

For Immediate Release

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**Santa Maria Valley Pinot Noirs to be Show Cased with Great Wines of the
World
At Ritz Carlton Event**

Santa Maria, CA – From October 27th to October 29th, 2006, gourmands from around the country will descend upon the captivating bluffs overlooking Half Moon Bay for **“Inside the Kitchen”**, a rare food and wine event for true epicureans. Held at the compellingly luxurious **Ritz Carlton, Half Moon Bay**, “Inside the Kitchen” tickets will range from 100.00 to 300.00 each, and will afford visiting food and wine enthusiasts the opportunity to indulge in some of the finest champagnes, meals, pinot noirs and desserts available today.

Chefs **Bruno Davailon** (Mix, Mandalay Bay, Las Vegas), **Claude Le Tohic** (Joel Robuchon, The Mansion at the MGM Grand, Las Vegas) and **Elizabeth Falkner** (Citizen Cake, San Francisco, California) will be among a star line-up of celebrity chefs offering master classes in food preparation and wine pairings. **Chef Laurent Manrique**, of San Francisco’s Aqua Restaurant, will teach an intimate class in seafood culinary creations.

Among the wines being discussed during several dynamic tastings and symposiums will be the wines of **Dom Perignon**, the iconic French producer of Champagnes and **“The Pinot Noirs of Santa Maria Valley”**, a panel and tasting of hosted by some of California’s top Pinot Noir producers, including **Greg Linn of Ambullneo Vineyards, James Ontiveros (Sales and Marketing Director, Bien Nacido Vineyards, and Gary Burke (Costa de Oro Vineyards)**. This panel will be lead in part by **Sommeliers Larry Stone** (Rubicon) **and Raj Parr** (the Michael Mina Group).

In recent years, Santa Maria Valley Pinot Noirs have risen in esteem among serious wine enthusiasts, who covet these wines for their ability to capture the “terroir” of one of California’s best regions for Pinot Noir. **Santa Maria Valley Wine Country** Executive Director, **Cynthia Stanfield**, speaks enthusiastically about the rising popularity of Santa Maria Valley wines, “It’s nice to see the rest

of the world finally notice what we locals have known for years; Santa Maria Valley is an ideal winegrowing region for the production of world-class wines, especially Pinot Noirs, Chardonnays and cool-climate Syrahs. If you look at what **Robert Parker** [internationally known wine critic and publisher of The Wine Advocate] has written about our valley, well, then you can begin to understand why Santa Maria Valley is now being mentioned alongside Burgundy and the Rhone Valley of France. We really made a showing in the most recent **The Wine Advocate** [Issue 166, California Rhone Rangers, California Central Coast].” Among the high scoring wines grown in Santa Maria Valley in the The Wine Advocate are:

2004 Ambullneo Big Paw Reserve, 93 Points

2004 Native 9 Rancho Ontiveros Pinot Noir, 90 Points

2004 Byron IO Syrah, Upper Bench, 90 Points

2005 Qupe Bien Nacido Cuvee, 90 Points

2004 Qupe Roussanne Bien Nacido Vyd. Hillside Estate, 90 Points.

2003 Qupe Syrah Bien Nacido Vyd. Hillside Estate, 92 Points

2004 Kenneth Volk Vyds. Pinot Noir, Sierra Madres Vyd., 91 Points

2004 Paul Lato Pinot Noir, Solomon Hills, Clone 115, 91-93 Points

Other producers, including Dierberg Vineyard, Tantara Winery and Costa De Oro, fared very well in The Wine Advocate.

The “Inside the Kitchen” event will showcase Santa Maria Valley’s best and brightest stars in Pinot Noir. Tickets available now on-line for this event at www.ritzcarlton.com. To learn more about this event, call 800.241.3333. To learn more about the **Santa Maria Wine Country**, contact **Cynthia Stanfield at 866.480.5194**.

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