

LA CREMA



FOR IMMEDIATE RELEASE

Carolyn Fuller
Associate Communications Manager
707.525.6231
carolin.fuller@jfwmail.com

LA CREMA INTRODUCES WILLAMETTE VALLEY PINOT NOIR **Winery's first Oregon offering expands focus on cool-climate winegrowing regions**

WILLAMETTE VALLEY, OR (March 11, 2014) – From a winery with a rich tradition of highlighting the regional differences in California's cool-climate appellations, La Crema is exploring an entirely new area with the addition of its Willamette Valley Pinot Noir. The winery's first foray into Oregon winemaking, the new Pinot Noir will be available this Spring.

"The Willamette Valley is one of the finest areas for growing Pinot Noir, and I've long been impressed with the nuance and delicacy of the wines from this region," said Elizabeth Grant-Douglas, winemaker. "Creating our Willamette Valley Pinot Noir was a great experiment, allowing me to sample grapes from throughout the valley and its sub-AVAs. I wanted our finished wine to really reflect the character of the region."

The new wine complements La Crema's existing portfolio of Appellation-specific offerings. Expressive yet temperamental, there are only a few cool-climate pockets in the world where Pinot Noir reveals its nuanced beauty. After more than 30 years making wines from these esteemed areas in California – including the Russian River Valley, Anderson Valley and Monterey – it felt natural for the winery to turn its focus to the north.

"Our Willamette Valley wine has a personality that's completely unique," said Grant-Douglas. "While our fans will recognize the silkiness of texture, the wine is driven by earthy notes and delicate herbal aromas."

The La Crema 2012 Willamette Valley Pinot Noir will be available online at www.lacrema.com or at fine wine stores for \$30 suggested retail price.

About La Crema

La Crema is widely loved for handcrafted Chardonnay, Pinot Noir and new Pinot Gris. For more than 30 years, the family-owned and operated winery has focused exclusively on cool climate appellations, where ocean winds and fog allow grapes to ripen slowly on the vine. Winemaker Elizabeth Grant-Douglas continues to use boutique techniques

LA CREMA



to produce distinctively balanced and elegant wines. A leader in sustainable vineyard and winery practices, La Crema combines traditional farming methods with new technologies to conserve water, minimize energy use and naturally reduce pests. To learn more, visit www.LaCrema.com or follow us on Facebook (www.facebook.com/LaCremaWinery) or Twitter (@LaCremaWines).

###