



Media Contact:  
Anne Baker  
VineOne  
415-912-3834  
Anne.baker@cwine.com

### **Discover Wine with Robert Mondavi Brings Intimate Winery Experience To Festivals Across the Nation**

*Food Authority Ted Allen Goes on National Discover Wine Tour*

**San Francisco, CA (June 13, 2008)** – Wine enthusiasts and consumers will be able to take in the California wine country at its best during the second annual Discover Wine with Robert Mondavi tour, previously referred to as Crush in the City. The nationwide tour serves to educate consumers about food, wine and appropriate wine pairings through a highly interactive approach. It includes wines from Robert Mondavi Private Selection and Robert Mondavi Winery portfolios. Discover Wine with Robert Mondavi fulfills the late Mr. Mondavi’s vision of enriching life by embracing wine, food and the arts as an integral part of gracious living.

Pop culture icon Ted Allen, the renowned food writer and television personality, serves as the spokesman for Robert Mondavi Private Selection. He will be engaging patrons with cooking demonstrations and helping visitors sharpen their wine knowledge and entertaining skills. Robert Mondavi wine education staff will also be present to conduct wine seminars and to offer additional perspectives on wine-related topics.

“The Discover Wine with Robert Mondavi tour is interactive, educational and above all, fun,” said Ted Allen, Robert Mondavi Private Selection brand ambassador. “Guests will leave the grounds with a heightened confidence and appreciation of wine for purchasing and entertaining in their home or while dining out. Learning about wine should be easy and enjoyable and we accomplish this with the Discover Wine tour.”

Other features new to this year’s Discover Wine with Robert Mondavi include:

- **Robert Mondavi Essence Station** – Before wine sampling, guests will be encouraged to stimulate their senses and become acquainted with essences – the subtle aromas and flavors found in every glass of wine.

- **Oak Smell Test** – Guests will also have the opportunity to smell shakers featuring American and French oak. Participants will learn how to identify the difference between the two.

The Discover Wine with Robert Mondavi tour launched in Texas at Taste Addison on May 9-11. Other cities in the nationwide tour include:

San Francisco, CA	Sunset Celebration	June 6-7
Chicago, IL	Gold Coast Art Fair	August 8-10
New York, NY	Harvest in the Square	September 18
Charlotte, NC	Charlotte Shout	September 26-27
Atlanta, GA	Taste of Atlanta	October 11-12
San Diego, CA	San Diego F&W Festival	November 12-15

For more information about the tour, visit the Discover Wine with Robert Mondavi Web site: [www.discoverwine.com](http://www.discoverwine.com).

### **About Robert Mondavi Private Selection**

Robert Mondavi’s pioneering vision stands on three pillars: putting California wines in the company of the great wines of the world; creating a wine culture that put a diverse range of California wines on every American table; and enriching life by embracing wine, food, and the arts as an integral part of gracious living. Mondavi transformed wine culture in the US by creating Private Selection on California’s Central Coast; quality wines of affordable elegance. Robert Mondavi Private Selection has grown steadily since its inception and is the number one Super-Premium wine brand by volume. With appeal to the novice and enthusiast alike, Robert Mondavi Private Selection offers a history of success and excellence across all varietals.

Robert Mondavi Private Selection is distributed by VineOne. VineOne is the premium and super premium wine division of Constellation Wines US, the largest wine company in the U.S. based upon sales dollar value. For more about Robert Mondavi Private Selection, including history of the estate and information about the vineyards and winemaking, please visit [www.rmprivateselection.com](http://www.rmprivateselection.com).

### **About Robert Mondavi Winery**

Robert Mondavi’s pioneering vision stands on three pillars: putting California wines in the company of the great wines of the world; creating a wine culture that put a diverse range of California wines on every American table; and enriching life by embracing wine, food, and the arts as an integral part of gracious living. Founded in 1966, Robert Mondavi Winery is the shining symbol of Napa Valley. The first major winery built in Napa Valley in the three decades since the repeal of Prohibition (1933), Robert Mondavi Winery went on to establish the foundation for the modern-day California wine business. With the philosophy that great wines reflect their origins, Robert Mondavi Winery pursues the fullest expression of the *terroir* of its Napa Valley vineyards. Continuing its mission of innovation, education and industry leadership, in July, 2006 the winery celebrated its 40<sup>th</sup> Anniversary by launching TASTE<sup>3</sup>, a landmark, interdisciplinary annual gathering of some of the world’s most dynamic professionals in wine, food, and the arts. For additional information about Robert Mondavi Winery and TASTE<sup>3</sup>, visit [www.robertmondaviwinery.com](http://www.robertmondaviwinery.com) or [www.taste3.com](http://www.taste3.com).

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