

FOR IMMEDIATE RELEASE

CONTACT:
Cheryl McMillan, PR Manager
(707) 433-6700
cheryl@fcwinery.com

**ENJOY WINE FLIGHTS AND PRIVATE TASTINGS AT
FERRARI-CARANO'S ALL NEW ENOTECA**

HEALDSBURG, CA, August 8, 2006 -- Ferrari-Carano Vineyards and Winery announces the opening of the all new "Enoteca" Reserve Tasting Bar and Lounge, offering wine flights and private tasting programs. "Enoteca," which means "wine library" in Italian, is located in the underground cellar of Villa Fiore, Ferrari-Carano's Visitor Center, located in picturesque Dry Creek Valley.

The beautiful setting, designed by Rhonda Carano, owner of Ferrari-Carano along with her husband, Don Carano, features a 37-foot barrel-shaped tasting bar with a black Galaxy granite top, a dramatic, glass enclosed wine bottle cellar running the length of the bar, Italian tile floor in an elaborate herringbone pattern, Venetian plaster walls and ceilings, alabaster pendants, unique custom iron and crystal chandeliers, and tasting tables with chairs for guest to relax and indulge in Ferrari-Carano's reserve wines.

"I wanted the space to be special, where visitors can relax in a friendly atmosphere, taste wines and enjoy the ambience – all that which embraces wine country," said Rhonda Carano.

Visitors will have an opportunity to taste some of Ferrari-Carano's new, single vineyard designated white wines from Russian River Valley, such as the 2005 Pinot Grigio and the 2005 Fiorella Chardonnay, which just received 90 points from the Wine Spectator; mountain vineyard red wines such as the limited production 2003 Sangiovese, the Cabernet Sauvignon, and the Tresor, Ferrari-Carano's Bordeaux-style blend; and two dessert wines, the Eldorado Gold, late harvest, and the Eldorado Noir, made from black Muscat grapes. Wine flights range in price from \$15.00 to \$20.00, all of which is refunded on a wine purchase of \$80.00 or more. Enoteca is open from 10:00 a.m. to 5:00 p.m., and no reservations are required.

For those interested in a more in-depth wine country experience, Ferrari-Carano offers its Private Tasting Programs in the all new Enoteca that highlight the many nuances of wine in a fun and informative style. Four programs are available and hosted by an experienced wine educator: The Enthusiast and The Zealot walks guests through an in-depth tasting of four or five wines of their choice and tailored to cover any wine-related topics about which participants have always wanted to know; Scentiments provides an opportunity for participants to test their "smell

memory,” familiarizing themselves with 12 fresh aromas and then trying to identify those aromas in the wines; and Matchmaker, which explores the science of food and wine pairing, offering samples and helping participants choose the appropriate wines to complement and enhance flavors in food. Private Tasting Programs are available by appointment only, Monday through Friday, range in price from \$15.00 to \$35.00 per person, and groups are welcome. Reservations can be made by calling the Ferrari-Carano Vineyards and Winery Hospitality Department at (707) 433-6700 or (800) 831-0381.

Ferrari-Carano Vineyards and Winery is located at 8761 Dry Creek Road, Healdsburg, CA, telephone (707) 433-6700, and www.ferrari-carano.com.

#