

## Wiens Family Cellars Of Temecula, California, Releases First Vintage Of Meritage

*Wiens Family Cellars in Temecula, Calif. has recently joined the Meritage Association and plans to release its first vintage of Meritage on March 24. The release will be celebrated with a release party on the same day, starting at 6:00 p.m.*

For Immediate Release

TEMECULA, Calif./EWorldWire/March 1, 2007 --- Wiens Family Cellars in Temecula, Calif. has recently joined the Meritage Association and plans to release its first vintage of Meritage on March 24. The release will be celebrated with a release party on the same day, starting at 6:00 p.m., at the newly opened winery event pavilion.

Joining the association is only part of what allows a winery to produce a Meritage wine. In keeping with the philosophy of the Meritage name, a Meritage wine must consist of two or more of the "noble" Bordeaux varietals with no single variety making up more than 90 percent of the blend.

According to the Meritage Association, "Meritage was coined to identify wines that represent the highest form of the winemaker's art, blending, and distinguish these wines from the more generic moniker, red table wine."

The 2005 Wiens Family Cellars' Meritage is blended with 1/3 Cabernet Franc, 1/3 Merlot and 1/3 Cabernet Sauvignon. Doug Wiens, winemaker for Wiens Family Cellars, describes this wine as "an intensely flavored, highly complex wine with spicy, ripe berry, herbal, and toasty oak aromas."

Barrel samples of this wine are definitely creating anticipation for the release of this wine, as wine lovers are purchasing "futures" even before the wine has been bottled and released for sale. All who purchase a case of futures will be invited to the exclusive release party on March 24.

Wiens Family Cellars, owned by four brothers, is located among the rolling hills and plateaus of Temecula Valley, just a short drive from Los Angeles and San Diego. The new winery and tasting room serves up a broad range of California, gold-medal winning, estate-farmed varietal wines. The Wiens family is building a successful, family owned and farmed wine business. Wiens Family Cellars creates limited production wines for the enjoyment of people who appreciate a down-to-earth family lifestyle.

Learn more at '<http://www.wienscellars.com>'

HTML: <http://www.eworldwire.com/pressreleases/16561>

MOBILE: <http://e4mobile.com/pressreleases/16561>

PDF: <http://www.eworldwire.com/pdf/16561.pdf>

ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/310384.htm>

LOGO: <http://www.eworldwire.com/newsroom/310384.htm>

### CONTACT:

Suzanne Schaffner

Wiens Family Cellars

35055 Via Del Ponte

Temecula, CA 92592

PHONE: 9516949892

EMAIL: [suzanne@wienscellars.com](mailto:suzanne@wienscellars.com)

<http://www.wienscellars.com>

**KEYWORDS:** Temecula, Wine, Winery, Tasting, Meritage, Event, Release, Wiens

**SOURCE:** Wiens Family Cellars

Los Angeles  
+1 213-596-0850

Chicago  
+1 312-224-4653

New York  
+1 973-252-6800

London  
44-20-7078-7269

*Communicate News\**  
**+1 888-546-NEWS (6397)**

**EWORLDWIRE®**

---