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Sokol Blosser Introduces New Bluebird Cuvée Sparkling Wine

*New Wine Features New Packaging and
a Renewed Commitment to Sparkling Wine*

September 5, 2018 – Dayton, OR – Sokol Blosser, one of Oregon’s original and most iconic wineries, will launch an exciting addition to its exceptional portfolio this fall: Bluebird Cuvée Sparkling Wine. Sokol Blosser has been making sparkling wines since 2011, when a Sparkling Rosé of Pinot Noir was introduced, and Bluebird Cuvée marks the winery’s fresh commitment to being a grand sparkling house.

“Since we were kids, our mom, Susan Sokol Blosser, loved Champagne, and it was always our go-to at family occasions,” said winery Co-President and Winemaker Alex Sokol Blosser. “When my sister Alison and I took the reins from our parents, we knew we wanted to put a stake in the ground as an outstanding house of sparkling wine in Willamette Valley. Bluebird Cuvée is our most compelling step in that direction.”

Bluebird Cuvée is a proprietary assemblage of multiple white grape varietals, and the debut offering will be from the 2016 vintage. The wine is Brut and made in the Méthode Traditionnelle style and offers notes of ripe stone fruits, citrus, apple and pear along with a creamy texture and crisp acidity that makes it a perfect food wine.

Bluebird Cuvée also features Sokol Blosser’s new packaging, which first debuted on its 2014 Sparkling Rosé of Pinot Noir, sold exclusively via the winery directly. The new look evokes the quality and elegance of what’s inside each bottle. The Bluebird Cuvée label also showcases Sokol Blosser’s long-time support of the Prescott Western Bluebird Recovery Project, with a pen-and-ink style image of a Western Bluebird. For more than 20 years, Sokol Blosser has offered needed shelter and support to preserve a breeding habitat for Western Bluebirds, with 15 bird houses on its organically-farmed property.

“Bluebird Cuvée is an especially meaningful new wine for us,” said winery Co-President Alison Sokol Blosser. “Sparkling wine is on an upward trajectory in the U.S. and people

are eager for new sparkling wines to try, and while we will never veer from our obsession for creating world-class pinot noir, we are very excited about offering outstanding new sparkling wines that are clear expressions of our passion.”

Bluebird Cuvée will be available this fall in nine markets including Arizona, California, Colorado, Montana, Nevada, North Carolina, Oregon, South Carolina and Washington state, at a suggested retail price of \$24.99. Availability of Bluebird Cuvée will expand across the country in 2019.

About Sokol Blosser Winery

In 1971, the Sokol Blosser family planted grapes on just five acres in the Dundee Hills. As one of the pioneering wineries of the region, Sokol Blosser has played a key role in developing and shaping the now-prominent Oregon wine industry. The winery remains family owned and operated to this day, with the second generation now at the helm: siblings Alex and Alison Sokol Blosser. Achieving B Corp certification in 2015, the winery farms 128 acres of estate vineyards and creates wines of world-class quality, produced in a sustainable manner, which reflect the distinctive flavors of the grapes, soil and climate. The winery produces pinot noir, pinot gris, chardonnay, riesling and small quantities of single block pinot noirs and sparkling wines under its Sokol Blosser brand name, as well as a white blend, red blend, pinot noir, sparkling wine, riesling, and chardonnay under the Evolution label. Visit <http://www.sokolblosser.com> to learn more.

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