



**Media Contact:**  
Christine Schunk, Fleishman-Hillard  
916-492-5303  
[Christine.Schunk@fleishman.com](mailto:Christine.Schunk@fleishman.com)

## ***Award-winning wines for over 30 years from earth-friendly winemaking***

Frei Brothers Reserve is dedicated to *Respect the Land, Love the Wine*, a philosophy rooted in our commitment to sustainability through preserving natural resources while upholding the quality of our wine. We believe in producing exceptional wines and nurturing the earth, because quality wines should be celebrated not only today but among future generations. This has been our commitment for more than 30 years.

Led by our passionate winegrower, Jim Collins, we begin by growing grapes in some of the best growing regions in Sonoma County — the Russian River Valley, Alexander Valley and Dry Creek Valley — and end with award-winning wines. We craft six critically acclaimed wines that are available nationwide with a suggested retail from \$17 to \$27:

- **Frei Brothers Reserve Russian River Valley Chardonnay:** Soft and complex, this wine reflects the region's cool climate with flavors of orange zest and green apple, complemented by hints of butter and toast.
- **Frei Brothers Reserve Dry Creek Valley Merlot:** Medium-bodied with intense flavors of blackberry and cherry, this wine is underscored by hints of spice from barrel aging. Made to be enjoyed young, a bit of bottle aging will make this wine even more rewarding.
- **Frei Brothers Reserve Alexander Valley Cabernet Sauvignon:** This Cabernet Sauvignon displays intense aromas of cassis, dark berries and toasty oak. The firm, velvety tannins are complemented by flavors of blackberry, raspberry, and cedar, with hints of vanilla and dark chocolate.
- **Frei Brothers Reserve Russian River Valley Pinot Noir:** Medium-bodied and fruit-forward, this wine exhibits flavors of red cherry overlaid with hints of black fruit, typical of the Russian River Valley region.
- **Frei Brothers Reserve Russian River Valley Sauvignon Blanc:** With lively acidity and aromas of citrus, melon and freshly cut grass, this Sauvignon Blanc offers hints of vanilla and cream, which extend to the palate with bright aromas and culminate in a light, crisp finish.
- **Frei Brothers Reserve Dry Creek Valley Zinfandel:** Classic fruit flavors of red and black currant and bramble berry can be found in this Zinfandel, while spicy notes of black pepper, white pepper, and nutmeg add layers for an elegant finish.

###

**About Frei Brothers Reserve:** *Frei Brothers Reserve was established in 1890 in Sonoma County's Dry Creek Valley by Swiss immigrant Andrew Frei. Frei Ranch and the winery played an integral part in establishing the region's premier reputation for winemaking and continue to produce exceptional wines today by carrying on the rich legacy of both our home vineyard and Sonoma's celebrated growing regions—Russian River Valley, Alexander Valley and Dry Creek Valley. Earth-friendly farmers and winemakers for more than 30 years, we believe in preserving natural resources without compromising the quality of our wine. Frei Brothers Reserve is a certified participant in the California Sustainable Winegrowing Alliance. Frei Brothers Reserve has also received the International Standards Organization's ISO 14001 certification, which was created to assist companies in reducing their impacts on the environment. For more information, please visit [www.freibrothers.com](http://www.freibrothers.com) or [www.facebook.com/freibrothersreserve](https://www.facebook.com/freibrothersreserve).*