

**FOR IMMEDIATE RELEASE:**

Media Contact: Jo Diaz

Date: January 21, 2002

(707) 620-0788

<b>Something Old</b>	<b>Foppiano Vineyards</b>
<b>Something New</b>	<b>Varietal</b>
<b>Something Borrowed</b>	<b>Alexander Valley</b>
<b>Something <u>RED</u></b>	<b>Sangiovese</b>

Healdsburg, CA – Rock n’Roll Bill, winemaker at Foppiano Vineyards, has a new string on his guitar, in the key of Sangiovese. In its 105 years of making wine, Foppiano has never produced a Tuscan wine. Imagine!

That’s just what winemaker Bill Regan did... he imagined, as far back as 1980. Bill made a trip to London to take part in a panel discussion concerning, “Are the Rhone Rangers Soon To Be Followed By the Sangiovese Soldiers?” Well, time’s answered that question, but did not answer Bill’s thirst for the obvious, “Why isn’t Foppiano producing a Sangiovese; especially since the original family is from Genoa, the northwestern portion of Italy neighboring the region of Florence, where Sangiovese reigns supreme?”

Bill describes his newly released Sangiovese as having “Fifteen powerful units!”... that’s fifteen percent alcohol for those of us who aren’t hip to his jargon. What was the brix, you might ask? A whopping 26 percent! Regan simply says that the continual sampling process needed the 26 percent brix to find the perfect balance. With only 1,600 cases produced for the 2000 vintage, and another 1,600 cases slated for 2001, the Foppiano’s have a real winner!

- Imagine the color... rich, ruby red.
- Imagine the taste... a quick hint of dusky plum, with a feeling of silk on the finish.
- Now... just imagine... Foppiano’s 2000 Sangiovese.

# # #