

## MEDIA ALERT

**FOR: BLACKBIRD VINEYARDS**

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### Blackbird Vineyards' Flock Box Collection featured in Oprah's O Magazine – January 2011 issue

(NAPA VALLEY, CA; December 10, 2010)– The Blackbird Vineyards Flock Box Collection has earned a coveted spot in O Magazine's "O List" Holiday Gift Guide on newsstands December 15th. The Flock Box Collection contains six 50ml bottles of each wine in the Blackbird portfolio, allowing the buyer to "taste" without having to invest in full sized bottles. The current collection contains a miniature bottle of each of the following wines:



- 2009 **Arriviste** Napa Valley Rosé
- 2008 **Arise** Proprietary Red Wine
- 2007 **Paramour** Proprietary Red Wine
- 2007 **Contrarian** Proprietary Red Wine
- 2007 **Illustration** Proprietary Red Wine
- 2006 **Illustration** Proprietary Red Wine

The O List is a roundup of some of the finest products now available. While the O List includes everything from cashmere socks to the hottest new gadgets, it aims to bring luxury within reach. All products on the list are chosen not only for their quality but also good value, and since it contains the entire portfolio of Blackbird Vineyards wines in one compact package, the Flock Box Collection is an extraordinary gift for the wine enthusiast or collector. The Flock Box Collection retails at \$48 and can be acquired at [www.blackbirdvineyards.com](http://www.blackbirdvineyards.com).

**T.A.S.T.E. Technology:** By using an innovative technology - "Total Anaerobic Sample Transfer Environment," or T.A.S.T.E., Blackbird's wines have been transferred directly from full bottles into 50ml bottles in a sealed, zero-oxygen chamber. This process preserves the integrity of the wine and ensures that every bottle in the Flock Box contains an ideal sample of the wine. As a final measure, Blackbird's winemaking team tasted and approved the integrity of the sample bottles.

#### About Blackbird Vineyards

Founded in 2003 by Michael Polenske, Blackbird Vineyards is an artisanal producer of Pomerol-inspired wines from the Napa Valley. Planted in 1997, the estate vineyard is located in the heart of the Oak Knoll District—a region appreciated for its moderate climate and deep, gravelly soils. The vineyard's valley floor topography presents optimum growing conditions for winemaker Aaron Pott to produce elegantly styled, appropriately balanced red wines that offer short- and long-term cellaring potential. Limited quantities are available through an allocated mailing list direct from the winery and in the finer restaurants and hotels around the world. Visit [Blackbird](http://Blackbird) and become a fan on [Facebook](http://Facebook).

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