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Media Contact:



Moira Bartel
415/722-8229 moira@melissawellespr.com

FROM MUSIC ROOTS TO ROOTSTOCK - BOZ SCAGGS LAUNCHES HIS OWN WINE

Napa Valley, CA (Nov. 16, 2010) – Boz Scaggs may be best known for his chart-rocking R&B songs, but now the Napa Valley resident can add another hit to his repertoire: elegant, multi-layered French-style red and rosé wines.

After more than a decade of cultivating and tending his certified organic Mt. Veeder estate in Napa's Mayacamas Mountains, Scaggs' enthusiasm for the viticultural process has continued to grow. While other celebrities may simply lend their names to a label, Scaggs is hands-on in his involvement, from vineyard management to driving the truck that delivers the harvest to the winemaker.

Scaggs Vineyard, perched on a prime parcel of the mountain range that divides Napa and Sonoma counties, is a scattering of hillside plantings which comprise a little over two planted acres. The result is a highly select, small lot production of less than 500 cases of wine per year. In a region best known for powerful *cabernet sauvignons*, Scaggs Vineyard's Rhône-style wines include varietals that are uncommon but ideally suited to Mt. Veeder. The Mt. Veeder Montage is a blend of *syrah*, *mourvèdre*, *grenache* and *counoise*; the rosé is 100% *grenache*.

Scaggs Vineyard grew out of serendipity. "We were having some fruit trees planted, and a friend said he had some *syrah* vines left over from a job earlier that day and did I want them," said Scaggs. When the musician returned from a tour late that summer, he was greeted by a third of an acre of baby vines poking through the soil, and he fell in love.

"It was near midnight when I pulled down the drive, the moon close to full and the night unusually warm," he says. "I got out of the car midway down to stretch and just register being home again, and in the moonlight I saw those fledgling vines I'd forgotten were even there. More to the point, I *felt* those vines. Their energy was palpable."

Soon after, Scaggs and his wife Dominique explored the idea of planting other traditional Rhône varietals to blend with *syrah*. The wines of the northern Rhône were among the wines they loved best, and there was enough indication in their soils and their climate to suggest the varietals would thrive. And thrive they have. The wines are exceptional – the Montage showcasing the velvety textures, rich fruit and beautiful spiciness Rhône varietals are known for; the rosé dry, deeply aromatic, and with the delicate salmon color of Provençal roses. The source clones for all but the *syrah* are the Beaucastel Vineyard in Châteauneuf-du-Pape.

Scaggs tries to stay true to the spirit of old-style French winemaking. "Minimal intervention in winemaking allows maximum expression of terroir," he says. "You can taste our place in our wine." Winemaker Ken Bernards shares the philosophy: he's devoted to discovering the character of each specific vineyard he works with and is widely acknowledged to be one of California's visionaries. Since his first harvest in 1986, Ken has remained on the leading edge of winemaking technique in California, using scientific experimentation in the vineyards and in the winery, while at the same time adhering to traditional, small-scale methods, such as fermenting in small open-top vessels or oak barrels, utilizing hand punch-downs, and seeking to allow the vineyard's character to speak through the wines. Bernards' approaches winemaking as a delicate and ever-changing balancing act between traditional wisdom, scientific assessment, and artistic insight.

Scaggs Vineyard's current vintages include the 2008 Mt. Veeder Montage (*syrah, mourvèdre, grenache* and *counoise*; 348 cases) and the 2009 Rosé (*grenache*; 106 cases).

For more information please visit www.scaggsvineyard.com

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