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PALMERI “SWEEPS” AT THE FIRST NATIONAL WINE COMPETITION JUDGED ONLY BY WOMEN

—Stagecoach Cabernet Sauvignon-Syrah Blend 2002 Wows Judges’ Palates—

GEYSERVILLE, CA, March 23, 2007— PALMERI, a relative newcomer to the wine scene, outpaced more than 1,800 wines at the first *National Women’s Wine Competition*. The winery’s 2002 Stagecoach Cabernet Sauvignon-Syrah blend was voted the *Judge’s Choice Award* (Overall Winner of the Four Sweepstakes Categories: Red, White, Sparkling and Dessert) by the all-women judges. Additionally, the wine also won *General Competition Sweeps Champion, Red Wines*. Advancing a new category with this proprietary blend of Cabernet and Syrah, PALMERI launched its first release of this wine—the competition winner—in 2005. Winemakers Kerry and Daisy Damskey have been moving in the wine circuit for years and are internationally respected industry professionals. PALMERI embodies Kerry’s passion and technique.

The competition, held March 13-15 in Santa Rosa, California, was the first national wine competition judged solely by women. Judges were from the ranks of leading Masters of Wine, sommeliers, winemakers, educators and journalists who focus on wine. Wines from around the nation competed in the inaugural wine tasting, which was created to provide a “woman-to-woman roadmap” to outstanding wines like the 2002 Stagecoach Cabernet Sauvignon-Syrah blend.

“We are so thrilled to be Sweeps winners in two categories at this trend-setting National Women’s Wine Competition. At PALMERI, we have been willing to take risks with our wines and it’s paying off,” said Daisy Damskey, co-winemaker and co-owner. “Mountain Syrah and Cabernet are the specialty focus at PALMERI, and it’s exciting to see people as intrigued about this tantalizing blend as we are.”

A Cabernet-Syrah Blend?

California Cabernet-Syrah blends are a fusion of the New World and the Old World, sometimes called Super Rhones or New World Syrahs. Although the blend has been done for decades in Australia, it is a relatively new concept in California. It is also similar to the Super Tuscans made in Italy from Cabernet and Sangiovese. “It’s kind of a ying-yang phenomenon,” explains Kerry Damskey, co-winemaker and co-owner. “Cabernet can be rich, dense, like a meal in itself. Syrah is typically edgy, sometimes a bit harsh, and magically the two together transform into a softer, more exotic, feminine style of wine.”

Tasting Notes

The PALMERI 2002 Stagecoach Vineyard Cabernet-Syrah has the elements of a Napa Valley hillside Cabernet—lively aromas of cedar with tobacco, cocoa and coffee, tight texture and intense tannins—coupled with a fuller black fruit component, white pepper and nutmeg spiciness, and broad, supple but distinguished tannins from the Syrah. The marriage also softens and tames the concentration of the Cabernet, opening it up to the opulent Syrah fruit. “The Syrah really helps define the wine, even though it makes up just a little over one-third (32 percent) of the blend,” said Damskey. “In the nose, the Cabernet seems to dominate, but in the mouth, the palate definition is driven by the Syrah.” Purple-black in color, full and voluptuous, the wine is a sensory experience of nuances and levels of flavors that will develop and age gracefully.

PALMERI: A Focused Hillside Syrah Brand

PALMERI, a focused hillside Syrah brand, is named for a native species of oak, *Quercus palmeri* that grows at high altitudes. The whimsical wine labels feature the fox (gracing the winning 2002 Stagecoach Cabernet Sauvignon-Syrah), the boar or the bat, each representing the diverse fauna found in the mountain ranges that are the source for the ultra-premium grapes in Palmeri Wines. The sweeps-winning wine sources fruit from the Stagecoach Vineyard, along the Vaca ridge on the eastern edge of Napa Valley. This vineyard was traditionally and historically known for Cabernet Sauvignon, but not for Syrah until PALMERI began making a vineyard designate.

The National Women’s Competition

The National Women’s Wine Competition is a privately owned wine competition produced by Lea Pierce and NWWC™ business partners De-Anna Alba and Judith K. Oppenheimer. A portion of the entry fees benefit Women for WineSense, a national non-profit organization focused on wine education. Any licensed, bonded winery was allowed to enter their wines in the general competition. As a follow-up to the competition, Women for WineSense will host a public tasting, called “Wines Women Want!” featuring medal-winning wines, on June 23, 2007 at the Four Seasons in San Francisco. For more information, visit <http://www.nwwc.infor> and <http://www.womenforwinesense.org>.

Purchase the Sweeps Winner

PALMERI produced only 365 cases of the 2002 Stagecoach Vineyard Napa Valley Cabernet-Syrah. Shipped nationally, the wine is also available to reciprocity states directly through the website at <http://www.palmeriwines.com>.

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NWWC Facts & Top Awards:

- Over 1800 individual wines were judged
- 523 Wineries from 31 states participated
- 389 Wineries medaled in the competition (Bronze or above)
- 816 (total) B/S/G medals awarded
- California won 543; all other states won a combined total of 273 B/S/G awards
- Leading non-California award-winning state: Washington with 75

Judges' Choice Awards

(Overall Winner of the Four Sweepstakes Categories)

General (Open) Competition:

Palmeri Wines 2002 Napa Valley Cabernet Sauvignon/Syrah, Napa Valley AVA, Stagecoach Vineyard, Daisy and Kerry Damskey, Winemakers (Geyserville, CA). www.palmeriwines.com

Women Winemaker's Challenge

Veritas Winery 2005 Kenmar Traminette, Monticello AVA, Emily Pelton, Winemaker (Afton, VA) www.veritaswines.com

Sweepstakes Winners, General (Open) Competition

Red Wines: **Palmeri Wines** 2002 Napa Valley Cabernet Sauvignon/Syrah, Stagecoach Vineyard, Daisy and Kerry Damskey, Winemakers (Geyserville, CA).

www.palmeriwines.com

White Wines: **Windsor Vineyards** 2005 Johannisberg Riesling, Toni Stockhausen, Winemaker (Windsor, CA) www.windsorvineyards.com

Sparkling: **Gloria Ferrer Champagne Caves** Gloria Ferrer NV Blanc de Noirs, Bob Iantosca, Winemaker www.gloriaferrer.com

Dessert: **Veritas Winery** 2005 Kenmar Traminette, Monticello AVA, Emily Pelton, Winemaker (Afton, VA) www.veritaswines.com

Sweepstakes Winners, Women Winemaker's Challenge

Red Wines: **Carol Shelton Wines**, 2004 Wild Thing Zinfandel, Mendocino County, Carol Shelton, Winemaker (Windsor, CA). www.carolshelton.com

White Wines: **Snoqualmie Winery/Erath Vineyards (Chateau Ste. Michelle)**, 2005 Snoqualmie Naked Riesling, Columbia Valley, Joy Andersen, Winemaker (Woodinville, WA) www.snoqualmie.com

Sparkling: **Domaine Carneros**, NV Brut Rose Cuvee de la Pompadour, Carneros, Eileen Crane, Winemaker (Napa, CA) www.domainecarneros.com

Dessert: **Veritas Winery** 2005 Kenmar Traminette*, Monticello AVA, Emily Pelton, Winemaker (Afton, VA) www.veritaswines.com

* Double Sweeps winner