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## **Peirano Estate Vineyards Wins Three Gold Medals at the 2008 Dallas Morning News Wine Competition**

***Peirano's 2006 Six Clones Merlot, 2006 Red Shorts Red Blend, and 2006 The Other- Red Blend win a Gold Medal Each at Dallas' largest wine competition of the year***

Lodi, CA, April 16, 2008- Amongst a competition with wines from **918 appellations** and **16 different countries**, Peirano Estate Vineyards picked up three additional Gold medals for their 2006 Six Clones Merlot, 2006 The Other- Red Blend and 2006 Red Shorts Red at the Dallas Morning News Wine Competition, one of the top four competitions in the country. The 2006 Red Shorts Red has already won a Gold Medal at the ground breaking 2008 Lodi Wine Awards. This brings Peirano's total to nine Gold and Double Gold medals won this year.

"This competition is a great benefit to the trade and consumers...It has a profound impact on the sales and distribution of the highly rated award winning wines and we continually encourage our suppliers to participate."

What sets this competition apart from others is not only the global attention it receives, but the highly credible judging panel which consisted of a wide range of industry judges including some of the top wine critics, distributors, importers, and sommeliers in the country.

"A wine competition is only credible if the judging panel inspires confidence, says Murphy, "And each of our 56 judges is eminently qualified to objectively evaluate multiple wines."

Receiving an astonishing three Gold Medals at such a prestigious event, in competition with thousands of entries, shows Peirano Estate Vineyards' position at the top of the game.

"We are very thankful for each and every award we receive and take nothing for granted, but we are never satisfied," says Lance Randolph, Peirano's owner and winemaker. "We will feel the ultimate level of success has been reached when we are known for making the best wine to come out of the Lodi Appellation".

### **About Peirano Estate Vineyards**

In 1879, Giacomo Peirano arrived in San Francisco from Genoa, Italy. In the early 1880's, he moved to what is now Lodi and began planting and farming one of the first vineyards in what has become the heart of the Lodi Appellation. Over the ensuing decades, he firmly established the Peirano name in this region, and in doing so, he helped to pioneer the heritage of grape growing and wine making in the Lodi appellation. The original 300 acre estate is still the center of our grape growing operations and includes perhaps the largest single block of old, head-trained, natural rooted Zinfandel remaining in California. Five generations later, the Peirano family tradition still carries on, but with a renewed dedication towards producing the highest quality level of award winning wines. For more information, please visit [www.peirano.com](http://www.peirano.com).

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