

Press Release

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FOR IMMEDIATE RELEASE

ADLER DEUTSCH VINEYARD APPOINTS AARON POTT WINEMAKER

NAPA VALLEY, February 11, 2014: Adler Deutsch Vineyard, producer of estate-grown ADV Cabernet Sauvignon in Napa Valley, has announced the appointment of winemaker Aaron Pott.

Located on the edge of the acclaimed West Rutherford Bench, Adler Deutsch Vineyard is just south of the town of St. Helena in the heart of the Valley. Vintners Bob Adler and Alexis Deutsch-Adler acquired the property for its famed soils and redeveloped a 2-acre vineyard planted to Cabernet Sauvignon and Petit Verdot with the assistance of viticulturist Jim Barbour.

In selecting Pott as winemaker, Bob Adler said, "Aaron's approach to winemaking is in sync with our personal philosophy to create an honest expression of Napa Cabernet, taking each step slowly and deliberately. His methodologies and expertise express the best of viticulture and winemaking, making him the ideal person to join our dedicated, focused team."

ABOUT AARON POTT

Aaron Pott studied enology at the University of California-Davis and became assistant winemaker at Newton under John Kongsgaard, a winemaker he credits as his first great mentor. With a desire to make wine in France and with encouragement from international oenologist Michel Rolland, Aaron became winemaker at Château Troplong Mondot, a

- Page 2 -

Premier Grand Cru Classé, and later at Château La Tour Figeac, a Grand Cru Classé from St. Emilion. In addition to his winemaking responsibilities, he earned a master's degree in Viticulture from the Université of Bourgogne. He remained in France for nearly six years before returning to the US to take a position with Beringer Wine Estates as winemaker for their international brands in France, Italy and South America. Following stints at St. Clement and Quintessa, Aaron launched his own label, Pott Wine, and began a successful consulting career producing wines of distinction from select sites in Napa and Sonoma Valley.

In November 2012, Pott was named "Winemaker of the Year" by the highly-acclaimed, *Food & Wine* magazine.

Private collectors may acquire Adler Deutsch wines by registering for the winery's mailing list at www.advwinery.com. Adler Deutsch Vineyard wines are available to its list members and through select restaurants.

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