

BARDEN



FOR IMMEDIATE RELEASE

September 1, 2015

MARGERUM RELEASES NEW BARDEN LABEL WINES FROM STA. RITA HILLS

Santa Barbara, CA -- Margerum Wine Company is pleased to announce the release of its new Barden label wines: Chardonnay, Fonte (a blend of Chardonnay, Pinot Blanc and Pinot Gris), Syrah and Pinot Noir. All are available at select wine shops and restaurants, as well as at the Margerum Tasting Room in Santa Barbara and online. The wines retail for \$36-\$82.

Barden is Doug Margerum's dream to create world-class wines using grapes from the renowned Sta. Rita Hills AVA. Applying the knowledge and experience of over 30 years in the wine industry, the Barden wines are the ultimate expression of grapes grown in this region. Barden is Doug's middle name and literally translates into "one who lives near the boars den" – a nod also to the wild boars that roam the Sta. Rita Hills.

Doug Margerum is an iconic pioneer in the wine industry; in 1981, his family opened the Wine Cask in Santa Barbara's historic El Paseo district; for 13 years -- from 1994-until 2007, when he sold the Wine Cask – it was one of 74 restaurants worldwide to earn the *Wine Spectator* Grand Award. In 2001, Doug founded Margerum Wine Company with the goal of returning wine making to its previous form of production (handcrafted and personal), and has consistently produced highly-lauded wines.

Working with top vineyards from the cool, eastern end of the valley in Happy Canyon Santa Barbara, to the cold vineyards of Sta. Rita Hills in the western end of the valley, Margerum has, until now, primarily produced it's well known M5 (a Rhone varietal red blend), single vineyard Syrahs, a co-fermented Syrah called UBER, SYBARITE Sauvignon Blanc, RIVIERA Rose and KLUCKITAT Pinot Gris.

The new Barden label continues the Margerum legacy and commitment to create handcrafted wines using only the highest quality grapes and producing wines that are truly reflective of where they are grown. Margerum strives to make wines naturally, wines with personality -- and in limited quantities.

For more information on Margerum and Barden wines please visit www.margerumwines.com

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MEDIA CONTACTS:

If you would like to speak with Doug or need additional information, please contact me Cheryl@poppinc.com or my niece Brooks Van Wingerden at brooks@margerumwines.com ; 805.895.4084. It's all in the family.

Wine is good living!