



QUALIA

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**Country Vines, City Wines:
Qualia Wines' Urban Winery Hits the Ground Running**

San Francisco, CA, January 30, 2012-- For years the Kivelstadt family has had one foot in Sonoma Valley and the other in San Francisco – and now their wines can claim the same. Award-winning Qualia Pavo Estate and Qualia Wines proudly announce a new release of boutique wines grown in the country but made in the city.

Qualia Pavo Estate wines are made exclusively from the Kivelstadt family's organic vineyard estate in Sonoma County, just outside Glen Ellen. The Qualia Wines label sources grapes from the Kivelstadt Vineyard as well as from other premium vineyards around Sonoma County, such as Kick Ranch and Indian Springs Ranch. With the addition of an urban winery, Qualia Pavo Estate and Qualia an exciting new layer to the history and experience in the bottle.

The urban winery facility is located in the Dogpatch neighborhood of San Francisco, which escaped the devastation of the 1906 earthquake and fire and is now a burgeoning district of creative manufacturers, offbeat retailers, and historic Victorians. The urban winery combines the natural exuberance and grace of Sonoma's vineyards with the sophistication and trend-setting energy of San Francisco, where winemaker Jordan Kivelstadt makes his home.

The family's dedication to quality and hard work proved essential to their success with their most recent 2009 vintage release. They thinned their Kivelstadt Vineyard Syrah crop by half to ensure that the remaining clusters could ripen fully, and harvested a scant 1.7 tons per acre. The resulting concentration of flavor in the surviving fruit created a layered complexity, structure, and elegance in the finished wines. These newest releases of Qualia and Pavo wines include the 100% estate-grown 2009 Qualia Estate Pavo Syrah, and the 2009 Qualia Syrah-Grenache blend. Though 2009 was a challenging year for viticulture in Northern California, both of these small production wines have garnered rave reviews.

The 2009 Qualia Pavo Estate Syrah is composed 100% of the Kivelstadt estate-grown fruit, while the Qualia blend is enhanced by the addition of Grenache fruit from Kick Ranch vineyard in northern Sonoma Valley. The spicy, earth-driven, and red fruit character of this Grenache brightens the darker, more structured Syrah and creates a harmonious wine greater than the sum of its parts. Together, the Qualia and Qualia Pavo Estate wines offer lovers of Rhone wines two distinctly different experiences, each uniquely shaped by the places and people that created them.

About Qualia Wines // @QualiaWines:

Qualia is a philosophy term that refers to our subjective experiences of the world around us – the unique sensations of sight, smell, touch, and taste that each individual perceives. Owners Nancy Kivelson, Tom Angstadt and their winemaker son, Jordan Kivelstadt, aim to produce wines that speak of their terroir – where the experience of Qualia Wines begins – but also their evolution through the winemaking process. The Qualia Pavo Estate label celebrates the unique terroir of the family's organically farmed Kivelstadt Vineyard located at the intersection of the Sonoma Valley, Bennett Valley and Sonoma Mountain appellations.