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RECUERDO WINES
MENDOZA, ARGENTINA

The New Year Launches with Recuerdo Wines from Uco Valley, Argentina

*A Dual-Hemisphere Wine Partnership of Blackbird Vineyards and The Vines of Mendoza
Connects Napa Valley with Argentina's Uco Valley*



NAPA VALLEY, CALIFORNIA, January 10, 2012 – Two of the world's leading wine lifestyle companies have partnered to launch Recuerdo Wines, offering premium Malbec and Torrontés from Argentina's high-altitude Uco Valley to select markets in the U.S. and abroad.

The inaugural 2010 vintage Malbec (\$22 retail) and 2010 Torrontés (\$15 retail) are wines from the prestigious Uco Valley that offer exceptional quality and value. The consulting winemaker for Recuerdo is the extremely accomplished Santiago Achával who boasts four of the five highest-rated wines in Argentine history, as judged by *Wine Spectator*, and the highest-rated Argentine wine to date, according to Robert Parker. Santiago Achával has been at the forefront of Malbec's evolution and proves yet again with Recuerdo Wines that Malbec is here to stay.

The vision for a dual-hemisphere wine label was born after a visit to Argentina by Paul Leary, a Private Vineyard Estate owner. Paul, president of Blackbird Vineyards in Napa Valley, met with The Vines of Mendoza's co-founders: American entrepreneur, Michael Evans, and Argentine winemaker, Pablo Gimenez-Riili, to discuss a Northern Hemisphere meets Southern Hemisphere project that would showcase the best of Argentina's unique terroir. Months after, they teamed up with the addition of Michael Polenske, founder of Blackbird Vineyards, to form Recuerdo Wines.

"Recuerdo, in Spanish, means memory or memento. While making Recuerdo with Blackbird Vineyards, many memories have been created. Now, enjoying this wine, whether in the Northern Hemisphere or Southern, wine lovers can create their own memories," states Michael Evans, co-founder of The Vines of Mendoza and Recuerdo Wines.

The Malbec grapes for Recuerdo Wines are grown at over 3,700 feet in the heart of the Uco Valley with a focus on environmentally-friendly practices. This prime grape-growing region enjoys over 300 days of sunshine a year, a pure irrigation source from the Andes Mountains, rocky organic soils, and a broad variance between day and evening temperatures. These conditions allow the winemaking team of Santiago Achával and Pablo Martorell to produce incredibly concentrated and complex wines with amazing structure and balance. The Torrontés grapes are grown in similar conditions in Famatina Valley in La Rioja, an outstanding region for Torrontés grapes.

"Recuerdo Wines embraces life's greatest pleasures: wine, food, travel, friendship, and memories. Fans looking for great wine adventures can partake in exclusive experiences both north and south of the Equator through Ma(i)sonry Napa Valley, Blackbird Vineyards' exclusive tasting gallery in the Napa Valley, and The Vines of Mendoza Tasting Room in Mendoza, Argentina. We are truly excited about this unique partnership and its infinite possibilities," comments co-founder, Paul Leary.

About Recuerdo Wines

Recuerdo Wines offers enthusiasts the opportunity to experience premium wines that capture the best of Argentina's unique terroir, specifically within the high-altitude Uco Valley. Recuerdo means "memory" or "memento" in Spanish. As such, the Recuerdo winemaking team of Santiago Achával and Pablo Martorell passionately believes that each bottle of Recuerdo should not only represent Argentina's native terroir but also serve as a memory of each and every harvest. www.recuerdowines.com  

About The Vines of Mendoza

Founded in 2004 by Michael H. Evans and Pablo Gimenez-Riili, The Vines of Mendoza makes Argentine wines, vineyard ownership, and winemaking accessible to wine lovers worldwide, through wine sales and tastings, private vineyard ownership, and the forthcoming The Vines Resort and Spa. www.vinesofmendoza.com   

About Blackbird Vineyards

Founded in 2003 by Michael Polenske, Blackbird Vineyards is an artisanal producer of Pomerol-inspired wines from the Napa Valley. Planted in 1997, the estate vineyard is located in the heart of the Oak Knoll District—a region appreciated for its moderate climate and deep, gravelly soils. The vineyard's valley floor topography presents optimum growing conditions for Winemaker Aaron Pott to produce elegantly styled, appropriately balanced red wines that offer short- and long-term cellaring potential. www.blackbirdvineyards.com   

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