



MORGAN

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MORGAN RELEASES “FIRST DECADE” DOUBLE L CHARDONNAY

MONTEREY COUNTY, CA – Morgan Winery’s “First Decade” Double L Vineyard Chardonnay is now available. This new 2010 release marks the tenth vintage anniversary for one of the Santa Lucia Highlands’ flagship wines. Winegrower Dan Lee and winemaker Gianni Abate have crafted a Chardonnay that lives up to the Double L estate’s ten year track record of 90 plus point scores.

In 2000, the first harvest occurred at Morgan’s now well-known vineyard – nicknamed “Double Luck” in honor of owners Dan and Donna Lee’s twin daughters. “It is a labor of love,” comments Lee. “The Santa Lucia Highlands, and this vineyard in particular, have proven over the years to be sensational sites for world-class Chardonnay and Pinot Noir.”

The 2010 growing season was even longer than most in the Highlands. Above average rainfall in the spring combined with cool summer temperatures delayed the vines by about two weeks. Warm weather in late September ripened the fruit for a harvest that lasted through the end of October. The grapes achieved full phenolic ripeness due to the lighter, concentrated crop.

Only 600 cases were produced of the Morgan Double L Vineyard Chardonnay. It has a suggested retail price of \$40. March of this year will see the anticipated “First Decade” release of the Double L Vineyard Pinot Noir.

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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