



FOR IMMEDIATE RELEASE
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JACUZZI FAMILY VINEYARDS BACKGROUNDER

When he was a young boy, Fred Cline spent his summers visiting his grandparents, who lived on a farm in Oakley, California. In addition to being a famed inventor, Cline's grandfather, Valeriano Jacuzzi, was a passionate winemaker. During these summer visits, Valeriano spent hours sharing his love for winemaking with his grandson. Cline grew to love the agricultural life and the mysteries of vinifying grapes.

With a \$10,000 inheritance from his grandfather, Cline started Cline Cellars in 1982 near Oakley. Here, he preserved and restored many ancient vine sites to their rightful reign as premier California vine lands.

In 1991, Fred and his wife Nancy relocated the Cline winery from Oakley to the Carneros region of Sonoma, Calif. In 1994, the couple released the first Jacuzzi Family Vineyards wine to honor Cline's grandfather and to continue the family legacy of producing upscale, high-quality products.

In 2005, Cline continued the dream of honoring his family by breaking ground on an 18,000-square-foot facility that would house Jacuzzi Family Vineyards Winery. Located adjacent to Cline Cellars on Arnold Drive/Highway 121 in Sonoma-Carneros, the rustic, Italian stone villa officially opens July 3, 2007.

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JACUZZI FAMILY VINEYARDS WINERY FACT SHEET

- WHAT:** **Jacuzzi Family Vineyards Winery**, an 18,000-square foot, rustic Italian, stone villa that pays homage to Fred Cline's maternal grandfather, Valeriano Jacuzzi of pump and spa fame. More than just a winery, it features a tasting room, Jacuzzi family museum and special event venues. It is also the new home of The Olive Press, the most highly awarded producer of California extra virgin olive oil in the state.
- DATE OPENED:** July 3, 2007
- LOCATION:** Rests on 190 acres in the Carneros region of Sonoma, Calif. The winery overlooks the wetland preserves, other vineyards and distant mountain ranges.
- OWNERS:** Fred and Nancy Cline
- WINES:** Visitors to the winery will be able to sample Jacuzzi Family Vineyards wines free of charge. The list of brand varietals includes Barbera, Chardonnay, Merlot, Pinot Grigio, Pinot Noir, Primitivo and Sangiovese. Charlie Tsegeletos is the director of winemaking.
- WINERY FEATURES:** The winery features the following:
- Jacuzzi Barrel Room – chapel-like room that serves as a place for private events for up to 150 people. Featured vaulted ceilings, stunning stained glass windows and three, large-scale paintings of St. Teresa.
 - Jacuzzi Family Museum – chronicles the Jacuzzi family's immigration from Italy to the United States and showcases many family artifacts and inventions.
 - Special event venues:
 - The Vineyard Vista overlooks the wetland preserves, other vineyards and distant mountain ranges.
 - The Tuscan Road is set amid the vineyards, perfect for small, intimate lunches or dinner parties.
 - The Grand Piazza features Italian stonework and five arched windows with a view to the vineyards.
 - The Olive Press -- the most highly awarded producer of California extra virgin olive oil in the state. The Olive Press sits inside the winery, offering visitors a unique and educational experience via a tasting bar, gourmet gift shop and on-site, olive pressing facility, where guests can watch olive oil being made.

-more-

- Other -- A professional-size kitchen and retail shop. In coming months, the winery will feature an upscale boutique that sells hard-to-find, unique wares.

DESIGN:

The winery is inspired by the Jacuzzi family home in the northern Italian city of Casarsa, located in the Friuli region. With a look reminiscent of a medieval monastery, it consists of a complex of smaller sand-colored, stone and stucco-clad structures organized around a romantic, central courtyard. Traditional architectural details and natural materials add to the visitor's sense that the buildings pre-date their actual construction.

The interior features magnificent pieces of Italian art, Venetian-style glass chandeliers, handmade furnishings, a 17-foot stonecast fountain imported from Italy and an 80-year-old fig tree imported from Valeriano Jacuzzi's ranch, among other exquisite details. Mature olive trees also from Valeriano's ranch adorn the entrance.

HISTORY:

Fred Cline is the grandson of Valeriano Jacuzzi. In addition to being a famed inventor, Valeriano was also a passionate winemaker, who passed on his love to his grandson. Cline first started producing Jacuzzi Family Vineyards wine in 1994 to honor his grandfather and continue the family legacy of producing upscale, high-quality products. The winery is the next phase in continuing that tribute.

