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**NEW LABEL FOR NATIONALLY DISTRIBUTED WINES**

**Wine Estate's value-tier "Barrel Selected" wine hits market with new upgraded package**

Carmel, Ca- Chateau Julien Wine Estate in Carmel Valley, California has introduced a new package for its nationally distributed Barrel Selected wines. All four varietals – 2008 Pinot Grigio, 2007 Cabernet Sauvignon, 2008 Chardonnay and 2008 Merlot – will be available for shipment by spring 2010. The label size for all four varietals and Chateau Julien trademarked logo were preserved in the new design for consistency and brand recognition in the marketplace.

The new label signifies the heritage of the Wine Estate, capturing the warmth of old-world traditions and family-owned operations. "We are encouraged by the responses we have already heard with the initial release of the newly labeled Pinot Grigio and are anxious to see the other varietals hit the market. The new package definitely helps to elevate the brand and bring new shelf appeal to the family of wines," comments Chateau Julien Proprietor Bob Brower. "It also looks very elegant tableside – particularly for a more value-oriented brand." Merlot, the Wine Estate's flagship varietal, will be the final release with an estimated April release date.

The Chateau Julien Barrel Selected label was introduced in 1989. These wines typically have mild tannins and forward fruit, making them extremely food-friendly and approachable upon release. While still produced from Monterey County grapes, the grapes are ultimately managed for consistency and value in the vineyard. The Barrel Selected wines are aged in one- to three years- old French and American oak barrels, and have been awarded numerous value accolades over the years. For more information on Chateau Julien Barrel Selected wines, please visit the website at [www.chateaujulien.com](http://www.chateaujulien.com) or contact the Wine Estate directly at (831)624-2600.