



MORGAN

November 2, 2011
FOR IMMEDIATE RELEASE

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MORGAN RELEASES INAUGURAL VINTAGE OF DOUBLE L RIESLING

MONTEREY COUNTY, CA - Morgan Winery is pleased to announce the debut of its first ever Riesling. The 2010 Double L Vineyard Riesling is now available for purchase online and at the Taste Morgan visitor center.

In 2007, Morgan's proprietor and winegrower Dan Lee planted 1.02 acres of Riesling grapes (clones 239 & 198) on the upper half of the winery's Double L Vineyard in the Santa Lucia Highlands. Last year, Riesling was harvested for the first time. "I am very excited for this new varietal release from our Double L Vineyard," comments Lee. "It is always a thrill when something you have worked so hard towards becomes a reality; the Double L Vineyard is that reality. We continuously raise the bar, varietal to varietal, vintage to vintage. Given the Double L and SLH's very cool climate, Riesling is a classic, natural choice; our winemaking team has made a beautiful wine that promises well for this varietal's future in our area."

This inaugural Morgan Riesling is very limited and will initially only be sold on-line at MorganWinery.com and at the Taste Morgan visitor center in Carmel. Only 100 cases were produced. It carries a retail price of \$22 per bottle.

In 1996, Dan and Donna Lee invested in their vision, purchasing and planting a 65 acre property in the northern end of the newly named, still not well known Santa Lucia Highlands AVA. Of all of the places they could have selected to establish a new "Premier Cru" estate, this site was to prove most perfect. Named the Double L (Double Luck, in honor of twin daughters), today this vineyard is one of the most famed winegrowing properties in California. A living laboratory, the organically certified Double L Vineyard boasts 20 different clones on 8 different rootstocks. It is also the source of Morgan's two most highly awarded flagship releases; the Double L Pinot Noir and Double L Chardonnay.

With more than thirty years experience, Dan Lee and the Morgan label have been synonymous with artisan, vineyard-centric wines from the Santa Lucia Highlands and Monterey. Dan's conscientious and innovative farming regimens allied with traditional, "minimalist" winemaking techniques craft wines of balance, elegance and distinction.

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