



# PACIFIC HEIGHTS

## FOR IMMEDIATE RELEASE

### TRINCHERO FAMILY ESTATES REACHES NEW HEIGHTS WITH THE LAUNCH OF PACIFIC HEIGHTS WINE AND AN EXCLUSIVELY ON-PREMISE WINE BRAND, CLOUDFALL

**St. Helena, Calif., August 23, 2016** — Trinchero Family Estates (TFE) today announced the launch of their newest brand, Pacific Heights, in addition to an on-premise only brand, Cloudfall. The Pacific Heights line highlights some of the greatest growing regions in California along the Pacific Coast. These wines are available on and off-premise at nationwide retailers beginning August 2016.

Pacific Heights' portfolio includes a Sonoma Coast Pinot Noir (SRP: \$25) and a Russian River Chardonnay (SRP: \$20). Chardonnay is currently the #1 varietal in the wine category, and 22 of the top 50 Chardonnays are sourced from Sonoma County. Pinot Noir continues to grow at 11% (*Source: AC Nielsen, Total Retail, 26 wks ending 5/21/16*).

"Pacific Heights is about owning the Pacific Coast...The name came to life because the brand is about finding the best expression of what each region along the coast has to offer," explains Wendy Nyberg, VP Marketing for Trinchero Family Estates. Winemaker, Christine Marchi has had a longtime passion for coastal terroir, and now has the opportunity to explore coastal vineyards with Pacific Heights and Cloudfall wine brands.

Cloudfall is a coastal wine brand, exclusively on-premise, inspired by a collaboration between Marchi and Trinchero's Executive Chef, James Houghton. Sourced from Monterey County, these wines exemplify the ideal pairing to fresh California cuisine, and includes a Chardonnay (\$10 BTG), Sauvignon Blanc (\$10 BTG) and a Pinot Noir (\$10 BTG). "To me, a balanced wine is one that works in concert with food. An interesting wine is one that interprets the land in a meaningful way," states Marchi. With the launch of Pacific Heights and Cloudfall, the Trinchero Family Estates portfolio now offers an on-premise exclusive offering at \$10 BTG, and a coastal-focused brand.

#### **About Pacific Heights**

Pacific Heights are a collection of wines that capture the coast. Sonoma County appellation, the collection is comprised of a Russian River Chardonnay and a Sonoma Coast Pinot Noir. These wines are influenced by the Pacific Ocean and a coastal terroir that produces vibrant fruit with intensely developed structure, specific to Northern California wines. Christine Marchi, the winemaker behind the brand, has a passion for coastal growing regions that brings out the best expression of the fruit. Pacific Heights is a part of the Trinchero Family Estates portfolio, wholly owned and operated by the Trinchero family, Napa Valley vintners since 1948. Visit [www.PacificHeightswines.com](http://www.PacificHeightswines.com) to learn more.



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## **About Cloudfall**

Cloudfall is an exclusively on-premise wine brand, inspired by the collaboration between Winemaker, Christine Marchi and Trinchero's Executive Chef, James Houghton. The duo works together to create ideal pairing choices for fresh California cuisine. The portfolio includes a Chardonnay, Pinot Noir and a Sauvignon Blanc sourced from Monterey County. Cloudfall wines are a part of the Trinchero Family Estates portfolio, wholly owned and operated by the Trinchero family, Napa Valley vintners since 1948. Visit [www.Cloudfallwines.com](http://www.Cloudfallwines.com) to learn more.

## **Links**

Download fact sheets [here](#).

Download Pacific Heights bottle shots and label shots [here](#).

Download Cloudfall bottle shots and label shots [here](#).

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