



**FRANK FAMILY WINE—WHAT HOLLYWOOD SIPPED AND SWIRLED AT THE AFI'S 33<sup>rd</sup> LIFE ACHIEVEMENT AWARD HONORING GEORGE LUCAS**

(June 20, 2005—Hollywood, CA)—As thousands of guests filled the Kodak Theater in Los Angeles, California on June 10<sup>th</sup> for the 33<sup>rd</sup> American Film Institute (AFI) Life Achievement Award honoring George Lucas, they sipped and swirled wine from boutique Napa winery, Frank Family Vineyards.

Owned by Rich Frank, Chairman of The Firm Entertainment and Vice-Chairman of the American Film Institute, this is the second consecutive year the winery has poured at the award ceremony dinner. "AFI's Life Achievement Award is widely regarded as the highest honor for a career in film. It is a pleasure to share my wine with some of my colleagues here in Hollywood, in celebration of George Lucas' career," commented Frank.

Wines poured at the ceremony included Frank Family Vineyards' 2003 Napa Valley Chardonnay, Frank Family Vineyards' 2000 Napa Valley Cabernet Sauvignon, and Frank Family Vineyards' Blanc de Blancs, the latter which is only sold at the winery. For more information about Frank Family Vineyards' wine, go to [www.frankfamilyvineyards.com](http://www.frankfamilyvineyards.com).

The tribute, both heartfelt and playful, focused on Lucas' astonishing contributions to the art and technology of filmmaking, as well as the impact of the epic STAR WARS series.

Among the guests at the ceremony were previous AFI Life Achievement Award recipients including Harrison Ford, Tom Hanks, and Steven Spielberg—joined by Richard Dreyfuss, Robert Duval, Carrie Fisher, Mark Hamill, Jimmy Smits, Billy Dee Williams and John Williams.

### **About Frank Family Vineyards**

Founded by Rich Frank and Koerner Rombauer in 1992, Frank Family Vineyards' convivial tasting room offers a perfect off-the-beaten path feel for wine lovers looking for a new secret. Most often seen sporting broad smiles and wielding open bottles, the gregarious tasting room staff offers one of the most varied and casual tasting experiences in the Napa Valley—and keeps their fans coming back. Rich Frank estimates that about 85% of the visitors to Frank Family are either repeat visitors or have heard about the winery through family and friends. With that many thirsty guests, Winemaker Todd Graff is a busy man.

Five champagnes are handcrafted today in the old stone building: Brut, Blanc de Blancs, Blanc de Noirs, Rouge and Reserve. All of these are made in the traditional French *methode champenoise* style.

While the sparkling wines are a popular diversion for visitors, Owners Rich Frank and Koerner Rombauer focus their energies on making superb still wines. The winery produces Chardonnay, Zinfandel, Sangiovese and three Cabernet Sauvignons. The highly regarded Winston Hill Meritage (\$100), which comes from one of the steepest vineyards in Napa, and the Rutherford Reserve Cabernet Sauvignon (\$65), which is barrel aged for two and one-half years, have emerged as two of the most sought after wines in Napa. Frank Family's Carneros vineyards produce Chardonnay (\$32), which is most often called a "red wine drinker's white wine" for its full and creamy mouth-feel. The Sangiovese, a rising star, is created entirely from grapes grown on the highest point on Rich's property and the Zinfandel comes from selected grower sources in Napa.

Frank Family Vineyards' wines are produced in small quantities and the majority of the wines are primarily sold at the winery. However, Frank Family's national distribution is growing due to increased market demand, and their Chardonnay, Napa Valley Cabernet Sauvignon and Rutherford Reserve Cabernet Sauvignon may now be found in nearly 20 states throughout the country.

Located at 1091 Larkmead Lane in Calistoga, Frank Family Vineyards is open to the public daily from 10:00 am to 5:00 p.m. No appointment is necessary for a tasting, and there is no charge for a tasting or tour. Tours are available Tuesday through Thursday at 11am and 1pm. Please visit [www.frankfamilyvineyards.com](http://www.frankfamilyvineyards.com) or contact Dennis Zablosky at 800.574.9463 for more information.

### **FOR IMMEDIATE RELEASE**

**June 21, 2005**

**FOR:**

**Frank Family Vineyards**

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