



**NEWS RELEASE
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**SCHUG CARNEROS ESTATE WINERY,
FOUNDED BY PIONEERING WINEMAKER WALTER SCHUG,
CELEBRATES 30TH ANNIVERSARY**

Ben Gillette partners with family-owned winery as National Sales Manager in milestone year

(Sonoma, CA, April 6, 2010)--Schug Carneros Estate Winery, founded in 1980 by husband and wife Walter and Gertrud Schug, marks its 30th anniversary this year. Walter brought his life's work to California in 1961, establishing his reputation during his tenure as winemaker for Joseph Phelps Vineyards from 1973 to 1983, where he made California's first proprietary Bordeaux-style blend, Insignia, and legendary vineyard-designated Cabernets from Backus and Eisele Vineyards.

Walter Schug also made Pinot Noir for Joseph Phelps, and when the winery ended production of the varietal in 1979, Mr. Phelps allowed him to continue to produce Pinot Noir under his own label. Schug spent three more years as winemaster at Joseph Phelps before making the decision to devote himself full-time to his own wine brand.

In conjunction with its 30th anniversary milestone, the family-owned Schug Carneros Estate Winery has announced that Ben Gillette has joined with its team in the new role of national sales manager. Gillette has 10 years of experience in national sales and marketing with wineries including Keller Estate, Peter Franus, and more recently Page Wines and Three Doves.

"Ben is a great asset in our continued market expansion," said Axel Schug, managing partner of the family's winery. "We are now distributed in 48 states, and Ben's extensive experience with prestige-level brands will help us continue to place our wines in top accounts and further our reputation as a national brand. We are very pleased to team up with him in this landmark year."

Forever interested in sustainability, the winery's thirtieth anniversary initiatives include breaking ground on a solar array to produce 100 percent of its electricity needs. The winery, which is located in the Carneros Appellation of Sonoma County, will also release its first-ever estate grown Pinot Noir this holiday season.

“Making wine, particularly Pinot Noir, has been my chosen craft since my upbringing in Germany, where my father produced Pinot Noir on the Staatsweingut Assmannshausen,” said Walter Schug. “To have merged my roots in Europe with my life’s work in California and reached this milestone is very gratifying.”

From the beginning, winemaker Walter Schug recognized the region’s suitability for the cool climate Pinot Noir and Chardonnay in which the winery specializes. Today, the winery produces 50,000 cases annually. Beyond its 42-acre estate vineyards, the winery sources grapes from several of Sonoma County’s premier winegrape growers.

About Schug Carneros Estate Winery

Schug Carneros Estate Winery is the showcase and lifelong dream of one of California's most celebrated winemakers, Walter Schug. Drawing on his extensive experience in the production of fine wines in Europe and California, Walter established his own brand with his wife Gertrud in 1980. Focusing on grapes grown in the cool, marine climate of the Carneros Appellation, he eventually built a new winery in 1990 with emphasis on Pinot Noir and Chardonnay, which had always been close to his heart.

In 1995, Sonoma-born winemaker Michael Cox came on board at Schug as assistant winemaker. Trained in Enology at UC Davis, Mike was promoted to winemaker in 1996 and placed in charge of day-to-day winemaking activities, a position he continues to hold. Today, Walter holds the title of winemaster emeritus and uses his experience of more than half a century of harvests to provide guidance to the team.

Surrounded by estate vineyards, Schug Carneros Estate Winery lies sheltered in a hillside five miles south of the historic town of Sonoma. Located just north of the San Francisco Bay, the winery boasts sweeping views of the Carneros region and Sonoma Valley. For more information, please visit www.schugwinery.com.

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