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Peirano Media Contact:  
Mania Deldar  
Peirano Estate Vineyards  
P.O. Box 1992  
Lodi, CA 95241  
209-367-1305  
mania@peirano.com

## **Peirano Estate Vineyards Wins Two Distinguished Gold Medals from The 2008 Lodi International Wine Awards**

### ***Two New Releases, the Red Shorts Red and the Tempranillo, Win a Distinguished Gold Medal Each From the Ground Breaking 2008 Lodi International Wine Awards***

Lodi, CA, April 1, 2008- Peirano Estate Vineyards made a smashing follow up to their successes at the 2008 San Francisco Chronicle Wine Competition by walking away with two additional Distinguished Gold Medals from the Lodi International Wine Awards, a wine competition which received mass acclaim for its novel and scientific way of judging wines from all over the world. The 2006 Red Shorts Red, a new blend for Peirano, won Distinguished Gold for Rhone-style blends while the 2006 Tempranillo, which won Double Gold at the San Francisco Wine Competition, went on to win a Distinguished Gold Medal at the Lodi International Wine Awards where hyper-sensitive, sensitive, and tolerant tasting judges were grouped together to judge the same wines.

Combining the judges by their levels of tolerance enabled the wines to receive a rating based on taste buds from across the Budometer spectrum, the tool used to analyze taste bud sensitivity. Winning two Gold Medals at such an innovative, widely recognized competition has shown the wine community on an international level that Peirano Estate Vineyards makes award winning wine.

“Well made wine simply appeals to all types of tasters”, says Tim Hanni, the Napa Valley wine expert and conductor of the Budometer who says we are physiologically predetermined to like certain wines based on the number of taste buds on our tongues.

Under the young and talented watchful eye of Michael Carr, Peirano Estate Vineyards’ winemaking consultant, it is easy to see that Peirano Estate Vineyards is in the market to make overall crowd pleasing wines no matter what one’s Budometer reading may be.

#### **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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