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FOR IMMEDIATE RELEASE:

BLAIR COMPLETES SUCCESSFUL 2013 GRAPE HARVEST IN THE ARROYO SECO

Patience is the Key for Young, Artisan Label

Carmel-By-The-Sea, CA: The 2013 harvest has come and gone at Delfina's Vineyard, Blair's home estate in Monterey's Arroyo Seco appellation. Winegrower / owner Jeffrey Blair is excited about the overall quality of the fruit and initial fermentations from the just completed crush.

But the main lesson he took away from this vintage was the necessity of patience: "In late September, the valley was abuzz with how this would be an early harvest but what I was seeing were sugars outracing true phenolic ripeness. We made the decision to harvest solely on flavor, not numbers. We put away the refractometer and calendar and went with our hearts and our palates."

Jeffrey Blair continues: "the harvest at Delfina's Vineyard began on October 16 in the Pinot Noir blocks (thirteen days earlier than last year but two weeks later than most our neighbors) - the flavors were rocking, absolutely off the charts. These grapes will be the genesis of a new, limited "block" release from Blair, in addition to our normal "Delfina's" Pinot bottling. On October 19, we picked our first ever Chardonnay off the home vineyard. We were equally pleased with the quality of the fruit we source from two nearby properties – Pinot Gris from Meador Vineyard and Chardonnay from Roger Rose Vineyard. Early indications are that our patience paid off – our new 2013 wines are already showing great promise."

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Blair Vineyards is the newest micro-estate jewel in the Arroyo Seco appellation. The Blair family has deep roots in Monterey County, farming there for five generations. Initial plantings of ten acres are focusing on ultra-premium Pinot Noir and Chardonnay, two

varietals perfectly suited to the rocky soils and cool climate of this northeast corner of the Arroyo Seco AVA. The family also produces a Pinot Gris from Meador Vineyard and a Chardonnay from Roger Rose Vineyard. Blair Estate's tasting room is open daily in Carmel By-The-Sea. The winery's online home is blairwines.com

contact: Jeffrey Blair 831.596.1505 jeffrey@blairwines.com