

# WIENS

Family Cellars

## Fact Sheet

<b>Location</b>	35055 Via Del Ponte Temecula, CA 92592 <a href="http://www.wienscellars.com">www.wienscellars.com</a>	<b>Media Contact</b>	<b>Suzanne Schaffner</b> , Marketing Director Phone: 951.694.9892 x 103 <a href="mailto:Suzanne@wienscellars.com">Suzanne@wienscellars.com</a>
<b>Production</b>	9,000 cases 35 acres		Bonded Winery: August 20, 2001 Registry Number: BW-CA-6487 Permit Number: CA-W-2969
<b>Focus</b>	“Big Reds” – Especially Cabernet Sauvignon and Primitivo Artist Series - Wines with labels featuring artwork by local artists Down-to-earth family environment		
<b>Recent Awards</b>	2007 “Refugio” Cabernet Sauvignon – <b>Gold, Best Cabernet of Southern California</b> 2009 California State Fair Wine Competition 2007 Barbera – <b>Gold</b> 2009 Los Angeles International Wine Competition 2007 Reserve Barbera – <b>Gold</b> 2009 San Francisco Chronicle Wine Competition		
<b>Tasting Room</b>	Open Daily 10:00am - 5:00pm Featuring: Wine tasting, gift shop, picnic items, and tours Tasting Room Manager: Curt Boehm <a href="mailto:Curt@wienscellars.com">Curt@wienscellars.com</a>		
<b>Wine Club</b>	Two bottles of unreleased, premium red wine, six times per year		
<b>Private Events</b>	Jaime Purinton <a href="mailto:Jaime@wienscellars.com">Jaime@wienscellars.com</a> Phone: 951.694.9892 x 122 Featuring locally grown, organic and sustainable cuisine Outdoor Amphitheater – 300 guests, Event Pavilion – 250 guests, Barrel Room – 50 guests		
<b>Key Individuals</b>	<b>Jeff Wiens</b> – General Manager, Owner <b>Doug Wiens</b> – Winemaker and Vineyard Manager, Owner <b>George Wiens</b> – Architect, Owner <b>Dave Wiens</b> – Director of Business Development, Owner		

Wiens Family Cellars is a family-owned and truly family-operated winery producing a broad range of, gold-medal winning, estate-farmed varietal wines. The family is especially known for their "Big Reds" and down-to-earth family lifestyle.. The tasting room is breathtaking and the barrel room, one of a kind.

Wiens Family Cellars is committed to producing world class “big red” wines with fruit sourced from the Temecula Valley. One of their most important current goals is to produce a Bordeaux blend that is on par with the best of the Napa/Sonoma regions. Doug Wiens believes their 2007 vintage Cabernet Sauvignon and Cabernet Franc, some lots already sold out and others still aging in the cellar, will prove that Temecula can produce luxury reds among the highest quality in California. At the 2009 California State Fair Wine Competition, the Wiens Family Cellars 2007 Temecula Valley Refugio Cabernet Sauvignon was awarded a gold medal and Best-of-Class for the South Coast Appellation.

**History:**

"Making wine is a family thing," says Doug Wiens, winemaker and viticulturist for Wiens Family Cellars. "We love spending time together... even when you get all 46 of our extended family members together there is always fun... and we have amazing cooperation regardless of whether the gathering is for work or play."

Doug was born and raised in Southern California. He studied horticulture at Colorado State University, continuing with graduate work in Agriculture and Business Administration at Cal Poly and Golden Gate University. Doug's professional career includes 20 years in production, quality assurance, and information services for food & beverage companies including Del Monte Foods, Seneca Foods, and E&J Gallo Winery.

In 1996, Doug made a life change by moving out to farm country southeast of Sacramento, and with the help of family members planted a 7 acre vineyard. Eventually, he was joined by his brothers in opening Wiens Family Cellars in 2001. Doug says the family mission is "To make the highest quality wine and provide it at a reasonable price. The winery seal contains the words Quality, Family, and Integrity. We stand firmly by those three words as our guiding principles."

In 2005 the family decided to move their vineyards, production, and tasting room to Temecula, California. The new winery and tasting room opened to the public on October 14<sup>th</sup>, 2006. "We have a large and tightly-knit family with a broad range of talents, all contributing to the success of our business," says Doug. "We enjoy the company of friends, good food, and fine wines. Our goal is to create a place where people feel right at home - part of our family."

**Special Events at Wiens****◆ Wine Club Pick-Up Parties**

Every other month when our wine club wines are released we put on a "Pick-Up" party for our wine club members. It's great time for will-call members to pick up their wines and try the newest release.

**◆ Wine Lounge Summer Nights****◆ Summer Concert Series****◆ Wiensfest!**

Every October, Wiensfest is our annual signature event celebrating the anniversary of our grand opening and the completion of the grape harvest. Guests enjoy traditional German food with a modern twist, Wiens wine, craft beer and entertainment including a traditional "Omm Pah" band and grape stomp. Guests are encouraged to dress in German costume.

**◆ New Year's Eve Celebration**