

FOR IMMEDIATE RELEASE



FRANK FAMILY VINEYARDS

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FRANK FAMILY VINEYARDS OPENS NEW TASTING ROOM IN CALISTOGA

(August 19, 2008—Calistoga, CA)—Rich Frank and Connie Frank, owners of Frank Family Vineyards, are thrilled to announce the opening of the winery's new tasting room on Larkmead Lane in Calistoga. The original tasting room, loved by many for its no-frills feel, was demolished last week. Headed by Tasting Room Manager Dennis Zablosky, Frank Family's new tasting room is now located in the original Craftsman house on property, and will keep its welcoming no-charge policy for tasting.

Designed by renowned local architects Terry Tracy and Tom Faherty of Valley Architects, with interior design by Sara Marsten Bittner of Marsten Interior Design, the famously friendly tasting room retains its warm, convivial charm while expanding and enhancing the tasting facilities, which includes two additional rooms for private tastings.

"Our goal was to give new life to this historic property while maintaining the rustic charm and rich heritage of this landmark winery," says Rich Frank. "We sought to infuse more of the architectural aspects in the newly remodeled structures through the use of enduring materials like native stone and rustic wood," adds Connie Frank. By repeating design elements such as color, finishes, architectural details and spatial relationships, Frank Family sought to create a balanced and integrated overall design that will give visitors a cohesive, harmonious experience.

The tasting room was fashioned from the original winery owners' former residence, a classic Craftsman bungalow brimming with character. The original brick fireplace was lovingly restored after being found beneath layers of plaster and paint. The use of rich, warm wood and historic paint colors, taken from the era when the original home was constructed create a cozy retreat that invites guests to linger and savor the charm of a bygone era.

In addition to the new tasting room, the remodeling of the winery, which includes a new state-of-the-art small-lot production red wine facility, will allow Frank Family to have its first crush at the winery this harvest.

Construction also exposed a third side of the original Larkmead Winery at Frank Family Vineyards, which was built in 1884 and refinished in 1906 with native sandstone from the nearby hills. The massive stone edifice is considered one of the finest structures in the Napa Valley; appearing on the National Register of Historical Places and listed as a Point of Historical Interest in the state of California.

Landscaping on the property is expected to be complete by mid-September. Photos of the new tasting room will be available at that time.



Frank Family Vineyards

About Frank Family Vineyards

Frank Family Vineyards is located in the historic Larkmead winery in Napa Valley (the third oldest winery in Napa), and is well known for producing excellent Chardonnay and Cabernet Sauvignon. The highly acclaimed Rutherford Reserve Cabernet Sauvignon and Winston Hill Red wine are made from select lots of fruit grown on Rich Frank's steep Rutherford hillside estate, Winston Hill Vineyard.

Frank Family's national distribution is growing due to market demand, and their wines may be found in at least 20 states throughout the country. In addition to the nationally-distributed Napa Valley Chardonnay, Zinfandel, and Napa Valley Cabernet Sauvignon, the winery produces small quantities of Rutherford Reserve Cabernet Sauvignon, Reserve Chardonnay, Carneros Chardonnay, Reserve Sangiovese, Reserve Zinfandel, Reserve Pinot Noir and Port, which are sold only at the winery.

The winery originally secured its reputation producing sparkling wines and five sparkling wines are handcrafted today: Signature Brut, Blanc de Blancs, Blanc de Noirs, Rouge and Reserve. All of these are made in the traditional French *methode champenoise* style.

Located at 1091 Larkmead Lane in Calistoga, Frank Family Vineyards is open to the public daily from 10:00 am to 6:00 p.m. No appointment is necessary for a tasting, and there is no charge for a tasting or tour. Please visit www.frankfamilyvineyards.com or contact Dennis Zablosky at 800.574.9463 for more information.



Demolition of Frank Family's old Tasting Room — the End of an Era

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