

**FOR IMMEDIATE RELEASE:**

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Media Contact: Jo Diaz

Tel: (707) 620-0788

[jo@diaz-communications.com](mailto:jo@diaz-communications.com)

## **The Deck is Stacked in Louis M. Foppiano's Favor as Winemaker Rock n'Roll Bill Deals Him "Four-of-a-Kind"**

### **2001 Petite Sirahs**

**Paso Robles | Bacigalupi Vineyard | Russian River Estate Grown | Reserve**

HEALDSBURG, CA: Taking Foppiano's signature wine, and creating **four-of-a-kind**, each with its own unique characteristics, could be considered **a little dicey**... But, not so says, Rock n'Roll Bill. "I've created **a brand new deck** for Foppiano!"

When Louis M. Foppiano was asked, "Why four of the same varietal?" he said:

"The decision was based on my family's reputation for great Petite Sirah. After hosting the first annual Petite Sirah Symposium this past August, and tasting Petite Sirahs from all over California, it reconfirmed for me, the unique flavor characteristics from each different viticultural region. Our winemaker really rocked when asked to meet this challenge. Rock n'Roll Bill knows Petite Sirah is like a chameleon...and couldn't wait to see how Petite from each terroir would change to reflect its unique characteristics, and each one does. Like the four aces in a deck of cards, these four Petite's all are aces. And, in that deck, each ace is from a different suit. **You can't lose with four aces!**"

As with all wines crafted by Rock n'Roll Bill Regan, there's nothing petite about any of Foppiano's Petites.

- **2001 Foppiano, Paso Robles Petite Sirah**
  - *Ace of Clubs – our Ace-in-the-hole*
  - Suggested retail: \$14.50 (2,500 cases)
  - A chromatic blend of ripe berries, abundant tannins and oak overtones, with a lingering finish
- **2001 Foppiano, Bacigalupi Vineyard Petite Sirah –**
  - *Ace of Diamonds – this vineyard reflects its own Sparkling characteristics*
  - Suggested retail: \$17.50 (860 cases)
  - Bacigalupi Vineyard, on Westside Road along the Russian River, is known for producing grapes of outstanding character
- **2001 Foppiano Estate-Grown, Russian River Valley Petite Sirah**
  - *Ace of Spades – our grapes growing in Russian River Valley have been telling it like it is since 1896!*
  - Suggested retail: \$24.50 (7,500 cases)
  - Offers a huge structure with deep rich purple color
- **2000 Foppiano Petite Sirah Reserve, Estate Millennium Selection**
  - *Ace of Hearts – the Heart of our vineyards*
  - Suggested retail: \$50.00 (450 cases)
  - Each year Winemaker Bill Regan searches the estate vineyards for the ideal, classic block of grapes that can be designated “Reserve.” Nothing less than perfection goes into this bottle of wine.

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Calling a spade a spade!  
Suggested Retail: \$24.50  
7,500 Cases



The HEART of our Vineyards!  
Suggested Retail: \$50.00  
900 six-packs



Sparkling Characteristics!  
Suggested Retail: \$17.50  
860 Cases



Ace-in-the-hole!  
Suggested Retail: \$14.50  
2,500 Cases

