

For Immediate Release July XX, 2016 Contact: Jeff Braun (281) 787-8040 Crucial Communications Group jeff.braun@crucialcommunicationsgroup.com

LOST MAPLES WINERY INTRODUCES NEW PREMIUM RED WINE

(Vanderpool, TX)—Lost Maples Winery is pleased to introduce *Polvadeau Vin Rouge Reserve*, a limited vintage wine made from grapes grown at its vineyards in Bandera County. Its predecessor, the Polvadeau Vin Rouge, is already a best seller and was recognized earlier this year with a Bronze Medal at the San Antonio Livestock Show and Rodeo wine competition. The new Reserve Edition of this red wine is rich, bold and complex and very smooth to the palate. It is made with 2014 vintage grapes that have been aged on site at the winery in oak barrels until bottling began last month.

"The Vin Rouge Reserve takes our winemaking to a new level," said Glenda Slaughter, co-owner of the winery and vineyards. "We are thrilled with how this wine came together, as it is the longest-aged vintage we've offered. The reaction when people taste it is tremendous."

Polvadeau Vin Rouge Reserve pairs well with beef, lamb and and spicy dishes. Lost Maples Winery vintners suggest rare prime rib with horseradish sauce as an ideal meal to serve with this wine. Hints of black cherry, black plum and chocolate accentuate this bold new wine's deep red color and body. Mild tannins add to the pleasure it brings to the palate. Visitors to the tasting room who have previewed this wine love its rich color and complexity.

Only 97 cases of this vintage have been created, and this spectacular wine is now available at the Lost Maples Winery Tasting room for an introductory price of \$40 per bottle.

"Since previous vintages of the standard Vin Rouge have sold out in just a few months each year, we expect these bottles to go quickly," said Tom Slaughter, co-owner of the winery and vineyards. "The Vin Rouge Reserve is a top-tier wine that continues to build our winery's reputation for making some of the best wines Texas has to offer."

The *Polvadeau Vin Rouge Reserve* and other fine wines are available in the winery tasting room in Vanderpool, Texas, located in the Lost Maples Region of the Texas Hill Country.

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About Lost Maples Winery at Polyadeau Vineyards

The vineyard and winery are the first commercial growing and wine making facilities in Bandera County. The first phase of the vineyard was planted in 2006, and the Winery and Tasting Room opened in 2015. The Tasting Room is open Wednesday afternoons from 3 p.m. to 7 p.m. and on Thursday through Sunday from 1 p.m. to 7 p.m. More information on the wines and facility is available at www.facebook.com/Lostmapleswinery.