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FOR IMMEDIATE RELEASE

Gruet Winery Opens New Tasting Room in Santa Fe

Located at historic Hotel St. Francis, opening brings leading domestic sparkling wines to complement city's vibrant art and culinary scene

Santa Fe, New Mexico – Sept. 20, 2016 - Gruet Winery is pleased to announce the grand opening of its new **Santa Fe** tasting room at the **Hotel St. Francis** on **Sept. 22, 2016**. Located at the heart of Santa Fe's historic district – a leading destination for art, music, food, and now, great wine, the tasting room provides an outstanding opportunity to share Gruet Winery's passion for premium American sparkling wines with visitors and residents alike.

"When we embarked on our journey to create a sparkling wine house in New Mexico, many wondered about our vision, which was to produce premium Methode Champenoise sparkling wines in the U.S.," Founding Winemaker Laurent Gruet said. "Today, I am proud to say our experimental vineyard has blossomed into a world-class winery that has transformed the landscape of New Mexico and that of the sparkling wine industry in America."

The grand opening will coincide with the celebration of the **26th annual Santa Fe Wine & Chile Fiesta (Sept. 18-25)**, for which **Gruet Winery** has been a longtime sponsor and advocate. The new tasting room will be a place to learn about the **Gruet** story and sip on its nationally-acclaimed sparkling wines and tasting room exclusives or relax with bubbly cocktails on its new outdoor patio. Hotel St. Francis, 210 Don Gaspar Avenue, is owned by **Heritage Hotels & Resorts** and is Santa Fe's oldest hotel on the **National Register of Historic Places**.

For more than 30 years, Laurent Gruet has been producing premium sparkling wines using the same methods his father, Gilbert Gruet, did at their family's Champagne House in Bethon, France. On a family trip to the southwestern U.S., the family met a group of European winemakers who had successfully planted vineyards in the New Mexican town of Engle, about 170 miles south of Albuquerque. After hearing of vineyards that had been planted as early as the 1600s there, and learning about the specific climate and soil conditions of the region, Gilbert Gruet knew he had found something incredibly special and purchased a small vineyard.

Built on the tradition of generations past and with perseverance and dedication, the Gruets worked with their estate vineyard as well as with other New Mexican winegrowers, to champion the development of world-class **sparkling wine** from **New Mexico**. As their wines grew in popularity around the U.S., they forged alliances to bring fruit from America's greatest wine growing regions to redefine the sparkling wine category; providing quality American-appellated wines made in the traditional method.

Gruet Winery's nationally available méthode champenoise sparkling wines include:

- Gruet Brut
- Gruet Brut Rosé
- Gruet Blanc de Blancs
- Gruet Blanc de Noirs
- Gruet Demi-Sec
- Gruet Sauvage

"It is remarkable what the Gruets have accomplished and we are so proud see their wines experience continued growth and acclaim," **Precept Wine** Chief Sales and Marketing Officer Alex Evans said. Precept Wine purchased Gruet Winery in 2014. "It was only natural to build our second tasting room in Santa Fe, a leading tourist destination with a vibrant cultural community. It is truly an honor to be here."

Today, Gruet continues to be a leader in New Mexico and in the American viticultural industry. The 2016 vintage marks the first year of harvest at the **Santa Ana Pueblo Vineyard** managed by **The Pueblo of Santa Ana** and the **Tamaya Nation**. The partnership between the growers and Gruet was established in 2014 and the fruit has been highly anticipated.

In addition, Gruet's tasting room and winery in **Albuquerque** is undergoing substantial renovations. The first phase of the project, which includes a redesign of the tasting room, will be completed Oct. 1 – just in time for the world-renowned **Albuquerque International Balloon Fiesta**. The second phase of construction will make additional improvements to the winery and will begin in spring 2017.

Visit Us:

Albuquerque Tasting Room & Winery

Established: 1984

Address: 8400 Pan American Freeway N.E.,

Albuquerque, NM 87113

Phone: 505.821.0055

Website: www.gruetwinery.com

Hours:

- Monday-Thursday: 10 a.m. - 5 p.m.
- Friday – 10 a.m. - 7 p.m.
- Saturday – Noon - 7 p.m.
- Sunday – Noon - 5 p.m.

Santa Fe Tasting Room

Opening: Sept. 22

Address: 210 Don Gaspar Avenue, Santa Fe, NM 87501

Website: www.gruetwinery.com

Phone: 505.983.5700 (hotel)

Hours:

- Monday – Wednesday: 11 a.m. – 7 p.m.
- Thursday – Saturday: 11 a.m. – 8 p.m.
- Sunday: Noon – 7 p.m.

Helpful links:

www.gruetwinery.com

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Facebook – [gruetwinery](https://www.facebook.com/gruetwinery)

Gruet Winery – Founded in 1984, **Gruet Winery** specializes in **Methodo Champenoise** sparkling wines. Family driven, the **New Mexico**-based winery produces Pinot Noir and Chardonnay-based sparkling wines and a small collection of still wines, with roots originating from **Gilbert Gruet's Champagne house in Bethon, France**. More than 25 vintages later, Gruet Winery has achieved unprecedented acclaim and remains a favorite of the nation's top sommeliers. Learn more at www.gruetwinery.com.

Seattle-based Precept Wine – Is the largest privately held wine producer in the **Pacific Northwest** and a top 15 American wine producer. With deep roots representing 30 years of Northwest investments in the wine industry, it owns and operates more than 4,500 acres of vineyards across **Washington, Idaho, New Mexico and Oregon**; such leading wine brands as Waterbrook, Gruet, Canoe Ridge Vineyard, Ste. Chapelle, HOUSE Wine, Browne Family Vineyards, Pendulum, Primarius, Washington Hills, Shingleback, and Red Knot, plus tasting rooms and hospitality throughout the Northwest. Founded in 2003 by Andrew Browne, the company's wineries have garnered more than 600 combined best buys and critical scores exceeding 90 points. Learn more at www.preceptwine.com.