

CUVAISON ESTATE WINES

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FRESH TASTING ROOMS UNDERSCORE WINERY'S PROGRESSIVE APPROACH

Smart Designs, Distinct Experiences at Cuvaision's Two Napa Valley Visitor Centers

Public Invited to Open Houses this July

June 16, 2009, Napa Valley, CA – Cuvaision Estate Wines has turned its traditional tasting room image on its head with **two fresh, distinct and stunningly evocative visitor environments**. Celebrating its 40th anniversary, the winery has employed the understated and progressive approach used in its winemaking to the sweeping design project, featuring an **authentic focus on the specific place**.

Make that places. Unique in the region, Cuvaision features **two distinct winery-based tasting rooms** that together embrace the Napa Valley. The winery is hosting **open houses for the public at both sites in mid-July**.

Located on the Silverado Trail, the re-design of the **historic Calistoga site is a contemporary take on the classic tasting environment** - warm and intimate, with an **inviting tasting bar and tree-shaded picnic grounds**.

The **Carneros site** off Duhig Road graces the **center of the winery's 400-acre estate vineyards**. Surrounded by rolling waves of vineyards, natural light plays a prominent role in the compelling design that **blurs the distinction between indoors and out**. Massive frameless glass doors slide out of sight, opening to a terrace protected from the elements by the building itself. With relaxing **seated indoor and outdoor tastings by appointment**, Cuvaision's Carneros tasting room is the newest incentive to linger in Napa Valley's southern-most region – easily accessible to Bay Area and Sacramento visitors.

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Progressive Approach, continued

To execute the vision of timeless, site-specific design and continue the environmental commitment that has earned the winery sustainability certification, Cuvaison Estate Wines President Jay Schuppert selected architectural firm Gould Evans | Baum Thornley. Employing what he calls '**smart design,**' Principal Douglas Thornley, AIA, installed systems that direct **storm water to an irrigation pond through bio-swale** (dirt, rocks and grasses), showcased **reclaimed redwood and certified sustainably-grown cedar** in the tasting rooms, and incorporated overhangs, north-facing glass walls and cross-ventilation for **natural temperature control**.

And though he's proposed it to many other clients, Cuvaison was Thornley's **first to approve the additional 25% cost of used-denim insulation**, an environmentally-friendly alternative.

"For 40 years, Cuvaison has quietly hosted visitors in our humble tasting room on the Silverado Trail while taking progressive steps in our vineyards, winemaking and winery design," said Schuppert. ***"We're not your father's Cuvaison anymore. With these distinctly different settings and experiences, we have not one but two Napa Valley visitor centers befitting our wines – and great reasons to visit both."***

Cuvaison is best known for cool climate Pinot Noirs and Chardonnays, and mountain Cabernet Sauvignons. The public is invited to celebrate the winery's 40th anniversary and grand openings of both tasting rooms at these **upcoming open houses**:

Calistoga – 4550 Silverado Trail – Saturday, July 11, 4 p.m. – 8 p.m.

Carneros (Napa) – 1221 Duhig Road – Saturday, July 18, 4 p.m. – 8 p.m.

For more information, please call 1.800.253.9463 or visit the winery's cool new website: www.cuvaison.com.

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