel Chardonnay, 2007 Nine Barrel Pinot Noir, 2006 Annapolis Pinot Noir, 2006 Maggy Hawk Pinot Noir, 2006 Maggy Hawk Block 5 Pinot Noir, 2008 Haarsad Pinot Noir.
- **Kendall-Jackson** - Steve Heimoff, Wine Enthusiast, 2008 Grand Reserve Pinot Gris, 2008 Vintner's Reserve Chardonnay, 2008 Grand Reserve Chardonnay, 2008 Jackson Hills Chardonnay, 2008 Seco Highlands

- Chardonnay, 2008 Camelot Highlands Chardonnay, 2008 Vintner's Reserve Pinot Noir, 2008 Los Robles Pinot Noir, 2007 Grand Reserve Syrah, 2007 Vintner's Reserve Merlot, 2007 Grand Reserve Merlot, 2007 Taylor Peak Merlot, 2007 Vintner's Reserve Cabernet Sauvignon, 2007 Vintner's Reserve Alisium, 2007 Grand Reserve Cabernet Sauvignon, 2007 Jackson Hills Cabernet Sauvignon, 2007 Trace Ridge Cabernet Sauvignon, 2007 Raptor Peak Cabernet Sauvignon, 2007 Trace Ridge Red Wine, 2005 Stature.
- **Kendall-Jackson** - Ray & Eleanor Heald, Quarterly Review of Wines, 2008 Vintner's Reserve Chardonnay, 2008 Grand Reserve Chardonnay, 2008 Jackson Hills Chardonnay, 2007 Camelot Highlands Chardonnay, 2008 Camelot Highlands Chardonnay, 2008 Vintner's Reserve Pinot Noir, 2006 Seco Highlands Pinot Noir, 2007 Vintner's Reserve Merlot, 2007 Grand Reserve Merlot, 2006 Boont Ridge Merlot, 2005 Taylor Peak Merlot, 2006 Napa Mountain Merlot, 2007 Vintner's Reserve Cabernet Sauvignon, 2007 Vintner's Reserve Alisium, 2007 Grand Reserve Cabernet Sauvignon, 2007 Jackson Hills Cabernet Sauvignon, 2006 Trace Ridge Cabernet Sauvignon, 2006 Hawkeye Mountain Cabernet Sauvignon, 2006 Napa Mountain Cabernet Sauvignon, 2006 Trace Ridge Red Wine, 2005 Stature.
  - **Matanzas Creek** - Ray & Eleanor Heald, Quarterly Review of Wines, 2007 Sauvignon Blanc, 2007 Sonoma Valley Chardonnay, 2006 Bennett Valley Merlot, 2006/2007 Jackson Park Merlot.
  - **Carmel Road** - Ray & Eleanor Heald, Quarterly Review of Wines, 2008 Monterey Chardonnay, 2007 Monterey Pinot Noir, 2007 Arroyo Seco Pinot Noir.
  - **Hartford Family Wines** - Bob Hosmon, Ft. Lauderdale Sun-Sentinel, 2008 Stone Côte Chardonnay, 2007 Laura's Chardonnay, 2007 Seven's Bench Pinot Noir, 2007 Land's Edge Pinot Noir, 2007 Hailey's Block Pinot Noir, 2007 Velvet Sisters Pinot Noir, 2007 Far Coast Pinot Noir, 2007 Arrendell Pinot Noir, 2007 Russian River Valley Zinfandel.
  - **Hartford Family Wines** - Fred Tasker, Miami Herald, 2008 Stone Côte Chardonnay, 2007 Laura's Chardonnay, 2007 Seven's Bench Pinot Noir, 2007 Land's Edge Pinot Noir, 2007 Hailey's Block Pinot Noir, 2007 Velvet Sisters Pinot Noir, 2007 Far Coast Pinot Noir, 2007 Arrendell Pinot Noir, 2007 Russian River Valley Zinfandel.
  - **Hartford Family Wines** - Abraham Horowitz and John Stroker, The Wine News, 2008 Stone Côte Chardonnay, 2007 Laura's Chardonnay, 2007 Four Hearts Chardonnay, 2007 Seven's Bench Pinot Noir, 2007 Land's Edge Pinot Noir, 2007 Hailey's Block Pinot Noir, 2007 Velvet Sisters Pinot Noir, 2007 Far Coast Pinot Noir, 2007 Arrendell Pinot Noir, 2007 Fog Dance Pinot Noir, 2007 Russian River Valley Zinfandel.
  - **La Crema** - Bob Hosmon, Ft. Lauderdale Sun-Sentinel, 2007 Los Carneros Chardonnay and Pinot Noir, 2008 Russian River Valley Chardonnay and Pinot Noir, 2007 Nine Barrel Chardonnay and Pinot Noir.

