



BARGETTO WINERY

Established 1933 ✦ Santa Cruz Mountains

PRESS RELEASE

For Immediate Release

BARGETTO WINERY CELEBRATES 75th ANNIVERSARY

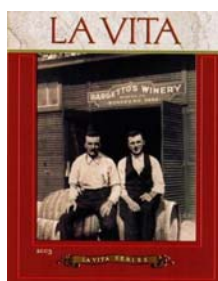
Harvest Party set for September 20, 2008

Date: August 25, 2008

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2003 LA VITA label shows founders in front of winery.

Seventy-five years ago, on the dawn of repeal of Prohibition, two Italian immigrants committed themselves to continuing a family tradition that began in northern Italy. On December 5, 1933, John and Philip Bargetto officially opened Bargetto Santa Cruz Winery along the banks of the Soquel Creek in the old lumber town of Soquel. The original family winery, South Montebello Vineyard and Wine Company, was located in San Francisco and closed prior to Prohibition in 1917.

The Bargetto Winery tradition in Soquel started in a 1,972 sq. ft. dirt-floored bonded winery. This section is still used as part of the present-day winery. In the early years, there was no electricity available. The wine had to be hand pumped in the cellar. Bargetto wines were delivered in barrels to local restaurants. Yet, even in the early years, wines were bottled with varietal designations such as Zinfandel and Riesling. The grapes were grown in local mountain vineyards, as the founders understood the unique quality of mountain grown grapes. The early labels featured "Select Mountain Vineyards."

Today, the winery's finest wines come from the winery's Regan Estate vineyards located in the Corralitos area of southern Santa Cruz County. The 40-acre vineyard is planted to Chardonnay, Pinot Noir, Merlot and Pinot Grigio. Also, three Italian red varietals are blended to produce the distinctive LA VITA wine. A series of reserve wines have been released in time for the winery's 75th anniversary. The reserve Chardonnay, Pinot Noir and Merlot are all grown in the estate vineyard.

Bargetto wines are sold in numerous local retail and restaurant accounts, and select national markets. In addition wines are sold through two tasting rooms and three different Bargetto wine clubs. The Internet has allowed for more direct consumer sales across the country. The winery is still owned and operated by the Bargetto family, along with 40 dedicated employees. Martin Bargetto is president and national marketing director. John Bargetto is vice-president and director of winemaking. Loretta Bargetto Mujal is assistant controller. Long-time president Beverly Bargetto remains on the board of directors.



Regan Vineyards in Corralitos, CA.

"The winery has grown and matured, surviving wars, economic downturns and family generational transitions," says John Bargetto. "Although many things have changed through the years, the family remains ever dedicated to producing the very best wines from these Santa Cruz Mountains. We are very appreciative to all the devoted customers that we have had throughout the years."

The anniversary year will be capped off with a 75th anniversary party, scheduled for September 20, 2008, which will take place in our newly enhanced winery courtyard. The event will feature a five-course dinner with wine pairings which include both present and library wines. Live music will be provided by Dizzy Burnett & Grover Coe. Only 50 seats are available to the public with the remaining 50 seats reserved for Wine Club members, so seating is very limited. Tickets are \$85 per person. For reservations call 831.475.1275 or reserve online at www.bargetto.com.

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