



News Release

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It started with the Biscuit Fire in 2002, then the Blossom Fire in 2005, now Troon Vineyard releases their 2007 Humbug Fire Cabernet Sauvignon Reserve!

Grants Pass, Ore.- July 29, 2011- Each year wildfires are a threat in and around the Applegate Valley. Back in 2002, the Biscuit Fire burned rampantly through nearly 500,000 acres of Southern Oregon and Northern California landscape, estimated to be one of Oregon's largest in recorded history. While devastating homes and wildlife, it lent a smokey character to our 2002 Cabernet Sauvignon Reserve; noticeable enough to add as a title to the wine. This limited 180 case production wine sparked widespread popularity among online and private wine collectors garnishing premium prices of \$500-\$700 a bottle. This was the first wine to be produced in Southern Oregon to reach this status. The wine also served as a memento to the firefighters who worked hard to combat the flames.

Relationships were built with these firefighters from local Fire District #9 and in 2005 when another significant fire, the Blossom Fire, broke out Troon Vineyard added a charity component from a portion of the proceeds of the wine to go back to support the local heroes. Over \$2,800 were donated to the fire department.

"The initial donation of over \$1,700 went to purchasing new pagers for the 40+ volunteers in the Applegate Valley Fire District. Pagers are our sole form of communication with our volunteers, so it was a major purchase for us. It is a constant battle to keep our equipment and devices up to safety standards, so the second donation of \$1,100 went to upgrading our antiquated fire tools and hose packs to fight the wild land fires," states Carey Chapat, administrator of Fire District #9.

The latest release, the 2007 Humbug Fire Cabernet Sauvignon continues the tribute to the fire department. In 2007, a fire started by sparks from fireworks burned 150 acres in the Applegate Valley. Fortunately, the ability of the crews prevented the fire from progressing over the ridge to Troon Vineyard. This release is a very appreciative and personal thank you from Team Troon.

The 2007 Humbug Fire Cabernet Sauvignon will be release August 1st at Troon Vineyard's Applegate Valley Estate and Carlton Tasting Rooms. It will also be available online and in select Oregon retail locations. It is a rich, robust wine with notes of black currant, black plum, and tobacco. Extended 28 month aging in French Oak has provided smooth texture and a long finish. Retail price: \$42.

On October 1st, during Troon Vineyard's annual Harvest Party, Fire District #9 will be presented with the first check from the wine's proceeds.

Troon Vineyard is dedicated to the pursuit of "Good Times and Fine Wines." Located in the viticultural heart of the Applegate Valley, the winery and vineyard are set on a beautiful 98 acre property with panoramic views, providing a stunning backdrop for tasting our signature Zinfandel, Tannat, Vermentino and unique blends.

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