- **La Crema** - Fred Tasker, Miami Herald, 2007 Los Carneros Chardonnay and Pinot Noir, 2008 Russian River Valley Chardonnay and Pinot Noir, 2007 Nine Barrel Chardonnay and Pinot Noir.
- **La Crema** - Abraham Horowitz and Kathy Sinnes, The Wine News, 2008 Los Carneros Chardonnay and Pinot Noir, 2008 Russian River Valley Chardonnay and Pinot Noir, 2007 Nine Barrel Chardonnay and Pinot Noir.
- **Hartford Family Wines** - Ronn Wiegand, Restaurant Wine, 2008 Stone Cote Chardonnay, 2008 Four Hearts Chardonnay, 2007 Laura's Chardonnay, 2007 Seascape Chardonnay, 2007 Seven's Bench Pinot Noir, 2007 Seascape Pinot Noir, 2007 Land's Edge Pinot Noir, 2007 Hailey's Block Pinot Noir, 2007 Jennifer's Pinot Noir, 2007 Velvet Sisters Pinot Noir, 2007 Far Coast Pinot Noir, 2007 MacLean's Pinot Noir, 2007 Arrendell Pinot Noir, 2008 Fog Dance Pinot Noir, 2007 Russian River Valley Zinfandel.
- **La Crema** - Mark Morrison, In Style magazine, Russian River Valley Chardonnay and Pinot Noir, Los Carneros Chardonnay and Pinot Noir.
- **La Crema** - Tina Dirman, USA Today, Sonoma Coast Chardonnay and Pinot Noir, Russian River Valley Chardonnay and Pinot Noir, Anderson Valley Pinot Noir.
- **Cambria** - Tina Dirman, USA Today, Julia's Vineyard Pinot Noir.
- **Matanzas Creek** - Tina Dirman, USA Today, Sauvignon Blanc.

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

- CNET News, *Kendall-Jackson to drastically cut water usage*, continues to receive pick-up on the web
- Cleantechnica.com, *New Recycling Technology Turns Winery into Water Saver*, continues to receive pick-up on the web
- Sustainablelifemedia.com, *Jackson Family Wines to Cut Water Use 70%*
- Extranomical.com, *Sonoma County Winery Takes Lead in Waste Water Recycling Technology*
- Wine Business Monthly, *Industry Outlook & Trends - What WBM 30 Winery Executives are Saying*, Barbara Banke quoted in article

## **EQUINE**

- Bloomberg.com, *Zenyatta, Rachel Alexandra Head Top Earners in North America*
- Associated Press, *Females Rachel Alexandra, Zenyatta duel for Eclipse honor*
- Associated Press, *Rachel Alexandra, Zenyatta face off for annual award*
- Courier-Journal.com, *Horse of the Year: Zenyatta vs. Rachel Alexandra*
- Nola.com, *Horse of the Year candidate Rachel Alexandra resumes training at the Fairgrounds*
- Hartford Courant, *Horse of the Year: 'Alexandra', Zenyatta Are Neck and Neck*

- The New York Times, *Rachel Alexandra vs. Zenyatta Is Now Up to Voters*
- Associated Press, *Jackson's filly wins Horse of the Year*
- ESPN.com, *Rachel Alexandra grabs divisional honor*
- Thaindiannews.com, *Eclipse Awards Shower Fortune On Rachel Alexandra*
- Phillyburbs.com, *And the winner is.....Horse of the Year: Rachel Alexandra*
- The Saratogian, *2009 Horse of the Year: Rachel Alexandra beats out Zenyatta*
- Associated Press, *Rachel Alexandra Beats Zenyatta for Horse of the Year Honors*
- The New York Times, *Rachel Alexandra Wins Horse of the Year*
- Philadelphia Inquirer, *Rachel Alexandra named horse of the year*
- Las Vegas Review-Journal, *Here's hoping Rachel Alexandra, Zenyatta meet*
- Los Angeles Daily News, *Zenyatta vs. Rachel Alexandra a dream that must come true*
- San Diego Union-Tribune, *Like it or not, Rachel Alexandra is Horse of the Year*
- ESPN.com, *Nothing but the best*