

FRASER VINEYARD

Fraser Vineyard
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Press Release

FOR IMMEDIATE RELEASE

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FRASER VINEYARD NAMED 2011 IDAHO WINERY OF THE YEAR BY WINE PRESS NORTHWEST

MARCH 25, 2011, BOISE, ID: Wine Press Northwest, a quarterly consumer magazine featuring the wines of Washington, Oregon, British Columbia and Idaho, has just named Fraser Vineyard the 2011 Idaho Winery of the Year. A small-production estate vineyard located in the Snake River Valley, Fraser Vineyard was started just eight years ago by winemaker Bill Fraser and his wife Bev. Since their first wine was released in 2005 they've garnered an impressive list of awards culminating in this top award of Idaho Winery of the Year.

"My wife and I planted the vineyard in 2003 and did all the work ourselves, including the trellising, the drip irrigation and the 4,000 postholes", said Bill Fraser, who was a successful building contractor for many years before retiring to do what most people only dream of --- start a winery from scratch. "It's pretty nerve-racking when you think about it. You spend three years just to get your first real crop. It goes into barrels for two years, then you bottle it and say to yourself 'Geez, I hope someone is going to buy this'."

Consumers have been doing more than just buy it. With total production of just 1000 cases per year, Fraser Vineyard wines are highly sought-after and sell out quickly. Their 2007 Cabernet Sauvignon was voted Best Red, Best in Show and received a unanimous Double Gold medal at the 2010 Idaho Wine competition. The 2008 Cabernet Sauvignon and the 2009 Malbec, both yet to be released, earned gold medals in the same competition. Last spring Wine Press Northwest's tasting panel awarded an "Outstanding" to the '08 Cabernet, '07 Cabernet, '08 Randonee and an "Excellent" to the '07 Couloir Cuvee, placing it in their Best Buy category (it retails for a mere \$14.00). Their most recent entry, the 2009 Malbec just received an "Outstanding".

It's Bill Fraser's focused dedication to his craft, and, most important -- customer appreciation -- that earned Fraser Vineyard this latest accolade. Fraser Vineyard is Boise's first winery with a five acre estate vineyard in the Snake River Valley Appellation selected for its steep south-facing slope, 2,700 foot elevation and abundant Idaho sunshine. The vineyard is comprised of three Bordeaux varietals -- Cabernet Sauvignon, Merlot and Petit Verdot. Spring 2011 will mark the release of their first Petite Sirah and new 2010 Viognier. Customers can sample the wines at their downtown Boise tasting room and are featured at many restaurants and wine shops including Angell's, Boise Co-op Wine Shop, Bittercreek, Cottonwood Grill, Grape Escape, Red Feather, and the Ketchum Grill.

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