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| **FOR IMMEDIATE RELEASE**  **FOR: Wines by Ray Signorello**  4500 Silverado Trail  Napa, Calif. 94558  707.255.5990  www.signorelloestate.com | **FOR MORE INFORMATION:**  **C. Milan Communications**  Charlotte Milan  415.412.9303  [charlotte@cmilancomm.com](mailto:charlotte@cmilancomm.com) |

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***S* BY RAY SIGNORELLO, A NEW NAPA VALLEY CABERNET SAUVIGNON LAUNCHES**

*Winemaker Priyanka French Helms New Cabernet Brand*

(Napa, Calif.)— September 13, 2021——Ray Signorello Jr., founder and proprietor of Signorello Estate—today announced the introduction of a new Napa Valley Cabernet Sauvignon to his extended *Wines by Ray Signorello* portfolio. The 2019 ***S*** ($75, 1300-9L cases) is crafted by Signorello Estate Winemaker Priyanka French with the intention of showcasing a different expression than the estate wines. French joined the winery in early 2019, along with Consulting Viticulturalist Steve Matthiasson and Consulting Director of Winemaking Celia Welch. French and Proprietor Ray Signorello have been the driving force behind a new and revitalized vision for the 44-year-old family-owned estate following the devastating 2017 wildfire that destroyed the winery, but thankfully spared the 30-acre estate vineyard. Signorello Estate will break ground on a new state-of-the-art 18,000 square foot cave and fermentation facility in fall 2021.

***S*** is the first new product introduced by Ray Signorello and French, and the inclusion of thoughtfully sourced Cabernet Sauvignon and Petit Verdot from the northern part of the valley offers increased intensity, plushness and opulence with this new Cabernet. By expanding the fruit sources beyond Signorello’s cooler-climate terroir, with ***S***, French has crafted a more modern style of Napa Valley Cabernet Sauvignon further showcasing the breadth of her winemaking talents and expand the style of Cabernet offerings from the *Wines by Ray Signorello* portfolio. While the 2019 vintage has some partial sourcing from the estate vineyard, subsequent vintages of ***S*** will include fruit sourced from organic vineyards in Howell Mountain, St. Helena and Rutherford.

“Signorello Estate is a historic and distinctive estate in the southern end of Napa Valley. With the introduction of ***S*** in the portfolio of *Wines by Ray Signorello*, we are excited to present our unique appreciation for the essence of Napa Valley by sourcing fruit from distinctive vineyards that are farmed with the same ethos as we farm our estate vineyards. We chose sites that are slightly warmer compared to our estate location, allowing us to produce a wine that is expressive yet approachable upon release, which makes it ideal for restaurant wine lists and at an accessible price point for wine aficionados,” said French.

***S*** by Ray Signorello will be sold nationally wherever Signorello Estate is distributed, as well as in Canada, Japan and England, Korea, Denmark and China, as well as online at

[www.s-napacabernet.com](http://www.s-napacabernet.com).

**ABOUT WINES BY RAY SIGNORELLO**

After co-founding Signorello Estate in 1977 with his father, Ray Sr., Ray Signorello has developed a portfolio of wines, which includes S ($75), a modern, opulently styled Napa Valley Cabernet Sauvignon, Edge ($25), a lush Alexander Valley Cabernet Sauvignon, and TRIM Chardonnay and Cabernet Sauvignon from California ($12.99 each).

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**FOR** **MORE INFORMATION,**

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