

# PRESS RELEASE



RABBIT RIDGE WINERY

## RABBIT REPORT

Rabbit Ridge is very excited to announce that we have just finished completion of Paso Robles' first known planting of Viognier vines in the French Cote Rôtie and Condrieu styles. The vines are planted 24 inches apart with 30 inches in-between the rows on traditional tee-pee type trellis systems for just over 8,700 vines per acre and will be farmed to three

clusters per vine. Hand-built limestone trellised walls surround this unique planting at our Live Oak Road Vineyard on the Westside of Paso Robles overlooking the surrounding vineyards of the Templeton Gap and several other famous Westside vineyards.



## New Wine Label for Cottontails Only



Rabbit Ridge has created a new, exclusive line of wines available only to our Cottontail Wine Club Members. The

first wine created in this new line is *Blonde of the Vine*, a charming blend of Chardonnay and Viognier. This wine is featured in the November shipment for those wine club members who receive white wines. Future releases of

*Blonde* will highlight different white grape varieties grown on our estate vineyards. Look for more exciting wines in this new exclusive label in your future Cottontail shipments and in our tasting rooms.

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### Upcoming Events for 2007

- Zinfandel Festival, Paso Robles Event Center, March 16 -18, 2007
- Hospice du Rhone, Paso Robles Event Center, May 3-5, 2007
- 25th Annual Wine Festival Weekend, downtown Paso Robles City Park, May 18- 20, 2007

# The SARAH behind Sarah's Syrah

Sarah is the 13 year old daughter of Joanne and the step-daughter of Erich Russell. She is currently in 8th grade and like most kids, Sarah's favorite subject in school is PE however math is her best "educational subject." History ranks as Sarah's least favorite subject.

In her spare time, Sarah loves to design clothes and outfits and enjoys interior decorating (she is considering a career in one of those fields). She also likes to play on the computer, hang out with her friends, go to the movies and watch her favorite football team, the Florida Gators. In addition, Sarah is a member of her school's volleyball team (their current record is 10:1).

Sarah's favorite holidays are Halloween and Christmas. She likes Halloween because "you get to dress up in crazy costumes and hang out with friends and get so much candy." Christmas is another favorite holiday because she loves "the actual feeling of

Christmastime where you are with your family sitting around a fire and a Christmas tree, opening presents while drinking hot chocolate and eating Christmas cookies." She adds "it's so fun."

Sarah enjoys mystery/drama type television shows that keep her "on the edge" of her seat. Among her favorites (which she recommends to everyone) are *Bones*, *House* and *Justice*. Her favorite book is *The Da Vinci Code* and her favorite movies include *A Walk to Remember* because "it is the best movie" and *The Dukes of Hazzard* because "it's hilarious." A movie she can watch over and over again is *Forrest Gump*.

During the summertime Sarah enjoys spending time in California, Hawaii or Kanuga, a camp she attends annually in North Carolina. During the wintertime she loves to go snowboarding in Colorado (Vail and Breckenridge are her favorites).

Sarah will be 16 soon and if she could choose any car she wanted it would be a



Porsche or Ferrari because "they are the coolest cars." However since she does not "want to make my parents go broke" she would be perfectly happy with a red convertible Mustang.

Like most people who see the Rabbit Ridge Winery facility in Paso Robles, Sarah thinks the winery is beautiful and "the architecture is magnificent." When asked how she feels about having a wine named after her, Sarah replies "Having a wine named after me is definitely an honor. I feel blessed to be represented by a wine. It's actually kind of fun." She adds "It's sometimes fun to see it (Sarah's Syrah) in the store and I think: That wine is named after ME! Like, really, me! I love it."



## 2006 Reviews & Awards

### 2003 O.V.Z. Reserve Zinfandel, Paso Robles

Gold Medal—Mid-State Fair Wine Competition (05/06)

Silver Medal—San Francisco Wine Competition (06/06)

### 2003 SYRAH, Paso Robles

Gold Medal—Mid-State Fair Wine Competition (05/06)

Bronze Medal—California State Fair Wine Competition (07/06)

Bronze Medal—San Francisco Wine Competition (06/06)

Bronze Medal—Riverside International Wine Competition (05/06)

### 2002 VORTEX, Paso Robles Live Oak Road Reserve

Gold Medal—Riverside International Wine Competition (05/06)

### 2004 ZINFANDEL, Paso Robles

Bronze Medal—Riverside International Wine Competition (05/06)

### 2004 SAUVIGNON BLANC, Paso Robles

Silver Medal—Mid-State Fair Wine Competition (05/06)

### 2003 L.P.R. Limited Paso Reserve, Paso Robles

Gold Medal—Mid-State Fair Wine Competition (05/06)

