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FOR IMMEDIATE RELEASE

Boisset Family Estates Donates More Than 200,000 Meals to Families in California's Bay Area through its "Fight Against Hunger" Campaign in Partnership with the Fairmont San Francisco

Donation will benefit the Redwood Empire Food Bank of Santa Rosa, CA and the San Francisco Food Bank

Sausalito, CA, January 7, 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 more than 200,000 meals to families in the San Francisco Bay Area this month through its Fight Against Hunger campaign. The donation of meals is made in partnership with the Fairmont San Francisco, a leading supporter of Fight Against Hunger. Boisset's local wholesaler, Young's Market Company, has also been instrumental in Fight Against Hunger's Bay Area successes.

January's donation will benefit the San Francisco Food Bank and the Redwood Empire Food Bank in Santa Rosa, CA.

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, and Denver in 2009. 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 the Fairmont San Francisco. Boisset partnered with Feed The Children to provide meals to the local food banks.

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."

“We are delighted to partner with Boisset Family Estates to help feed the hungry in our local community,” explains Thomas A. Klein, Regional Vice President and General Manager of The Fairmont San Francisco. “Since 1907, The Fairmont has been an integral part of the fabric of San Francisco. Just as The Fairmont is San Francisco’s residence of U.S. presidents and world leaders, it is the place where generations of San Franciscans have come to celebrate special occasions for more than a century. We feel it is our responsibility to give back to society and our partnership with Boisset’s Fight Against Hunger is one of the many programs we support to help ensure a healthy community.”

In conjunction with the Redwood Empire Food Bank, a food drop event will take place on Friday January 8th in the parking lot of the Redwood Covenant Church, 3175 Sebastopol Road, Santa Rosa, CA 95407 at 11:30 AM to benefit families in DeLoach Vineyards’ local community.

The Redwood Empire Food Bank, the largest food bank on the Northern California coast, serves 70,000 families, children and seniors every month in Sonoma County. The REFB also is the primary food source for pantries and hunger relief programs in Lake, Mendocino, Humboldt and Del Norte counties.

David Goodman, executive director of the Redwood Empire Food Bank, welcomed the Boisset Family Estate’s assistance. “The need has grown enormously over the past several years, and the Boisset families’ contribution arrives at during very difficult times for many people,” he said.

“We’re honored and grateful that the Boisset Family Estates, one of the world’s great wine producing families, is coming to Sonoma County wine country with a commitment to fighting hunger,” he said. “It is a generous example of how members of the wine industry, working together, can make a huge difference in the lives of thousands of struggling families and truly end hunger in our community.”

More about Boisset’s partners and the Fight Against Hunger can be found by visiting www.boissetfamilyestates.com/fightagainsthunger.

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.

About the Fairmont San Francisco

Scheduled to open soon after April 18, 1906, The Fairmont survived The Great Earthquake that struck that day but was ravaged by the subsequent fire. When the hotel opened exactly one year after the earthquake, it symbolized the rebirth of San Francisco. The landmark hotel has played witness to many defining moments in history and pop culture, including the drafting of the United Nations Charter in the hotel’s Garden Room in 1945, and Tony Bennett’s first performance of “I Left My Heart In San Francisco” in The Venetian Room in 1962. For more information about The Fairmont San Francisco, please visit www.fairmont.com/sanfrancisco.

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.