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Cleavage Creek Wines Win Awards at Grand Harvest

Wine label takes medals in international competition

Napa, Calif. – May 26th , 2009 -- Cleavage Creek Cellars, producer of world class wines and contributor of 10% of gross sales to fight breast cancer, won 5 medals at the 2009 Grand Harvest Awards. A field of over 1600 entries from North America, Europe, South America, and the Pacific Rim were entered in the competition. Judges awarded a total of 142 Gold, 493 Silver, and 558 Bronze medals in this very competitive event where the judges must agree on awarding a medal. Each panel consisted of three judges from professional fields within the wine producing, marketing and education fields.

The Search For Terroir in the North American Market Begins Here

Established in 1990, the Grand Harvest Awards is the only wine-judging event in North America that is based on terroir - a group of vineyards (or even vines) from the same region, belonging to a specific appellation, and sharing the same type of soil, weather conditions, grapes and wine making savoir-faire, which contribute to give its specific personality to the wine.

In other competitions, this factor is ignored. At the Grand Harvest, judges taste wines with other wines of the same appellation. Thus, with cross-regional competition removed, the inherent quality of wines can be seen without the influences that sometimes eclipse even a wine of very high quality.

All wines are judged in the context of their viticultural region in order to accomplish two things: greater sensitivity to the complexities and nuances of regional wines and also to measure the influence of regional soil and weather characteristics on the taste and quality of individual wines. A goal of Grand Harvest is to learn more about how terroir contributes qualities of excellence and distinctiveness to wines. Over the course of this event, judges have learned to recognize when terroir is - and is not - a factor of wine quality.

http://www.vwm-online.com/wine_competitions/grand_harvest/index.asp

Cleavage Creek wines which won awards include :

2006 Petite Sirah – Bronze Medal

2007 Secret White – Silver Medal

2007 Secret Red – Silver Medal

2007 Chardonnay -- Silver Medal

2005 Cabernet Syrah – Bronze Medal

“We are delighted to have our wines receive these awards,” says Budge Brown, owner of Cleavage Creek. “This is a major wine competition. These medals validate the hard work and attention to detail that makes Cleavage Creek wines so special.”

The Budge Brown era of Cleavage Creek began in October 2007 when the first generation of wines were released. Brown lost his wife of 48 years to breast cancer. He is using the world class wines of Cleavage Creek to raise awareness and to fight the disease by donating 10% of gross sales to efforts to find a cure. Images of breast cancer survivors appear on each bottle of Cleavage Creek wine and their stories are told on the Cleavage Creek website.

To date, Cleavage Creek has made numerous donations in their commitment to fight breast cancer – over \$55,800 total. Most recently, owner Budge Brown and Cleavage Creek made a major contribution to Bastyr University, a national leader in natural health arts and sciences education and research, for the establishment of the Integrative Oncology Research Clinic. Cleavage Creek donated \$20,000 in 2008 to Bastyr University. Another \$10,000 was donated in

May of 2009, with an additional \$10,000 to be contributed in the Fall of 2009 – a total commitment of \$40,000.

With this grant from Cleavage Creek, the Bastyr University Integrative Oncology Research Clinic opened in February 2009 on the University's Kenmore, Washington campus. This outpatient facility provides state-of-the-science and state-of-the-art naturopathic and traditional Chinese medicine treatment and Integrative management of cancer patients

About Cleavage Creek

Cleavage Creek vineyards are located in Pope Valley, Napa, Calif. Cleavage Creek is dedicated to producing world class wines and funding breast cancer research. For more information, please visit www.CleavageCreek.com or phone 1.888.295.1280.

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