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NEW LABEL LAUNCHED

Carmel Valley, Ca. - Chateau Julien Wine Estate in Carmel Valley, California introduces a new label for their Barrel Selected line of wines. Refined to represent continuous, uncompromised quality from their vineyard in south Monterey County, the new package is now shipping for distribution into local markets. The label was launched with the release of the winery's flagship varietal 2002 Barrel Aged Merlot, and follows with the 2004 Pinot Grigio, 2002 Barrel Aged Cabernet Sauvignon, 2004 Barrel Fermented Chardonnay and 2003 Barrel Aged Sangiovese. In addition, the winery's premier Merlot will be released in a "half-bottle" 375ml and is scheduled for release the first week of June.

"We are extremely excited about the new look," comments Chateau Julien proprietor Bob Brower. "We have continually elevated the quality of our vineyard and wine over the past few years, and now the package reflects those efforts. We have received positive feedback from both the consumer and trade test markets." Designed by CF Napa in Napa, California, the new label is a revolutionary change from the previous brand packaging. It encompasses the same original artwork found on the winery's recently designed Estate Vineyard label, and creates a synergy between the entire Chateau Julien portfolio of wines.

Three different designations make up the portfolio of Chateau Julien wines: Chateau Julien Private Reserve, Estate Vineyard and Barrel Selected (the new label is the Barrel Selected). Chateau Julien Barrel Selected wines were first released in 1998. Chateau Julien Wine Estate is family owned and operated by Robert and Patty Brower in Carmel Valley, California. For more information on the new Barrel Selected label, please contact the winery directly at (831)624-2600 or visit us on-line at www.chateaujulien.com. Chateau Julien Wine Estate is located at 8940 Carmel Valley Road, Carmel, Ca 93923.