

For Immediate Release:

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ABACELA LAUNCHES PARAMOUR, A NEW AMERICAN WINE STYLE INSPIRED BY THE GREAT GRAN RESERVA TEMPRANILLOS OF SPAIN

October 17 2011, Roseburg, OR – Abacela is thrilled to announce the release of its 2005 Paramour, a new American wine style and the winery’s finest and most age worthy bottling. For winery owners, Earl and Hilda Jones, Paramour is the culmination of their dream and 20-year odyssey to craft an American Gran Reserva style Tempranillo that was, until now, only made in Spain. There were just 170 cases produced in the inaugural 2005 vintage, which was patiently aged for six years; two in French oak barrels and four in bottle. Paramours will remain limited production, proprietary Tempranillo blends made only from their top estate vineyard selections in exceptional years.

According to Earl Jones, “Paramour is an old Middle English word meaning ‘other love’. We chose this name to reflect the last 20 years we’ve spent pioneering Tempranillo, and underscore the meticulous attention that goes into its production. Paramour is the reason we forsook careers in medicine in the early nineties and moved to Southern Oregon’s Umpqua Valley to farm at the climactic edge.” Hilda Jones adds, “We’ve had to keep the Paramour project a secret for a long time while awaiting vineyard maturity.”

The couple moved to Roseburg in 1994 after an extensive three-year search throughout America to locate an ideal site for growing Tempranillo. In 1995, they planted the first Tempranillo outside the state of California and three years later those vines produced the wine that won the Tempranillo division of the 2001 San Francisco International Wine Competition. In 2009, Abacela gained international acclaim when its 2005 Reserve won a Medalla de Oro in Spain’s Tempranillo al Mundo competition.

“We knew that this 2005 vintage would be the first Paramour release right at the crushpad,” says Jones. “The 2005 season was characterized by a rainy spring and a dry, warm summer in which heat stress was minimal. The exquisitely ripe fruit was in perfect condition, and we selected only the finest lots for the Paramour concentrating on making a proprietary Tempranillo blend that is greater than the sum of its parts.”

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Although very similar to Spanish Gran Reservas, Paramours differ primarily with regard to small batch “hands-on” winemaking and the exclusive use of French oak. The 2005 Paramour was bottled on August 9, 2007 with sequentially numbered labels. The suggested retail price is \$90 per bottle, or \$540 for six tissue-wrapped bottles placed in a custom wooden case.

The wine was released on October 15 to Abacela’s Llaneros wine club members, who have exclusive access until November 12. In the meantime, the general public may place pre-orders online at www.abacela.com or by phone at (541) 679-6642. These orders will be placed on a chronological waiting list and filled after the Paramour club allocation is assessed on November 12. Paramour will also be available in a select few restaurants and wine retailers in major metropolitan markets.

About Abacela

Abacela was founded in 1994 by Earl and Hilda Jones. Inspired by the Gran Reserva Tempranillos of Spain, the couple selected Southern Oregon’s Umpqua Valley after an extensive three-year search to locate an ideal site for growing the variety in America. In 1995, they planted the first Tempranillo outside the state of California and three years later those vines produced the wine that won the Tempranillo division of the 2001 San Francisco International Wine Competition. In 2009, Abacela gained international acclaim when its 2005 Reserve won a Medalla de Oro in Spain’s Tempranillo al Mundo competition. Today, the winery offers four tiers of Tempranillo including a fruit-forward style bottled under screw cap, an Estate Tempranillo, a Reserve in great years, and Paramour, Abacela’s finest and most age worthy wine produced only in exceptional vintages. In addition to Tempranillo, Abacela produces Garnacha, Albarino, Rosé, Malbec, Dolcetto, Merlot, Syrah, Port and a red Vintner’s Blend. The winery’s 76-acre estate vineyard is located in Roseburg, Oregon. Learn more at www.abacela.com.