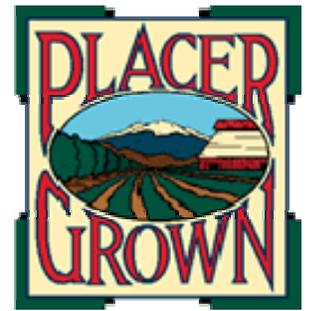


# PRESS RELEASE

FOR IMMEDIATE RELEASE:

## MEDIA CONTACT:

Julie Fraga • [julie@merlotmarketing.com](mailto:julie@merlotmarketing.com)  
Susan Belknap • [susan@merlotmarketing.com](mailto:susan@merlotmarketing.com)  
Merlot Marketing Inc. • 916.285.9835



CLICK IMAGE TO DOWNLOAD:  
Photo credit: PlacerGROWN

## PLACER COUNTY WINERIES SET RECORD WITH 37 MEDALS AT STATE FAIR COMPETITION



Stewart Pery of Fawnridge Winery won three medals at the State Fair competition.



Placer County is home to 18 wineries from Lincoln to Loomis and up into Auburn.

AUBURN, Calif., July 12, 2012 - Look out Napa and Sonoma Valley, there's a new kid in town. The results of the California State Fair Wine Competition are in and Placer County wineries claimed top billing with 37 awards from eight of its 18 wineries, the highest number of medals achieved by the region to date.

"Our Placer County wineries continue to grow in numbers and increase the quality of their wines," said Jocelyn Maddux of Lone Buffalo Winery in Auburn. "We're proud that we have achieved a record number of awards to add to our 'Best' wins with Lone Buffalo's 'Best of Class for the Sierra Foothills' in 2010, Wise Villa in 2011 and Popie Wines this year. In addition, Casque Wines won 'Best of Show Microwinery Awards in 2010 for both red and white wines."

From Lincoln to Loomis and up through Auburn, eight Placer County wineries were recognized in the Fair's commercial wine competition among 2,890 wine entrants. More than 70 judges on 18 panels tasted all of the wines submitted by 688 participating wineries.

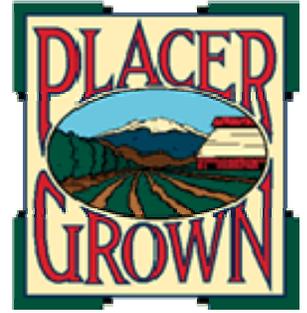
Lincoln's Wise Villa brought home the most medals amongst the submitted Placer County wineries with a total of 13 medals including three gold, six silver and four bronze awards.

The town of Loomis had four wineries with impressive wins with four silver medals for Casque Wines; Ciotti Cellars with one silver and three bronze and Secret Ravine Winery earned three silver awards. Popie Wines won two silver medals for its 2009 Red Generic and its Bianci di Barbera, which also tied for the "Best of Class, Sierra Foothills Appellations."

(MORE)

# PRESS RELEASE

PAGE 2 of 3



## RELATED LINKS:

[Placer County Vintners Association website](#)

[PlacerGROWN website](#)

[PlacerGROWN Facebook website](#)

[Foothill Farmers Market website](#)

[Mountain Mandarin Growers](#)

[Association website](#)

[Placer County Farm Bureau website](#)

A bit further up Highway 80 in Auburn, PaZa Vineyard was recognized with two silver medals and one bronze, Fawnridge Winery won one silver and two bronze and Lone Buffalo went home with four silver awards and one bronze.

"This is such an outstanding achievement for our area's wineries," said Placer County Agricultural Commissioner Josh Huntsinger. "All of our wineries deserve recognition and the State Fair endorsement means so much. Placer County wineries have been one of the region's best kept secrets and we're working hard to change that."

Huntsinger said the Placer County medal winners will be amongst more than 200 wineries pouring their showcase wines at the Grape and Gourmet event at the Fairgrounds on Aug. 18. Tickets are available for \$40 in advance and \$50 at the door. Visit [www.bigfun.org](http://www.bigfun.org) for more information about the California Grape and Gourmet.

Placer County is home to 18 wineries located on the Placer County Wine Trail, which runs from Lincoln to Loomis to Newcastle and Auburn and is easily accessible from I-80 and Highway 49. More information about Placer County wines is available at [www.placerwine.com](http://www.placerwine.com).

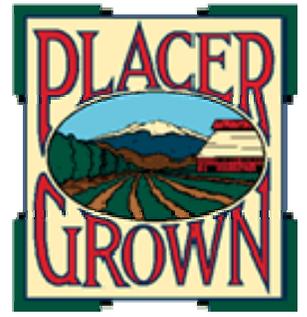
## ABOUT PLACER COUNTY VINTNERS ASSOCIATION:

The Placer County Vintners Association is a nonprofit association created to provide a forum for Placer County wineries to collaborate on events and programs. Together the Association also develops marketing programs to raise awareness of the Placer County wine region. The group believes that sharing best practices with all county wineries inspires the vintners to provide a high quality experience for winery visitors. For more information and maps, visit [placerwine.com](http://placerwine.com) or call (916) 663-4486.

(MORE)

# PRESS RELEASE

PAGE 3 of 3



## ABOUT PlacerGROWN:

Supported by Placer County, PlacerGROWN is the information source dedicated to educating residents about the freshest agricultural products the region has to offer. Through its website, social media channels and other outreach programs, PlacerGROWN connects community members with the farms, orchards, ranches, wineries, nurseries, farmers' markets and specialty food stores in one of the most diverse growing areas in Northern California. To discover the bounty of agricultural products produced by farmers who call Placer County home, or for more information about PlacerGROWN, visit [www.placergrown.org](http://www.placergrown.org).