

FOR IMMEDIATE RELEASE

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CA (December 4, 2011) The Holman Ranch Tasting Room at 19 E. Carmel Valley Road, Suite C at White Oaks Plaza in Carmel Valley, California will Celebrate Valentine's Day with special offers on this day of love!

Wine tasting for two will be \$5 throughout the day (a 50% discount)! The Tasting Room will also be selling Lula's chocolates infused with Holman Ranch Pinot Noir – the perfect sweet treat for your sweetheart! Throughout the day every couple will receive a rose.

Holman Ranch's Carmel Valley Village Tasting Room is the perfect backdrop to swirl, sip and savor the different complexities of Holman Ranch Vineyard and Winery wines. There is something for everyone, from the full-bodied Pinot Noirs to the light, fruity flavors of our Pinot Gris and our lightly-oaked, food friendly Chardonnay. Holman Ranch also offers estate grown and bottled Extra Virgin Olive Oil available for tasting and purchase at the Tasting Room.

In honor of Valentine's Day, here are the top 3 reasons the team at the Holman Ranch Tasting Room loves wine!

#1 Wine is good for you! It seems that every week a new study is released showing the health benefits of wine. Research shows that moderate consumption of wine can combat everything from **premature aging**, to **Alzheimer's**, to risk of heart attacks, or **cancer**.

#2 Feed your head. Wine has shown to help preserve your memory. When researchers gave memory quizzes to women in their 70s, those who drank one drink or more every day scored much better than those who drank less or not at all.

#3 Keep the scale in your corner. Studies find that people who drink wine daily have lower body mass than those who indulge occasionally; moderate wine drinkers have narrower waists and less abdominal fat than people who drink liquor.

The tasting room is open daily from 11:00 a.m. – 6:00 p.m. and is available for private events. 831-659-2640 www.holmanranch.com

Holman Ranch Vineyard and Winery Background:

Located at the north eastern tip of the Carmel Valley Appellation, the family-owned Holman Ranch resides approximately 12 miles inland from the Pacific Coast.

Immersed in history and romance, the ranch has not only proven to be an excellent growing location for our vineyards but also for the Tuscan varietal olive trees which have flourished under the temperate climate.

Holman Ranch estate-grown wine varietals are planted on approximately 19 acres of undulating terrain. The wines produced are unfinned and crafted to deliver the true varietal of the grape from harvest to bottle. The climate and terroir of the appellation has played a critical part in the success of their wines. The warmth of the inland valley coupled with the cooling marine layer has proven to be an ideal microclimate for the production of Pinot Noir and Pinot Gris. The vineyards' Burgundy Clones have thrived from the perfect blend of ideal climate, southern exposure and thin rocky soils.

The estate wines of Holman Ranch include: Pinot Noir, Pinot Gris, Chardonnay, Sauvignon Blanc, and Rosé of Pinot Noir. Carefully hand-harvested, cold pressed and bottled, the Extra Virgin Olive Oil produced from the fruits of our trees has a delightfully distinctive flavor.

Holman Ranch Background:

Holman Ranch: Where the Past is Always Present. Tucked away in the rolling hills of Carmel Valley, historic Holman Ranch provides a unique and memorable setting for weddings, special events, family gatherings, corporate retreats, and team-building events. With its charming gardens, stunning mountain views and serenity, this private estate affords old-world charm while providing modern day conveniences. This stunning property includes a fully restored stone hacienda, overnight guest rooms, vineyards, olive grove, horse stables and more.