UNIQUENESS:

Jacuzzi Family Vineyards Winery differs from other northern California wineries as follows:

- Home to The Olive Press – The Olive Press is the most highly awarded producer of certified organic California virgin olive oil in the state. A one-stop-shop for "all things olive" it features a tasting bar, retail store and an on-site, olive pressing facility where visitors can watch olive oil being made. It is the first company in California to offer such a complete "olive oil experience" under one roof.

Furthermore, this is the first-ever, combined winery and olive oil tasting room, gourmet shop and production facility in northern California wine country.

- Location – Prominently located along Arnold Drive/Highway 121, the winery is one of the first vineyards/wineries people come upon as they enter Sonoma Valley.
- "Family destination spot" – Jacuzzi Family Vineyards Winery will offer a series of community events in the coming months, such as cooking classes, a speaker series, art shows and more. Coupled with the on-site presence of The Olive Press and the museum, the winery will become more than just a place to sample wines, but a "total destination spot" for families.

HOURS OF OPERATION: Tasting room open daily from 10 a.m. to 5:30 p.m.

COSTS: Admission to the winery is free of charge. Free public tours scheduled daily.

CONTACT INFORMATION: Jacuzzi Family Vineyards Winery
24724 Arnold Drive
Sonoma, Calif. 95476
(707) 931-7500

WEB SITE: www.jacuzziwines.com

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Vineyards

Carneros

Sonoma Valley, separated from Napa Valley by the Mayacamas Mountains to the east, has a cooler, more pronounced maritime climate that allows fruit to mature slowly and gracefully. Our southern Sonoma County location is in the Carneros district, one of California's most coveted tracts of vineyard real estate. Carneros, which extends across the cool southern extremes of both Sonoma and Napa counties, abuts the flatlands north of San Pablo Bay (the northernmost section of the San Francisco Bay region), sleeping nightly under a blanket of chilly fog. In the afternoons, bay winds roar into Carneros' gentle hills, moderating the blistering summer heat. With vines planted in shallow clay and loam soils, the climatic conditions force the vines to struggle for survival, reducing their yield. Sounds bad, but here's the good news: yield reduction means flavor concentration. Carneros vines of all varieties produce small, tight clusters of luscious fruit with an elegant balance of piquant acidity and mineral nuances. Here we grow Barbera, Nebbiolo, Chardonnay, Cabernet Sauvignon and Merlot.

Sonoma Coast

In the mid 1990s, Fred Cline was presented an opportunity to purchase some property in Petaluma, a short distance as the crow flies from the winery. Fred quickly grasped that, just as years before Carneros had been, southern Petaluma was an area of unleashed potential. The climate is cooler and these vineyards are typically enshrouded in early morning coastal fog, bathed in intense midday heat and cooled by late afternoon Pacific breezes. With more than twice the annual rainfall of inland appellations, the grapes demand longer hang-time to ripen. And although the yields are smaller, the quality is outstanding. In these vineyards, we grow Sangiovese, Pinot Grigio, Malbec and Chardonnay.

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JACUZZI FAMILY VINEYARDS FARMING PRACTICES

Since 2000, Jacuzzi Family Vineyards has farmed the “Green String” way, which is known to well exceed organic farming practices. By not relying upon chemical pesticides, fungicides and fertilizers to maintain and increase fertility or to combat pest problems, Jacuzzi produces healthier vineyards, which results in a better-quality grape.

Composting

Once a year, Jacuzzi reduces vineyard cultivation and degradation by composting using natural products, such as grape pumice, vineyard prunings and other mature organic material. This helps retain soil structure, water infiltration and microbial activity. “Compost Tea” is added to the vines via drip irrigation and also applied directly to the leaves. This tea contains molasses, fish emulsion to increase nitrogen content, rock dust, microbes and other nutrients.

Minerals

Jacuzzi imports raw, crushed volcanic minerals from Arizona to incorporate into the soil. The company is also developing its own “cinder-cone” grinding operation using on-site volcanic rock that is high trace minerals, which are necessary components to build strength to vineyards. Ground-up oyster shells provide calcium to the vineyard, as well.

