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FOR IMMEDIATE RELEASE

June 23, 2021

Trio of Napa Valley Tasting Rooms Establish Vichy Tasting Experience

Napa, CA – With the busy winetasting season underway and relaxed restrictions allowing wineries to host more guests for indoor tasting, Bougetz Cellars, Jean Edwards Cellars and Prime Solum announce the full launch of the Vichy Tasting Experience on Atlas Peak Road in Napa, California. The three tasting rooms are located under one roof in a fully renovated, steel Butler building with ample and easy parking, but each offer their own wines, experiences and atmosphere in separate indoor, air-conditioned tasting suites, outdoor covered patios, and private tasting cabanas.

Located just minutes from downtown Napa in the Vichy Art & Wine District, across the road from the entrance to the Silverado Country Club, the Vichy Tasting Experience provides the opportunity to taste the wines of five different labels from three different wineries. The three tasting rooms offer wide range of varieties, including Sauvignon Blanc, Chardonnay, Viognier, Pinot Noir, Syrah, Petite Sirah, Cabernet Sauvignon, Cabernet Franc, Merlot, Petit Verdot as well as Bordeaux-style blends, sourced from several appellations in the Napa Valley and Sonoma County, and Anderson Valley in Mendocino County.

Jean Edwards Cellars co-owner Karen Troisi summed up the benefits of this single location for wine tasting customers. “Guests have the option to sample the wines of three very different wineries in one location, while enjoying a much quieter, more bucolic landscape than nearby downtown Napa can offer. Our wines have been recognized by Wine Spectator Magazine, James Suckling and Robert Parker’s Wine Advocate, and John and I are thrilled to have a Napa Valley tasting room where we can pour them for everyone from new wine lovers to our long-time wine club members.”

Bougetz Cellars Proprietor and Winemaker Thomas Bougetz explains, “It’s the best kind of wine tasting experience. The atmosphere is relaxed, and guests have the ability to taste exceptional small production wines from individual vineyards, to learn why we chose to make wine from one appellation or one vineyard location rather than another.”

For almost five decades Prime Solum Founder and Winegrower William “Bill” Hill has identified ideal vineyard terroir and designed innovative vineyards up and down the West Coast. Prime Solum wines showcase the Bordeaux varietals from his Brokenrock Vineyard in the Napa Valley, while Expression Wines focus on Chardonnay and Pinot Noir from the Sonoma Coast and Anderson Valley. Both labels can be enjoyed at the Prime Solum tasting room, with a relaxing, inviting atmosphere and an ever-changing food menu. Director of Hospitality Elana Hill says, “We look forward to hosting guests in our new location and sharing our distinctive wines that have come from my father’s decades of passion for viticulture and winemaking.”

RELEASE: Trio of Winery Tasting Rooms Establish Vichy Tasting Experience

RELEASE DATE: June 23, 2021

Page 2 of 2

Each of the tasting rooms has individual hours, tasting availability and fees. For more information or to schedule a tasting, contact information is listed below.

Bougetz Cellars: Open Friday thru Sunday from 11am-6pm for walk-in tasting, and by appointment only Monday thru Thursday. *For more information or to schedule a tasting:* call 707.699.2187 or visit www.bougetzcellars.com.

Jean Edwards Cellars: Open Thursday thru Monday from 11am-5pm by appointment, with walk-ins welcome on a space available basis. *For more information or to schedule a tasting:* call 707.927.3184 or visit www.janedwardscellars.com.

Prime Solum: Open Friday thru Monday from 10am-4pm by appointment only. *For more information or to schedule a tasting:* call 707.492.3531 or visit www.primesolum.com.

About Vintelligent Marketing

Vintelligent Marketing was established in 2006 by Dan and Valerie Moberg, a husband-and-wife team that specializes in helping small wineries focus their pricing, packaging, and brand image to increase their market exposure and sales. For over fifteen years, they have built upon their industry connections and extensive professional experience in marketing, branding and wholesale, retail, and direct-to-consumer wine sales to help their clients stand out in a competitive industry. For more information visit vintelligentmarketing.com.

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