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## WINES OF A FEATHER FLOCK TOGETHER

Blackbird Vineyards debuts revolutionary **FLOCK BOX COLLECTION**—  
offering a unique format for sampling a premium collection of wines



(NAPA VALLEY, CA; June 14, 2010)— Sampling a portfolio of premium Napa Valley wines in a private setting has always challenged serious wine aficionados. This is due to the potential expense of trialing a wine when unfamiliar with a collectible label or vintage. To remedy this, Blackbird Vineyards is offering the Flock Box Collection to the winery’s private clients, enabling them to experience their Pomerol-inspired Proprietary Red Wines without the commitment of opening an entire 750ml bottle.

The current Flock Box Collection contains a selection of six 50ml glass bottles containing samples of Blackbird’s Merlot and Cabernet Franc blends, such as, 2007 and 2006 **Illustration**, 2007 **Paramour**, 2007 **Contrarian**, 2008 **Arise**, as well as 2009 **Arriviste** rosé.

Blackbird’s winemaking team is led by winemaker, Aaron Pott, who is committed to the highest representation of terroir, richness of fruit, and complexity in each hand-crafted bottling. This dedication to quality is also evident in the Flock Box Collection. By using an innovative technology - “Total Anaerobic Sample Transfer Environment,” Blackbird’s wines have been transferred directly from full bottles into 50ml bottles in a sealed, zero-oxygen chamber. As a final measure, the Blackbird winemaking team tasted and approved the integrity of the sample bottles.

The Flock Box Collection is being offered to Blackbird private clients for a retail price of \$48 at [www.blackbirdvineyards.com](http://www.blackbirdvineyards.com), via email at [info@blackbirdvineyards.com](mailto:info@blackbirdvineyards.com), or by calling 707.252.4444. Additional images are available by request.

### About Blackbird Vineyards

Founded in 2003 by Michael Polenske, Blackbird Vineyards is an artisanal producer of Pomerol-inspired wines from the Napa Valley. Planted in 1997, the estate vineyard is located in the heart of the Oak Knoll District—a region appreciated for its moderate climate and deep, gravelly soils. The vineyard’s valley floor topography presents optimum growing conditions for winemaker Aaron Pott to produce elegantly styled, appropriately balanced red wines that offer short- and long-term cellaring potential. Limited quantities are available through an allocated mailing list direct from the winery and in the finer restaurants and hotels around the world. Visit [Blackbird](http://Blackbird) and become a fan on [Facebook](https://www.facebook.com/Blackbird).

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