### 2003 SYRAH, CÔTE RÔTIE SYTLE, Paso Robles

Bronze Medal—Riverside International Wine Competition (05/06)

Bronze Medal—Mid-State Fair Wine Competition (05/06)

Silver Medal—California State Fair Wine Competition (07/06)

### 2004 CHARDONNAY, Paso Robles

Bronze Medal—Riverside International Wine Competition (05/06)

Bronze Medal—Mid-State Fair Wine Competition (05/06)

### 2003 PETITE SIRAH RESERVE, Paso Robles

Bronze Medal—Riverside International Wine Competition (05/06)

Silver Medal—California State Fair Wine Competition (07/06)

### 2003 CABERNET SAUVIGNON, Paso Robles

Silver Medal—Mid-State Fair Wine Competition (05/06)

Gold Medal—San Francisco Wine Competition (06/06)

### 2003 SARAH'S SYRAH RESERVE, Paso Robles

Gold Medal—Mid-State Fair Wine Competition (05/06)

Silver Medal—San Francisco Wine Competition (06/06)



# Dad's Chili Recipe

Joanne Russell's father, Bill James, created this chili recipe and gave it to Joanne. This is a weekly dish at the James' since his retirement as a bank president in 1990. Bill is Sarah's maternal Grandfather.

## STEP ONE

1 pound ground beef or turkey

*Brown meat in a large pot. Drain in a colander to remove fat. Place meat in a bowl and set aside.*

## STEP TWO

1 tablespoon extra virgin olive oil  
1 cup onion, coarsely chopped  
1 cup green pepper, coarsely chopped  
2 cloves garlic, minced

*Add olive oil and vegetables to pan and sauté 5 minutes. Do not burn garlic. Return browned meat to pan with vegetables.*

## STEP THREE

1 can (28 oz.) chopped tomatoes  
1 can (8 oz.) tomato sauce  
1 can (15½ oz.) kidney beans  
¼ cup Rabbit Ridge red wine  
1 tablespoon chili powder

1 tablespoon garlic powder  
2 tablespoons Worcestershire sauce  
1 teaspoon oregano  
1 teaspoon cumin  
1 teaspoon red wine vinegar  
¼ teaspoon paprika  
Cayenne pepper to taste  
Salt to taste



*Add remaining ingredients and bring to a boil. Reduce heat and simmer 45 minutes. Add more red wine if chili becomes too thick..*

## STEP FOUR

Shredded Cheddar cheese (optional)  
2 green onions, sliced thin (optional)  
Tabasco (optional)

*Top chili with cheese, green onions, or Tabasco, if desired.*

**SERVES 8**

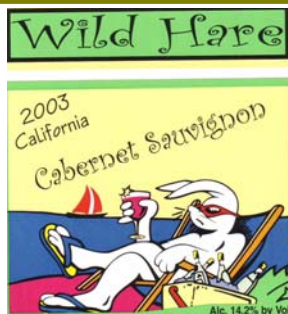
## RECOMMENDED WINE

Rabbit Ridge 2004 Paso Robles Sarah's Syrah, Russell Family Vineyard Reserve

## Better than Two-Buck Chuck: This cabernet's a steal

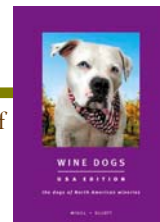
The September 27, 2006 column "The Grapevine" written by Laurie Daniel of The Telegram Tribune highlighted Rabbit Ridge's **2003 Wild Hare Cabernet** as a local wine pick. The article reads "[...] During a recent visit, the staff was pouring an amazing value, the 2003 Wild Hare Cabernet Sauvignon (\$6), available only at the winery. It's a harmonious wine with bright black cherry fruit and some herbal/black olive notes. (If you buy three cases, the price drops to less than \$3 a bottle for something that's way better than Two-Buck Chuck.)"

In addition, several other wines were favorably mentioned in the article. "Other wines aren't quite so cheap but still offer good value. The 2004 Westside Zinfandel (\$14) is a medium-weight wine with jammy raspberry flavors. The 2003 Paso Robles Cabernet Sauvignon (\$14) has good concentration,



with flavors of black cherry and cassis and firm tannins. Moving up in price, the 2003 LPR Limited Paso Reserve (\$20) a blend of zinfandel, primitivo, petite sirah and syrah is quite tight and tannic at this point but offers ample fruit. More approachable at this point is the 2003 Cote Rôtie Style Syrah (\$30), which contains 5 percent Viognier. It displays smoky blackberry and black raspberry fruit, generous oak and tannins that build toward the finish. You could drink it now with something hearty, but it would benefit from a couple more years in the bottle."