Cover Crops

Jacuzzi does not disc its vineyards, but rather, employs a cover crop consisting of grains (i.e. barley, oats) and nitrogen-fixing plants (i.e. bell-beans). These crops are grazed down each year after bud break, resulting in the addition of carbon-containing organic matter and nitrogen to soften the soil bed. Topsoil is preserved by minimizing winter bare-soil runoff. The cover crop also provides a place for beneficial insects to live and help maintain the health of the vineyard.

Weed Control

Controlling weeds in the vineyard is vital. Weeds often compete with vines for valuable water and may tangle up with the fruit and cause problems at harvest time. “Broadleaf weeds” have also been known to cause problems in vineyards, but exist mostly in weaker soils, causing Jacuzzi to rely even more heavily on soil strengthening management to avoid the usage of herbicides. Sheep are also used to assist in removing harmful weeds from the vineyards. Hand-pulling weeds and an under-row cultivator that uproots weeds under the vine are also used.

Pest Control

Rather than spraying inorganic pesticides, Jacuzzi relies on healthy soils to harbor beneficial insects, such as predator mites that help keep destructive pests at bay. A healthy vineyard is more resistant to pests such as leafhoppers and mealy bugs than is a weak one. All spray techniques utilized in Jacuzzi vineyards are derived from organic sulfur dust to prevent powdery mildew, as well as rock-dust to thwart pests.

Water Management

Jacuzzi's vineyard managers have mastered the art of detecting water stress in the vineyards. Soil moisture content is checked daily by digging in the soil and determining when and how much water is applied to the vineyards to ensure that vines do not have to compete for water with the cover crop.

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Fred Cline
Proprietor
Jacuzzi Family Vineyards

Fred Cline's maternal grandfather, Valeriano Jacuzzi of pump and spa fame, called Oakley, Calif. home. On summer visits to his grandparents, Fred learned both the love of agricultural life and the mysteries of vinifying grapes into wine (there his grandfather farmed Zinfandel, Mourvèdre and Carignane and produced wine mostly for personal consumption). This love led Fred to obtain a degree in agriculture science and management from the University of California-Davis.

In 1982, with an inheritance from his grandfather, Fred founded Cline Cellars near Oakley. Here, he preserved and restored many ancient vine sites to their rightful reign as premier California vine lands.

In 1991, Fred and his wife Nancy relocated the winery from Oakley to the Carneros region of Sonoma, Calif. and produced the first Jacuzzi Family Vineyards wine in 1994. He built the 18,000-square-foot winery adjacent to Cline Cellars on Arnold Drive/Highway 121 in Sonoma-Carneros.

Fred's innovation and experimentation has produced distinctive and rich wines for which he has garnered enormous acclaim.

Fred and Nancy reside in the town of Sonoma with their seven children.

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Charles (Charlie) Tsegeletos
Winemaker/Director of Winemaking
Jacuzzi Family Vineyards

Charlie Tsegeletos (pronounced Seg-uh-let-ose) was raised in northern California by Italian and Greek parents. Growing up, his family always had a bottle of wine on the table. He inherited his interest in wine from his great grandfather, Guippe Guidotti, who in the 1930s grew grapes and made wine in the Guerneville area of Sonoma County, Calif.

In 1979, Tsegeletos earned his degree in agricultural science and management/plant science from the University of California at Davis. He launched his winemaking career in 1980 at the age of 24 as an apprentice for Pendleton Winery. In 1981, he joined Hacienda Wine Cellars as assistant winemaker in Sonoma, and in 1984 assumed the role of winemaker at D'Agostini Winery. Tsegeletos joined Glen Ellen Winery in 1987 as senior director of winemaking when it was owned by the Benzigers, and then ultimately sold to United Distillers & Vintners. There, he crafted his blending skills and the effects these skills had on wine. He joined Cline Cellars in 2002, and is responsible for winemaking and production for the winery's Jacuzzi Family Vineyard, Cline and Oakley brands.

Tsegeletos often lets the grapes guide his style of winemaking. He works closely with vineyard managers to ensure that varietals are planted in locations that will provide optimal acid and sugar levels and express true varietal characteristics. He then hones his winemaking skills to shepherd the wine toward his chosen style. His red wines are big and dark with lots of fruit concentration and delicate oak nuances; white wines are bright and fresh.

Tsegeletos is a professional wine judge, as well as president of the board of directors for the Sonoma Valley Vintners and Growers Association. An avid snow skier and motorcyclist, he resides on an old chicken ranch in the hills of Sonoma with his wife, daughter and an assortment of animals.

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