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High-resolution images available upon request and on website

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NAPA VINEYARD OFFERS EXCLUSIVE MOUNT VEEDER WINE WITH YOUR NAME ON IT

Mount Veeder Magic Vineyards allows wine collectors to have the experience of creating a barrel's worth of Cabernet Sauvignon with their private label

(NAPA, Calif.) – In the dreams of wine lovers, there is often one goal that remains elusive – owning a private label wine of extraordinary quality that cannot be found anywhere else. Mount Veeder Magic Vineyards has finally made this dream a reality, by offering and making the wine collector a participant in the process.

Mount Veeder Magic Vineyards reaches a discerning clientele – from car collectors to noted CEOs. Located in the world-renowned Mount Veeder Appellation in the Napa Valley, owners Karen and Greg Crouse offer a unique winemaking experience, beginning first with grapes that are impossible to get as a consumer. The process includes participation in select stages of the wine making process from grape to bottle, including the creation of your custom label.

After about two years of aging and refining, the result is a barrel's worth of highly personalized wine, made from the prized cabernet sauvignon grapes of Mount Veeder. For the wine connoisseur, there is no other way to get closer to wine making, and with less than 25 barrels available each season, there are few opportunities more exclusive.

Evan Goldstein, President and Chief Education Officer of Full Circle Wine Solutions, Inc. and Master Sommelier, says the following about the company:

Mount Veeder cabernet is delicious and worthy of its vaunted reputation. Karen Crouse takes it a step further by allowing passionate consumers to 'have it their way' in working with them to vinify their wine to their personal taste, and do so via expert consultative advice. What an amazing and unique proposition that is usually only available to the trade

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Mount Veeder Magic Vineyards was founded in 2007 on 16 acres of rolling hills. The steep slopes coupled with thin shale and volcanic ash soils induce natural restraints, resulting in grapes that are small and intense with full-body and dark fruit flavors. The vineyard is hand-farmed, hand-picked and the wine hand-crafted by noted winemaker Jeff Fontanella.

“There are other companies that offer wine with your name on it, but no one does it the way we do it,” says Karen Crouse. “We offer a truly premium and personal wine making experience....a once-in-a-lifetime opportunity that is on every wine lover’s bucket list.”

Customers are welcome to visit the vineyard by appointment as well as taste their wine in barrel. Nine barrels of the vineyard’s 2010 vintage remain.

For more information, please visit www.mountveedermagic.com.

A video about Mount Veeder Magic Vineyards can be viewed here:
<http://www.youtube.com/watch?v=6SqeQ8oC-rl>

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