

**FOR: S.E. CHASE FAMILY CELLARS**

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**FOR IMMEDIATE RELEASE**

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**S.E. CHASE FAMILY CELLARS HITS THE CENTURY MARK WITH A  
DISTINCTIVE TASTE ON THE VINE**

*With two new Zinfandels out in celebration of the winery's Centennial,  
Chase Cellars looks forward to a hundred more years*

**St. Helena, California** — One hundred years have passed. One hundred years since Maude Hayne first planted the grapes on the land bought by her mother, Sarah Esther Chase Bourn. One hundred seasons have gone from hot to cold to hot again. The grapes have grown and wine was pressed. The generations grew up, moved away, and returned to the homestead. The rhythm of nature became the rhythm of man. After one hundred years, the grapes still grow on the elder vine branches, weighed down with age and responsibility, and still they never falter. And with one hundred years gone by, that's just the beginning for the S.E. Chase Family Cellars.

Founded in 1998 by Bourn's great-great grandson, Andy Simpson, and his sister Pam, Chase Cellars is the realization of a family's desire to produce something of its own, something distinctive and personal, within the wide world of Napa wine. And this year, Andy, Pam and the rest of the S.E. Chase Family Cellars proudly invites the world to experience its Centennial harvest, a celebration of both family and wine, dedicated to the last hundred years and to a hundred more to come.

Part of the Centennial involves the recent release of the 2003 Hayne Vineyard Zinfandel and the 2003 Reserve Hayne Vineyard Zinfandel, two wines created by hand from Bourn's rich grapes and designed by third-generation master winemaker Bill Ballantine. While both wines are special, possessing the rich character and strong personality of Bourn herself, the Reserve is truly one of a kind, a rare blend ripe black cherry, blackberry, plum, spice, toast, vanilla, coffee, chocolate, and herb flavors supported by smooth tannins.

The creation of the Reserve reminds us of what small wineries like Chase Cellars stand for: starting small and keeping it in the family. Wines like the Reserve would never exist

at a larger winery; here, it stands as a toast to the generations that came before and a mark of the hard work and creative vision that goes into handcrafting a truly individual wine.

But even with the vines reaching the century mark, the future is looking bright. The final release for the 2003 season will be a Port, a dark and sensual wine of unique vigor and understated class. The yearly harvests from 2004 and 2005 will also be maturing soon, gradually developing the complexity and individuality expected from a Chase Cellars wine. This coming year the 2004 vintage will emerge, featuring a Zinfandel, a Reserve Zinfandel, and a Cabernet Sauvignon. 2005 heralds an expansion of the winery's lineup, adding a Syrah and a red table wine to the already robust collection.

Still, even with expansion, Chase will remain a small winery dedicated to making a special breed of wines. For decades, other wineries like Robert Mondavi and Charles Krug have depended on fruit bourn by these age-old branches and that, even with Chase's success as an independent, probably won't be changing any time soon.

Fortunately, the rhythm of nature continues. The fall comes, the grapes are harvested, and the wine is pressed. The Centennial will pass and the Chase family will still live and work the land. For Andy and Pam, Chase Cellars is more than just a business. It's a home after all, just like it was for Bourn and her family when she bought the land so long ago. And that's how it will stay.

Set under 135-year-old olive trees, the family vineyard is open for vineyard and tasting tours by appointment only. Guests are invited to tour the vineyard, see the old vines and learn about what goes on during the various winemaking seasons. After the tour, wines can be sampled and purchased in the tasting area. S.E. CHASE FAMILY CELLARS, 2252 Sulphur Springs Ave., St. Helena, CA 94574; 707.963-1284; [www.chasecellars.com](http://www.chasecellars.com).

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