

FOR IMMEDIATE RELEASE

Contact: Alan MacIssac  
209/365-6622

95240 Lodi Debuts at  
Zinfandel Advocates & Producers Festival

LODI, CA, January 15, 2008 - 95240 Lodi, a new label from Benson Ferry Vineyards created to highlight wines from the Lodi appellation, will make its debut at the Zinfandel Advocates and Producers (ZAP) Zinfandel Festival Tasting in San Francisco on January 26<sup>th</sup>. The 2006 95240 Lodi Old Vine Zinfandel will be available for tasting at the Benson Ferry Vineyards table and should be on store shelves shortly.

"Lodi deserves greater recognition for its fine grapes and wines," commented Benson Ferry Vineyards proprietor Bill Stokes. "We decided a brand bearing the Lodi name and zip code, dedicated to showcasing wines grown and made here, was the best way to get it."

Eye-catching in the brand's distinctive "stamp and postmark" label, the 2006 95240 Lodi Old Vine Zinfandel captures the region's authentic California character. Its fresh, opulent aromas, ripe berry and spice flavors, and smooth texture invite second glasses, whether enjoyed solo or paired with casual fare. Equally appealing is the 2006 95240 Lodi Old Vine Zinfandel's price: a suggested retail of \$14.99.

Established in 2000 by Stokes Brothers Farms, Benson Ferry Vineyards produces outstanding Zinfandel and Port from locally grown Lodi grapes, as well as delicious Chardonnay from select North Coast vineyards.

# # #