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**DAVIS BYNUM WINERY CELEBRATES THE 40-YEAR ANNIVERSARY OF
MAKING RUSSIAN RIVER VALLEY'S FIRST SINGLE VINEYARD PINOT NOIR**
Tribute Video Acknowledges Pioneer's Contributions to The Wine Industry

HEALDSBURG, CA (January 29, 2013) – This year marks the 40th anniversary of Davis Bynum making Russian River Valley's first single vineyard Pinot Noir. By proclaiming specifically where the wine grapes were grown in 1973, and truly focusing on *terroir*, Bynum set the tone for today's common practice of vineyard designating Pinot Noirs. The label included the following: *"Produced and bottled by Davis Bynum Winery in Healdsburg, California. Davis Bynum Pinot Noir is produced from grapes grown in the vineyard of Joseph Rochioli Jr., which overlooks the Russian River some six miles below Healdsburg. Its pronounced character is owing to the cool climate and well-drained soil of the Region 1 setting."*

A video acknowledging Davis (seen at www.youtube.com/watch?v=80RU30Mqub8&feature=youtu.be), includes a handful of wine industry leaders talking about his contributions to the Russian River Valley and the industry. Bynum is credited with taking a risk on producing fine wine from western Sonoma County, an area considered too cold for wine grapes at the time. His conviction led him to pay Joe Rochioli double the \$150 a ton he was receiving for Pinot Noir grapes that were previously blended into generic red table wine. Bynum is also recognized as a kind man, willing to give opportunities to aspiring winemakers and enthusiasts and trusted with a handshake and his word. Gary Farrell, Rod Berglund, Michael Browne, Dan Berger, Joe Rochioli, Greg Morthole and Davis Bynum are featured in the video.

In addition to the video, produced by current winery owner Rodney Strong Wine Estates, there will be various dinners and tastings all year long in celebration of the 40th anniversary of Davis's pioneering single vineyard Pinot Noir. In some cases Davis Bynum will be at the event, in other cases current winemaker, Greg Morthole will. For those interested in attending and tasting Davis Bynum wines, visit the winery's Facebook (www.facebook.com/davisbynum) to learn about events and stay in touch with the brand.

Staying with the founding tradition, Davis Bynum Winery today is strictly focused on single vineyard, Russian River Valley wines. There are three: Davis Bynum 2011 River West Vineyard Chardonnay, Russian River Valley; Davis Bynum 2011 Jane's Vineyard Pinot Noir, Russian River Valley and Davis Bynum 2011 Jane's Vineyard – Garfield Block Pinot Noir, Russian River Valley.

Davis Bynum Winery is owned by the Klein family and is part of Rodney Strong Wine Estates. The winery focuses on single vineyard Chardonnay and Pinot Noir from Russian River Valley, Sonoma County. Davis, who founded the winery in 1965 and sold the brand in 2007, continues to work with the team to promote his namesake winery and the Russian River Valley region.

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