



Alena Shea
Red Sky Public Relations
208-287-2199
AlenaShea@RedSkyPR.com

Joe Schnerr
Cinder Owner
407-4347
Joe@CinderWines.com

FOR IMMEDIATE RELEASE

Cinder Winery Nabs National Honor for 'Pushing the Potential of Idaho'

First Idaho Winery on Wine Business Monthly's Hot Small Brands List

BOISE, Idaho – (February 22, 2010) – Leading wine industry publication *Wine Business Monthly* is recognizing the Snake River AVA's Cinder Winery as one of their *Top 10 Hot Small Brands* of the year.

The publication's Top 10 Hot Small Brands for 2009 List highlights Cinder's award-winning 2008 Viognier. It's the first time the top list has called out an Idaho winery. In recognizing Cinder, the publication stated, "The Hot Small Brands list gravitates toward wineries and brands that represent market trends or innovation, that take a leadership position in their regions."

"Most of the wines represented here are from up-and-coming wineries that have achieved success by delivering on quality. Cinder's 2008 Viognier made our list due to the quality of the wine, coupled with the vigilance in the exploration of different grape varietals that will grow best in Idaho," said Cyril Penn, editor of Wine Business Monthly.

"We're doing a lot of exploration about what's going to grow really well here," Krause said. "The two varieties I'm most excited about are Viognier and Tempranillo. We are thrilled to be recognized by an industry leader such as Wine Business Monthly and we hope that the award will bring an even greater focus to the potential of the Snake River Valley and the work Cinder is doing."

For two years, Cinder has been producing wines at the Urban Winemakers Cooperative in Garden City, along with Syringa Winery and Vale Wine Company. Now that each label has enjoyed the support of the cooperative, the three labels are ready to strike out on their own paths.

"We wish both Syringa and Vale Wine Company continued success with their brands. Melanie and I are excited to continue our gradual growth while gaining a deeper understanding of the Snake River Valley. We are now pleased to announce the evolution of the Urban Winemakers Cooperative building into "Cinder Winery" as we continue to

create world class wines guided by our passion for the wines and our love of this region,” said Melanie’s husband and Cinder co-owner, Joe Schnerr.

In celebration of their growth and the recent national honor, Cinder will host a Spring Release Party showcasing their newest wines — 2008 Syrah, 2009 Dry Rosé and 2009 Viognier.

**Saturday, March 6
12 p.m. – 5 p.m.
Cinder Winery
107 East 44th Street
Garden City, Idaho 83704**

About Cinder

Cinder, named after the layers of volcanic remnants found under the vineyards in Idaho, was started in 2006 by winemaker Melanie Krause and her husband, Joe Schnerr. Krause started as a vineyard technician and transitioned to winemaking, working as an enologist and then as the Assistant Winemaker at Chateau St. Michelle’s Canoe Ridge Estate Winery. After 5 years with St. Michelle Melanie moved back to her home town of Boise, Idaho and launched Cinder as an expression of the best of the newly minted Snake River Valley, AVA. Visit www.cinderwines.com or call (208) 407.4347 for more information.

The Snake River Valley American Viticultural Area (SNR AVA)

The Snake River Valley AVA encompasses 8000 square miles of Southwestern Idaho and two counties in Eastern Oregon, with 1600 vineyard acres currently planted. The SNR AVA’s latitude, elevation, growing season and climate conditions are very similar to AVAs in the Columbia Valley in Washington State. Elevations (1500-3000ft), and latitudes (43rd parallel), are comparable to those in the high mountain deserts of the famed Rioja region in Spain.