



**For Immediate Release**  
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**The Newest Rising Star in the Valley of the Moon**  
**~ Charles Creek Vineyard ~**  
**Agricultural roots give birth to viticultural expressions...**

Glen Ellen, CA – Charles Creek Vineyard, the newest Sonoma Valley winery, is born out of honest, hard-working, Midwestern values; the same values committed to the land dating back to John Deere.

Bill Brinton's great, great grandfather John Deere was the inventor of the self-scouring steel plow (an implement that revolutionized agriculture), and founder of the company that still bears his name. Bill's immediate family is from Moline, Illinois. His wife Gerry Brinton was born and raised in Dubuque, Iowa. Together the Brintons are focused on excellence in all they do; their latest venture is Charles Creek Vineyard.

Bill Brinton has a strong food industry background. It includes Homestead Final Foods, where he remains a director; and Wiman's, a natural and fresh products beverage company, which he sold in 2000 to an LBO firm. A natural born leader, Bill is intensely interested in marketing superior goods and enjoying the process of interacting with people. His passion is to create new products that enhance life. Charles Creek wines are committed to value. Bill best explains it, "We are specializing in high quality Chardonnay and Merlot from great vineyard sources in Sonoma and Napa Valleys. Our goal is to create exceptional value, food friendly, fruit-driven wine best paired with all courses of a meal. We're going to make a \$40 - \$50 bottle of wine that sells for \$20 - \$25 a bottle." His first Best of Class award release clearly supports this proposition.,

Gerry adds, "We both enjoy the role that wine plays in elevating the quality of life. Good wine not only makes the dining experience better, but it also supports the bonds of friendship, something that's so important to both Bill and me."

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The unique selling position of Charles Creek will be the best wine in its price category. Initial concentration on Chardonnay and Merlot vineyards that support this effort are:

- Sangiacomo Vineyard, Carneros
- Taylor Vineyard, Dry Creek Valley
- Hawk Hill Vineyard, Russian River Valley
- Bald Mountain Vineyard, Sonoma Mountain
- Charles Creek Vineyard, Sonoma Valley

Although the initial selection motivation is quality vineyard designate Chardonnay and Bordeaux-style Merlot blends, the long term focus is additional varietals being added if they are food friendly. The flavor profile is good balance of fruit and acid, good structure with layered nuances. Growth will be determined by the ability to maintain high quality standards.

Bill Brinton's marketing plan is that each wine will have a distinctive, original Hispanic name based on a personal experience or observation:

- 2001 Las Patolitas, Carneros, Chardonnay - Sangiacomo Vineyards - 875 cases
- 2001 Vista del Halcon, Russian River Valley, Chardonnay - Hawk Hill Vineyard - 450 cases
- 2000 Miradero Merlot, Sonoma Valley – Charles Creek Vineyard - 140 cases

As soon as the wines were released, they were entered into wine competitions. The following results are a clear testimony to the quality/value ratio upon which Charles Creek Vineyard is going to base its reputation:

- **2000 Miradero Merlot**
  - 90 Points, California State Fair
  - Silver Medal – 2002 Long Beach Grand Cru Wine Competition
- **2001 Las Patolitas, "Sangiacomo" Chardonnay**
  - Gold Medal – 2002 Sonoma County Harvest Fair
  - Best of Class – 2002 Sonoma County Harvest Fair (under \$20, 66 entries)
- **2001 Vista del Halcon, "Hawk Hill" Chardonnay** (to be released in early 2003)
  - Silver Medal – 2002 Sonoma County Harvest Fair

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