

DAVIS

BYNUM

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**DAVIS BYNUM WINERY EXTENDS LINEUP TO INCLUDE
SINGLE VINEYARD, RUSSIAN RIVER VALLEY SAUVIGNON BLANC
*2012 Virginia's Block from Jane's Vineyard Released to Limited Markets***

HEALDSBURG, CA (July 29, 2013) – Washed over by aromatics and crisp flavors along with a touch of nostalgia, Davis Bynum winemaker Greg Morthole surrendered to his desire to craft and release a small amount of 2012 Virginia's Block Sauvignon Blanc. Founder Davis Bynum's admission that the variety was his favorite summer sipper helped the decision process as well. With only a few acres of vines, the tiny block within Jane's Vineyard in Russian River Valley grows just enough for the wine to be sold in three states; New York, Florida and California. It is also available online at www.davisbynum.com. The suggested retail price is \$25.00.

Virginia's block is named in honor of Davis's wife. This year, she and Davis are traveling with the winery team, sharing stories of what it was like 40 years ago when Davis crafted Russian River Valley's first single vineyard Pinot Noir, which was from Joe Rochioli's now prized vineyard.

Visit <http://www.youtube.com/watch?v=80RU30Mqub8&feature=youtu.be> to see a video about Davis's 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 known as a 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.

Staying with the founding tradition, Davis Bynum Winery today is strictly focused on single vineyard, Russian River Valley wines. In addition to the Sauvignon Blanc, there are three others: 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 wines 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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