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FOR IMMEDIATE RELEASE

Boisset Family Estates Donates More Than 6,500 Pounds of Food to The Greater Boston Food Bank through its “Fight Against Hunger” Campaign

Sausalito, CA, January 21, 2010 – Boisset Family Estates, a family-owned producer and importer of fine wines with offices in Sausalito, CA, wineries in Sonoma’s Russian River Valley and the Napa Valley, and roots in Burgundy, France, will make a donation of 6,700 pounds of food, equivalent to 5,175 meals, to families in the Boston area this month through its Fight Against Hunger campaign via The Greater Boston Food Bank. The donation of meals is made in partnership with Boisset’s partners in Boston, including Legal Sea Foods.

Boisset’s Fight Against Hunger is a national campaign to combat hunger in local communities through the sale of its wines. Through its wineries DeLoach Vineyards, Lyeth Estate, Oceana Estates Riesling, and French rabbit, Boisset has donated more than 1 million meals to communities in Dallas, Indianapolis, the San Francisco Bay Area and Denver in 2009-2010. Fight Against Hunger is on track to reach its goal of donating 1.2 million meals to local food banks; from July through December 2009, every bottle of wine purchased from Boisset’s four wineries listed above helped supplement three meals for an American family in need when purchased through a participating retailer, restaurateur, or hotelier such as Legal Sea Foods.

Given the current global economic situation, the issue of hunger is more keenly felt than ever and Jean-Charles Boisset, President of Boisset Family Estates, believes strongly that with the integral connection between wine and food, it is essential for his family’s company to contribute to a solution.

“The wine world is deeply connected to the harvest, agriculture and food – great wines are complemented by great meals, and thus, as part of the world of food and wine, we find it troubling to tolerate the existence of hunger among our friends and neighbors,” says Boisset. “We know that now, more than ever, even families that have never thought to seek help before need assistance. That’s why Boisset Family Estates has committed to providing a minimum of 1.2 million meals to U.S. families in need through our Fight Against Hunger campaign.”

Boisset’s donation will be announced January 24th at the Boston Wine Expo, inspiring the wine world to take part in its critical mission to alleviate hunger for American families in need in these challenging times.

“We are grateful to Boisset Family Estates for developing this campaign that will help food banks across the country provide more meals to more families,” said Catherine D’Amato, president and CEO of The Greater Boston Food Bank. “We urge the community to take action and help us in the fight against hunger so that every person receives the nutritious meal they deserve.”

The Greater Boston Food Bank distributes more than 30 million pounds of food and grocery products annually to nearly 600 member hunger-relief agencies in a dedicated partnership to end hunger in eastern Massachusetts. The Food Bank serves 83,000 people each week and is part of Feeding America, the nation's food bank network. For more information about The Greater Boston Food Bank, visit www.gbfb.org or call (617) 427-5200.

About Boisset Family Estates

Boisset Family Estates is a family-owned producer and importer of fine wines based in Sausalito, California with roots in Burgundy, France, Sonoma's Russian River Valley and the Napa Valley. One of the world's leading producers of Pinot Noir, Boisset crafts fine wines with a strict *terroir* approach: each house in its family of wineries has a unique history, identity, and style, yet all are united in the pursuit of superior quality. Boisset is an innovative leader in the wine world that seeks to reduce the environmental impact of wine packaging and production and protect the long-term sustainability of winegrowing from farming methods to winery practices and packaging. To learn more about Boisset, please visit its website at www.boissetfamilyestates.com.

More about Boisset's partners in its Fight Against Hunger can be found by visiting www.boissetfamilyestates.com/fightagainsthunger.

For more information about Boisset Family Estates' Fight Against Hunger campaign, or for images or interviews with Jean-Charles Boisset, please contact Kimberly Charles at Charles Communications Associates, press@charlescomm.com or 415.701.9463.

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