# Rabbit Ridge “Wine Dogs”



Earlier this year Rabbit Ridge Winery was visited by Australian photographers Craig McGill and Pete Herring. The purpose of their visit was to photograph the dogs of Rabbit Ridge for the upcoming release of their book, **Wine Dogs USA Edition**, featuring beautiful photographs and entertaining verbiage of winery dogs in the United States. Craig and Pete spent almost an entire day photographing seven of our dogs who live on four different Rabbit Ridge vineyards. Five of our seven dogs made the book. The book was just released in October and is available for purchase in our tasting rooms (retail \$39.00). Below is an excerpt from the portion of the book featuring our dogs. For more information or to see additional “Wine Dogs” visit [www.winedogs.com](http://www.winedogs.com).

## Rabbit Ridge Winery

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(707) 431-8018—FAX

[www.rabbitridgewinery.com](http://www.rabbitridgewinery.com)



## Referral Program!

If you love being a Cottontail Wine Club Member, spread the news to your friends and family! For each new Cottontail Wine Club membership you refer you will receive one FREE t-shirt of your choice (up to a \$21.00 value)!

## Wine Dog “Rejects”

Even though these two Rabbit Ridge dogs did not make the cut for the Wine Dogs USA Edition book (our guess is that neither one of them could sit still long enough for the photographer to get a decent photo) they are still very special to us and definitely deserve honorable mention.

### MIDNIGHT

**BREED:** Labrador Retriever  
**OWNER:** The Russell’s—Erich, Joanne & Sarah  
**KNOWN ACCOMPLICE:** Sunshine  
**FAVORITE FOOD:** Salmon  
**PET PEEVE:** The VET!  
**NAUGHTIEST DEED:** Running away and attacking cats  
**FAVORITE PASTIME:** Chasing lizards



### MAKENA

**BREED:** Rottweiler  
**OWNER:** Robert & Jackie Pierce  
**KNOWN ACCOMPLICE:** Andre and Jessica  
**FAVORITE FOOD:** Steak, bacon, cheese, hot dogs  
**PET PEEVE:** The CATS!  
**NAUGHTIEST DEED:** Ripping Mom’s new pillows  
**FAVORITE PASTIME:** Playing tug-of-war with any willing participant



**BUSTER**

**BREED:** Labrador /McNab Mix  
**OWNER:** Craig Wisdom  
**KNOWN ACCOMPLICE:** His brother Diesel  
**FAVORITE FOOD:** Cat food and white wine grapes  
**PET PEEVE:** Fireworks and loud noises  
**NAUGHTIEST DEED:** Sneaking into the house to nap on the sofa  
**FAVORITE PASTIME:** Never leaving his master’s side



**MAX**

**BREED:** Australian Sheppard / Queensland Heeler  
**OWNER:** Not just one — Max is a winery community dog  
**KNOWN ACCOMPLICE:** Gustavo, Maria, Mike and Robert  
**FAVORITE FOOD:** Burrito’s  
**FAVORITE TOY:** Her owners  
**NAUGHTIEST DEED:** Having wet paws in the tasting room  
**FAVORITE PASTIME:** Chasing tractors and biting tires



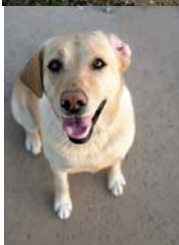
**ANDRE**

**BREED:** Standard Poodle  
**OWNER:** Robert & Jackie Pierce  
**KNOWN ACCOMPLICE:** Makena and Jessica  
**FAVORITE FOOD:** Steak  
**PET PEEVE:** Dad’s noisy remote control toys  
**NAUGHTIEST DEED:** Chewing up Mom’s designer jeans  
**FAVORITE PASTIME:** Waiting for Dad to come home



**JESSICA**

**BREED:** Labrador / Sheppard Mix  
**OWNER:** Mike & Jill Sanford  
**KNOWN ACCOMPLICE:** Rocky and Mr. B  
**FAVORITE FOOD:** T-bones  
**PET PEEVE:** Being squirted with water  
**NAUGHTIEST DEED:** Stealing Dad’s lunch out of his truck  
**FAVORITE PASTIME:** Taking a ride to the bus stop with Mom



**SUNSHINE**

**BREED:** Labrador Retriever  
**OWNER:** The Russell’s—Erich, Joanne & Sarah  
**KNOWN ACCOMPLICE:** Midnight  
**FAVORITE FOOD:** Cheese  
**PET PEEVE:** Taking medicine  
**NAUGHTIEST DEED:** Running away and attacking cats  
**FAVORITE PASTIME:** Chasing lizards and swimming