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FOR IMMEDIATE RELEASE

Friday, January 15, 2010

INTERNATIONAL RHÔNE WINE PRODUCERS TO CONVERGE ON CALIFORNIA'S CENTRAL COAST
TICKETS ON SALE NOW TO GAIN ACCESS TO THE 2010 RHÔNELY HEARTS CLUB

San Luis Obispo, Calif., USA—Hospice du Rhône® (HdR), the world's largest celebration of Rhône variety wines, is pleased to announce the complete 2010 Seminar Series lineup boasting Rhône producers from France, South Africa and Washington State. Complementing the seminars at the 18th annual international Rhône extravaganza will be over 130 worldly Rhône producers pouring their wines April 29 – May 1, 2010 in Paso Robles, California USA thus creating the 2010 Rhônevely Hearts Club!

“We are thrilled that after 18 years the enthusiasm for domestic and international Rhône variety wines continues to grow among the world and within the Hospice du Rhône community,” notes Vicki Carroll, Director of Hospice du Rhône. “It is the enthusiasm from each attendee and our own passion that allows us to continually draw extraordinary Rhône producers from throughout the world to speak, share and engage at the annual event.”

Comprised of four Rhône focused seminars, the 2010 Seminar Series will highlight winemakers from France, South Africa and Washington State. Representing France will be Vincent Maurel of *Clos Saint Jean* and Michel Tardieu of *Maison Michel Tardieu*, both hailing from Châteauneuf du Pape, along with esteemed consultant Philippe Cambie. Continuing with a look at Northern Rhône wines will be Stéphane Ogier of *Domaine Michel and Stéphane Ogier* of Ampuis, France. Sharing a look at Walla Walla, Washington will be Charles Smith of *K Vintners* and *Charles Smith Wines*.

Hospice du Rhône strives to bring awareness to areas not typically recognized for Rhône variety wines. This year six South African winemakers will be on hand to enlighten attendees on the South African Rhône movement currently taking place in their country. Joining this panel will be Marc Kent of *Boekenbouts kloof* in Franschoek, David Trafford from *de Trafford* and wines from *Stellenzicht* both from the Stellenbosch region, Andrea and Chris Mullineux of *Mullineux Family Wines* and Eben Sadie of *Sadie Family* both from the Swartland and Chris Mullineux also representing *Tulbagh Mountain Vineyards* from the Tulbagh Valley.

Joining these renowned speakers will be over 130 worldly Rhône wine producers sharing pours of their wines at the Friday Rhône Rendezvous and the Saturday Grand Tasting. This international journey will not require a passport for attendees to stroll the tasting hall sampling Rhône wines from France, South Africa, Australia, America and beyond.

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Drawing on the Rhône loving community that has been formed over the past 18 years, the 2010 event will boast the “Rhônely Hearts Club.” The 2010 theme image, that resembles an album cover of a well-known singing foursome, holds photographs of 22 dedicated Rhône advocates and pioneers from around the world. The gathering of 22 is significant as it pays tribute to the unique 22 Rhône wine varieties and is a snapshot of the greater Rhône community that is celebrated at the annual international Rhône event. The image is available for viewing on the HdR website, www.hospicedurhone.org.

To purchase tickets and to view the full 2010 Hospice du Rhône Event Schedule along with participating Rhône producers, please visit the HdR website www.hospicedurhone.org. Event ticket prices range from \$100 to \$795 depending on event selection. All events at Hospice du Rhône are limited and are filled on a first-come, first-served basis.

ABOUT HOSPICE DU RHÔNE®

Hospice du Rhône® (HdR) will celebrate 18 years of all things Rhone, April 29 – May 1, 2010. Noted as the World's largest International celebration of Rhône variety wines, Hospice du Rhône serves as an International Vintners Association providing promotional and educational opportunities through an annual event. Proceeds from the annual event are used to carry out programs that benefit Rhône producers worldwide. Operating as a non-profit business league, Hospice du Rhône strives to improve the business conditions of grape growers and wine producers of Rhône variety wines and grapes throughout the world. Hospice du Rhône is not affiliated with any other charitable organization. Non-profit 501 (c) (6) Business League

Editor's Note—for more information or photos please contact Faith Wells at faith@hospicedurhone.org or 805.784.9543.

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