



FOR IMMEDIATE RELEASE

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**CHATEAU JULIEN WINE AWARDED COVETED “CHAIRMAN’S TROPHY”
2006 La Convivance - *Voted the Best Blended Red Wine in the World, Ultimate Wine Challenge 2010***

Carmel, Ca- Chateau Julien Wine Estate ‘s 2006 La Convivance was recently awarded the “Chairman’s Trophy Award, 91 points – Excellent, Highly Recommended” in the Red Blend category in New York City’s Ultimate Wine Challenge on June 11, 2010. The wine scored higher than any other red blend submitted in the competition, including national and international wines from Napa and Bordeaux, France. The 2006 is the first vintage of La Convivance produced by the Wine Estate, and the blend consists of Merlot (46%), Malbec (38%) and Cabernet Sauvignon (16%) from Monterey County.

“We are thrilled with the recognition of such a prestigious award,” comments Chateau Julien Winemaker Bill Anderson. “The wine has been in the bottle for a full year now, and the varietal components have created a wonderful full bodied aroma, texture and refined elegance. It is a truly special bottle of wine.” Anderson produced only 300 cases of the 2006 vintage and recently released the new 2007 vintage in May. La Convivance is available for purchase directly at the Wine Estate in Carmel Valley, on-line at www.chateaujulien.com , and in select markets nationwide.

Family owned and operated since 1982, Chateau Julien Wine Estate rests on 16-acres in beautiful Carmel Valley. Winemaker Bill Anderson joined proprietors Bob & Patty Brower with the first vintage, producing the winery’s premier 100% Merlot. Bill continues to produce wine at Chateau Julien Wine Estate today, with a focus on the winery’s flagship Merlot and new Proprietary Red Blends. For more information, visit www.chateaujulien.com or call (831)624.2600. Chateau Julien Wine Estate is located at 8940 Carmel Valley Road, Carmel CA 93923.

More about The Ultimate Wine Challenge

The Ultimate Wine Challenge's primary goal is to "generate a new platinum standard of trustworthiness, integrity, reliability, and, most important, meaningful and relevant results to international beverage competitions in order to recognize the highest degree of product quality." All wines were evaluated blind by a select group of judges under the most ideal tasting conditions. A total of 62 individual flights were evaluated over the course of the first two days. Those wines whose average scores were 90 points and above were then evaluated on the third day in an additional round of flights as finalists, with the top scorer in 23 categories awarded the coveted Chairman's Trophy. www.ultimate-beverage.com