

**MEDIA ALERT**

**CONTACT: Lee Hodo**

**707-332-0857 / [lee\\_hodo@att.net](mailto:lee_hodo@att.net)**

**TOAD HOLLOW®**  
V I N E Y A R D S

***Assemblage of Sonoma County Merlot Regions Enhances Toad Hollow's Crowd-Pleasing Merlot***

Healdsburg, Sonoma County, CA: May 2016

The 2014 vintage marks an exciting landmark for Merlot here at Toad Hollow. In keeping with our method of sourcing the most appropriate regions for the best example of a variety, we've blended Merlot fruit from three regions in Sonoma County for our Toad Hollow Richard McDowell Selection Merlot. Tapping the Russian River Valley, Dry Creek Valley and Alexander Valley together for Merlot grapes has given us an opportunity to produce a richer and fuller wine from the 2014 vintage.

Lauded for Merlot, Sonoma County has an historic reputation for the variety. In fact, Louis M. Martini first planted Merlot in 1962 near Healdsburg. Plantings soared in the 1970s, finally settling in three regions where the variety thrives.

This vintage, 2014, went on the record as one of the worst years for drought and the driest winter recorded in California. A warm spring caused early bud-break, which was followed by a sunny summer. Harvest began in some vineyards in mid-August, almost three weeks early. Cool weather in September stalled ripening, allowing us to harvest in all three regions in a perfect window of time for greater fruit body in the wine.

Our wildly popular Toad Hollow Merlot can be found coast to coast and at the always friendly suggested retail price of \$16.99. Our intermingling of fruit from Sonoma County regions fulfills what Merlot lovers have come to prize about Merlot—elegant black cherry and plummy flavors with just enough tannin to give the wine a well-rounded framework.

**To learn more about Toad Hollow, go to:**  
**[www.toadhollow.com](http://www.toadhollow.com) / 707-431-1441**

**For samples, contact Lee Hodo, 707-332-0857 / [lee\\_hodo@att.net](mailto:lee_hodo@att.net)**

