



**November 11, 2008**

***Bonny Doon Nouveau Est Arrive! New Tasting Room Opens November 15<sup>th</sup>***

**Iconic Destination Welcomes All Followers to Winery in Santa Cruz**

SANTA CRUZ, Calif.--(BUSINESS WIRE)--Terrestrials throughout the galaxy are anxiously anticipating the opening of the new Bonny Doon Vineyard Tasting Room this Saturday November 15<sup>th</sup> 2008. Re-located to the winery at 328 Ingalls Street on the Westside of Santa Cruz, the *nouveau* Tasting Room is extraordinarily playful, offering a spacious yet surreally vinous beauty perfectly in keeping with Bonny Doon Vineyard's unique, oft imitated but never equaled, wine experience.

The new Tasting Room space, formerly the northwest, gritty corner of the winery, is directly across from Santa Cruz Mountains Brewery and next door to a group of wineries recently banded together as Surf City Vintners. The space's unique architectural vision was conceptualized and developed by Randall Grahm, founder and President-for-life of Bonny Doon Vineyard, with the assistance of *Storeage*, a Dutch design firm and local Santa Cruz architect *Mark Primack*. Contracting by *Schultz Construction* of Santa Cruz took place over a period of six months beginning in April 2008. Many elements in the space were re-purposed from the winery detritus, among which are the tasting bar fronts crafted from deconstructed oak barrels and the private tasting pod walls made of oak wine tank staves.

Visitors to the new Tasting Room can expect a full immersion into a "*Dooniverse*" of possibilities. Enhanced experiential elements, including the inspired wine and food pairings of Chef Sean Baker of Santa Cruz's own Gabriella Cafe, a verdant Biodynamic lounge and a *vinous curriculum ad infinitum* serve as portals into the weird and wonderful world of Bonny Doon Vineyard. Grahm, while feeling a tad *agrodolce* in bidding farewell to the bucolic Bonny Doon property, is *frizzante* beyond words with excitement about the new Tasting Room. "*The Bonny Doon Tasting Room has been a destination spot for nearly 25 years as well as our original production site. Now more than ever, our goal is to make wines of significance, capturing a vivid sense of place. Bonny Doon's newly expanded winery tasting room will engage the most jaded imbiber by offering a richer and more complex tasting and visitor experience,*" said Grahm.

The new Tasting Room at 328 Ingalls Street in Santa Cruz opens this Saturday November 15<sup>th</sup>. Hours are 11:30 am to 5:30 pm daily except for Christmas, Thanksgiving, New Year's Day, Easter and July 4<sup>th</sup>.

The former tasting room at 10 Pine Flat Road is now the Beaugard Vineyards tasting room and winery.

### *About Bonny Doon Vineyard*

Bonny Doon Vineyard, based in Santa Cruz, California, was founded by Randall Grahm in 1983. Its goal is to produce wines reflective of *terroir* whether on a regional macro level or a single vineyard micro level. Since the adaptation of biodynamic vineyard practices in 2003, Bonny Doon wines evidence a deeper sense of place, more complex varietal character and a noticeable note of minerality – reflective of greater life-force and enhanced ageing potential. Bonny Doon is a moderately sized 35,000 case winery producing select ultra-premium wines, notably the Rhône-influenced Le Cigare Volant, Le Cigare Blanc, Vin Gris de Cigare, Le Vol des Anges, as well as *monopole* wines from Ca' del Solo. Visit Bonny Doon's tasting room in Santa Cruz, California (831-425-4518). Learn more about us at [www.bonnydoonvineyard.com](http://www.bonnydoonvineyard.com).

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