

FOR IMMEDIATE RELEASE:

Date: May 23, 2001

Media Contact: Jo Diaz

Tel / Fax: (707) 620-0788

jo@diaz-communications.com

**Foppiano's Winemaker, "Rock n' Roll Bill,"
Stirs Up the Reds With New FOPPIANO Releases**

Healdsburg, CA – The Louis J. Foppiano family announces the release of more dynamite reds...

2000 Petite Sirah, 2000 Zinfandel, 2000 Cabernet Sauvignon.

"I've heard so many people refer to our reds as 'manly wines.' I like that." It means they're big and bold and flavorful. What more could you ask for..." quips Louis M. Foppiano. "All these newly released wines are typical of our past vintages."

Rock n' Roll Bill Regan, Foppiano's acclaimed winemaker, discusses each wine:

- 2000 Petite Sirah, Sonoma County – "This wine always *rocks*."
- 2000 Zinfandel, Dry Creek Valley – "The 2000 Zin has pretty forward, aggressive fruit. Taming it is one of my secret passions."
- 2000 Cabernet Sauvignon, Russian River Valley – "This 2000 Cabernet has guts, but it's equally approachable."

Louis M. Foppiano believes, "When you've got this much talent in a winemaker, you just need to step back and give him all the room he needs to create, and then enjoy the fruits of his labor."

#