



*Raymond*

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**BOISSET FAMILY ESTATES PURCHASES RAYMOND VINEYARD & CELLAR**

*Napa winery joins prestigious family-owned collection of wineries from diverse terroirs*

August 10, 2009 – ST. HELENA, CA – Boisset Family Estates, a leading family-owned producer and importer of fine wines based in Sausalito, CA, today announced its purchase of Raymond Vineyard & Cellar from Kirin Holdings Company, LTD. of Japan. It is Boisset's first winery acquisition in the Napa Valley, one of the premier wine regions of the world, and includes all the estate vineyards as well as the winery, hospitality and production facilities.

Raymond Vineyard & Cellar expands Boisset's collection of historical and unique wineries, joining a diverse and balanced portfolio that began in Burgundy, France in 1961 and now includes more than twenty wineries in Burgundy, Beaujolais, the Rhône Valley, the South of France, Canada, and California.

"We are thrilled to build upon the rich legacy and deep family roots of the Raymond family in Napa Valley, and we look forward to continuing their tradition of family values" says Jean-Charles Boisset, President of Boisset Family Estates. "They have been pioneers in Napa with a great history and fabulous commitment to the region. The family's passion, continuity through five generations, and continued involvement truly excited us, along with their solid reputation for wines with marvelous balance and excellent value. They were an integral part of crafting the phenomenal reputation of the Napa Valley.

The Raymond family has a great sense of pride and commitment to maintaining the tradition that has been handed down for over 130 years and five generations. They view the partnership with Boisset as an opportunity to cement their heritage while building for the next generation's future. According to Krisi Raymond, newly-promoted Vice President of Raymond Vineyard & Cellar, "The wine business is in my blood and is really a labor of love for me. I am excited about the future of Raymond and look forward to sharing this passion with my children!"

Walter Raymond, President and Winemaker of Raymond Vineyard & Cellar, sees great potential in the partnership with Jean-Charles Boisset and the entire Boisset Family Estates team: “Jean-Charles is a very energetic and innovative force in the wine industry today – we are both pleased to have this opportunity to work together!”

Raymond Vineyard is an ideal complement to Boisset’s diverse, *terroir*-oriented fine wine portfolio: each house in Boisset’s family of wineries has a unique history, identity, style, and appellation focus, yet all are united in the pursuit of superior quality. Many of Boisset’s wineries, like Raymond, were built on the strength of long family histories, including Bouchard Aîné & Fils, Mommessin, J. Moreau & Fils, Ropiteau Frères, Lyeth Estate, and DeLoach Vineyards.

Important to the Raymond family, in addition to Boisset’s family ownership, *terroir*-oriented philosophy, and pursuit of quality, was Boisset’s philosophy of stewardship for its vineyards. Boisset’s estate vineyards are all farmed organically or biodynamically: “We don’t impose our rhythm on Nature,” says Boisset. “The key is to listen, respect and live within Her.”

Reflecting on the importance of vineyard practices, Craig Raymond, Vineyard Manager, believes that “without high quality fruit our winemakers cannot produce great wines. I appreciate the commitment that the Boisset family has made to sustainable, organic, and biodynamic farming practices in the family’s vineyards and look forward to collaborating with them in the future.”

In harmony with its long-term outlook, Boisset Family Estates has a grand vision for the future of its first Napa winery: “We believe that we will help build on Raymond’s strong reputation and great history to create one of the signature landmarks of the Napa Valley,” says Boisset. “We will seek to always enhance the *terroir* approach, continually striving to improve the vineyards and winemaking techniques while respecting its unique style and know-how.”

Strengthened by the addition of Raymond, Boisset’s California portfolio now combines a unique offering of two of the most prestigious fine wine regions in California, with Raymond in the Napa Valley complementing DeLoach Vineyards, a Pinot Noir, Chardonnay and Zinfandel specialist in Sonoma County’s Russian River Valley, as well as Lyeth Estates in Sonoma County.

## **ABOUT RAYMOND VINEYARD**

Raymond Vineyard & Cellar is a family-operated winery with a rich heritage. The Raymond family’s roots in the Napa Valley date back to 1870, when Jacob and Frederick Beringer arrived from Germany to found Beringer Brothers Winery. Five generations later, Craig and Krisi Raymond continue the family’s grape-growing and winemaking legacy. Raymond Vineyard began in 1971 when Roy Sr., Roy Jr. and Walter Raymond decided it was time to put their own name on the label. The family purchased 90 acres in the Rutherford appellation of Napa Valley, planted grapes, and celebrated their first harvest in 1974. Today Raymond owns and operates over 200 acres of estate vineyards in the Napa Valley.

[www.raymondvineyards.com](http://www.raymondvineyards.com)

### **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. Founded by Jean-Claude Boisset in 1961, the company has a presence on six continents and in more than eighty countries, and is one of the world's leading producers of Pinot Noir. Each house in its family of wineries has a unique history, identity, and style, yet all are united in the pursuit of superior quality. Simultaneously, Boisset is an innovative leader in the wine world, seeking to reduce the environmental impact of wine packaging and production and protect the long-term sustainability of winegrowing. This approach has helped Boisset to build a diverse and balanced portfolio that provides wines for every moment, mode of consumption, and occasion.

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